Becoming an Intelligent Consumer Products Company

Consumer Products (CP) companies are using new intelligent technologies to digitally transform and rethink their business. They are now looking at integrating end-to-end processes in the cloud to drive value and agility, and to innovate on an intelligent platform.

Cloud is the Foundation

95% of cloud decision makers at CP companies believe in the importance of software that integrates with people, processes and technologies.

75% of innovative CP companies have increased the productivity of their business processes and operations to the cloud.

95% of CP companies believe moving business processes to the cloud would have a positive impact on improving business capabilities and digitally transform their entire ecosystem.

Intelligent Technologies

Accelerating the Journey Toward Digital Transformation

Innovative CP companies versus other CP companies believe that adopting the following intelligent technologies will help them achieve their digital transformation goals:

- Big Data/Real-Time Analytics: 96%
- Internet of Things: 90%
- Blockchain: 91%
- Machine Learning: 96%
- Augmented Reality: 91%

Find out why innovative CP companies are moving end-to-end business processes to the cloud, and discover the benefits of becoming an intelligent enterprise. Download the spotlight [here](#).

Sources:

1. "Emerging Opportunities To Drive Industry Processes In The Cloud," a July 2018 commissioned study conducted by Forrester Consulting on behalf of SAP. Based on the Forrester Wave™: Consumer Products (CP) CRM Technologies, Q2 2018. 2. Innovators are those who uptake the technologies highly across the board for innovation in strategy, technology, people, process, and culture versus others in the Forrester study.