

CASE STUDY

Supporting digital shelf analytics and unlocking eCommerce growth with NashTech





Unlocking value in the digital world

This digital shelf analytics organisation is a world leading data insights and eCommerce solutions provider for major brands. They help consumer packaged goods (CPG) brands unlock eCommerce growth by providing real-time digital shelf analytics that sets the industry standard in coverage, transparency and actionability.

The organisation provides an analytics platform, built by CPG experts, turning complex data from hundreds of retailers into relevant, actionable insights that immediately drive sales and conversion. They help CPG brands to analyse performance of digital shelves using metrics and indicators that track share of search, content audit, assortment and availability, pricing and promotions as well as ratings and reviews.

Since 2014, they have been monitoring and optimising the digital shelf for retailers across 45+ countries and driving profitable growth for their customers.

From scaling to forming a new partnership

In this digital era, knowing exactly what is happening in all online retailers and what is on digital citizen's minds is key to all eCommerce businesses, thus explaining the sudden surge in demand for data and analytics platforms to recognise trends and to provide actionable insights. As a result, our client witnessed an increase in onboarding new global brands to their customer portfolio. Having grown organically with their internal team, this organisation was gathering over 1 million pages of data per day from over 180 sites as well as onboarding 10-15 new retailers each month.

The organisation was expecting to grow exponentially and gather data from over 800 sites by Q2 of 2023, a 344% increase.

To keep in pace with the soaring demand, this organisation realised that they needed a reliable partner who could not only had their required technical know-how, but also could be scalable and adaptable to their growing business.





Data quality is key

To be able to put the right data into the right hands, it is critical to have data gathering activities planned and scripted meticulously. One minor mistake or failure in the process will lead to negative impacts on the data quality itself.

NashTech was engaged and worked with this client throughout their data gathering activities. The teams worked seamlessly and smoothly alongside each other and exceeded their expectations.

NashTech provided a three-phased approach, starting with setting up a pilot development team to join the client's data acquisition squad. This designated team would learn, execute and prove the client's working processes.

Once the knowledge transfer phase was complete, the second phase was to nurture the development team and ensure that the quality of their data gathering met expectations and requirements. We also needed to make sure that the team could become self-sustainable and confidently navigate through the project independently.

The final phase was to supplement the development team with an incident support team who monitored and implemented fixes when needed – since retailer sites are continually being updated.

NashTech then further improved the service by adding a dedicated test team, splitting the rest of the project team into multiple squads handling both development and operational incident resolution. To ensure performance, contingency and engagement, members within each squad are rotated regularly between tasks.

NashTech now applies continuous improvement principles, on-going monitoring of the retailer gathering service and leverages wider NashTech capabilities to support the client's technical strategy and business goals.

Unlocking eCommerce growth with NashTech

Within a year of partnering with NashTech, the client was gathering data from over 360 sites and more than 3 million pages, this was double what they had been able to do themselves. By the third quarter of 2023, NashTech was enabling them to gather data from over 910 sites and more than 7 million pages, exceeding their target of 800 sites by 13.75%.

Talking about the partnership with NashTech, the VP Engineering at this client shared,

“*NashTech has been a great partner helping us scale our data gathering activities from over 180 sites to more than 800 sites and enable our business to grow. Their continuous monitoring approach and incident resolution to issues pertaining to retailer layout changes helped us to keep up with the operational challenges in maintaining the high success rate in gathering. This has a direct bearing on the efficacy of the insights generated by our platform for our customers. I would love to work with them again in future.*

VP Engineering

The partnership with NashTech has given our client more space to re-purpose and relocate staff to concentrate on strategic objectives. In the last few years, our client has strengthened their global footprint and expanded business into North America and further into Europe.

The growth trend of retail eCommerce is continuing after the spike seen during the pandemic. As we are living in the data-driven and digital-first world, understanding and unlocking the full potential of data has become the core to eCommerce businesses. Thus, demand for digital shelf analytics platforms will continue to rise.



We are experts in technology, delivering smart solutions that solve business challenges and create value. Our award-winning teams apply deep expertise and passion to deliver complex IT projects globally.

 @NashTechHN

 NashTech

For more details, please send your enquiry to info@nashtechglobal.com or visit our website www.nashtechglobal.com

**Nash
Tech.**