

## PILLSBURY DEPLOYS INNOVATIVE DATA ANALYSIS TOOL KIT

### Business Challenge

Every day, millions of people enjoy Pillsbury's world-famous food products from creamy, luxurious Haagen-Dazs® premium ice cream to Green Giant® branded vegetables. The company's family of products also includes Pillsbury's baked and refrigerated breakfast products and Old El Paso® the number one Mexican food brand outside of Mexico.

Pillsbury is a division of Diageo a food and beverage conglomerate with more than 85,000 employees worldwide delivering mega brands to more than 200 countries globally. In North America, Pillsbury has been gaining market share in categories that are growing faster than industry averages. Profitable growth has been accompanied by cost reduction measures and new technological advancements that ensure maximum reinvestment in its formidable brand portfolio. Successful companies, such as Pillsbury, are deploying centralized technology to provide business decision makers with the data analyses and modeling tools they need to make informed decisions.

Dr. Fred Hulting, senior research scientist in Pillsbury's Statistics and Quality Design Department had a vision to deploy enterprise-wide data analyses tools to meet the company's growing information needs. "We were interested in leveraging the expertise in our Minneapolis office and providing our employees with access to real-time information, from our quality assurance staff working in manufacturing to marketing executives promoting our brands," says Hulting.

### Business Solution

Using StatServer, Dr. Hulting designed an intranet system to deliver customized data collection, analyses and educational tools to employees' desktops. This system enables Pillsbury employees to analyze their critical business data in a familiar web-based environment.

Pillsbury uses StatServer to deploy analytical tools to R&D, Operations, and Marketing, in applications ranging from process analysis to product development to consumer research. In one application, Dr. Hulting created design tools, analysis tools, and interpretive aids for process development teams working in manufacturing. Scientists and engineers at any manufacturing site can easily design data collection plans for process studies, obtain a process-specific data analysis, and make business decisions with confidence. Team members use Microsoft Internet Explorer to access these powerful data analysis tools, and to seamlessly transfer the analysis results to others globally using business software packages including Microsoft Office and Lotus Notes.

"We were looking for a data analysis solution that could deliver powerful data analyses tools to everyone's desktop. S-PLUS was our preferred statistical tool, and StatServer gave us the global reach and multi-user capabilities to meet our business needs," says Hulting.

"StatServer has enhanced our productivity by allowing us to upgrade everyone's data analysis toolbox, to educate users on best practices, and to deliver key business information, all from a central location." Employees throughout Pillsbury have also been impressed with the system. "We believe this system is allowing us to remain efficient, competitive and to work together to deliver leading food products to consumers."

### Benefits

- Centralized Data and Analysis Capabilities
- Improved Productivity

- Desktop Delivery In A Familiar Environment
- Seamless Integration With Microsoft Office And Other Business Tools

### **Business Tools**

- StatServer
- S-PLUS

*Source: Insightful Corp., 2007*