

# Data projected to save millions

Georgia-Pacific uses Qlik Sense to optimize investment and bring critical processes in-house



## CUSTOMER STORY

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### Data will determine the winners

Take a look around any US household and chances are you’ll find a Georgia-Pacific product. The Consumer Products Group of the Atlanta-based paper and pulp business has built a formidable presence in the ‘household essentials’ category. Key products range from Dixie® cups and plates through to Brawny® and Sparkle® paper towels, Vanity Fair® napkins and Angel Soft® and Quilted Northern® toilet tissue.

The strong market position achieved by Georgia-Pacific is something it takes very seriously. In a dynamic consumer market, public awareness combines with product quality and brand reputation to produce a compelling proposition, and for Georgia-Pacific, advertising is a vital component of its highly successful marketing mix.

A range of building blocks make up any successful marketing strategy, but according to Laura Knebusch, Senior Vice President, Marketing and Consumer Experience at Georgia-Pacific, one factor in particular is increasingly front of mind.

“Strategy and creativity are always important in marketing, but data is what is really going to create winners in the future,” she notes. “Data allows us to make smarter, more informed decisions about our consumers – where to reach them, how to reach them and how to maximize our investment.”

### Solution Overview

#### Customer Name

Georgia-Pacific

#### Industry

Manufacturing

#### Geography

Atlanta, Georgia

#### Function

Marketing

#### Challenges

- Optimize marketing spend and investment
- Access data quickly from multiple siloed sources
- Accelerate critical campaign reporting and insights

#### Solution

Georgia-Pacific chose Qlik Sense® to provide an easy-to-use single source of truth for both developers and end users.

#### Results

- Users can access insights quickly through a self-service platform
- In-house processes deliver millions in financial benefits
- Staff across the organization can develop strategies quickly and effectively

## The need to create value

“It’s critical that we become a data-driven organization,” says Brian Sullivan, Senior Director, Marketing Technology at Georgia-Pacific. “We need our teams to ensure that we’re creating value, increasing the speed at which we react to the marketplace and most importantly, delivering against the daily needs of our consumers.”

Successfully marketing a product range as broad as that offered by Georgia-Pacific inevitably involves an equally broad mix of stakeholders, from internal departments and personnel to external partners and agencies. Each of these was producing large volumes of essential data, but Georgia-Pacific realized that it was struggling to access and extract value from a potentially highly valuable resource.

“One of the biggest challenges our organization faced is that our data was spread across 30 siloed internal and external platforms. That means 60 to 70 different media partners all speaking a slightly different data language,” Sullivan adds. “Over the course of a year, that adds up. We estimated that our teams were spending around 30,000 hours just collecting and preparing data for basic reporting and analysis.”

## Enabling the deep dive into data

Sullivan outlines three main factors that led to the decision to implement Qlik Sense at Georgia-Pacific. Self-service capabilities, which would enable staff to access data and insights themselves as and when required, topped the list. Ease of use and navigation, both for developers and for end users with little experience of analytics platforms, was another essential consideration.

“Speed was the critical third requirement,” adds Sullivan. “Reports could take our business partners between hours and months to build. With Qlik, we have proven that it can be done in just seconds.”

With Qlik Sense, Georgia-Pacific was quickly able to develop a range of dashboards and report-building applications. These now allow individual teams to dive into the data that matters to them, as well as make it available to cross-functional capabilities.

## Better-informed decisions and impressive results

The deployment of Qlik Sense means data is now accessible from a host of previously siloed sources and consolidated into a common language and format.

Gone is the need to spend tens of thousands of hours a year chasing down usable data; instead, it is available in near-real time and in formats designed to meet the needs of specific end users.

“Teams or individual cross-functional team members can go in and see every single dimension and measure what we have in the business today,” Sullivan explains. “Through simple click-and-select-type capabilities, they’re able to create their own reports, save those reports, publish them, share them with other people and collaborate on the details and information gained.”

The effect on Georgia-Pacific’s marketing budget is, unsurprisingly, highly significant.

“Alleviating the burden of collecting, preparing and validating data from the business has allowed our teams to buy more media in-house,” Sullivan notes. “That is estimated to save us millions of dollars over the next few years.”

It also gives staff a much-increased capacity to focus on higher-value priorities, such as optimizing marketing spend and identifying and responding to the results of ongoing and previous campaigns.

“By in-sourcing marketing mix modeling, we’ve been able to understand the effectiveness of those investments more frequently and make better-informed decisions about our media choices,” says Knebusch. “And that goes beyond choosing between TV or digital – it extends to tactics, TV dayparts and partners. It’s had an immediate impact.”

## A transformative new foundation

Beyond the tangible business benefits, Sullivan explains that he is particularly proud of the change in culture that Qlik has contributed to across Georgia-Pacific. Adoption of Qlik is high and growing, and some 85% of users now access the platform on a regular basis.

“One of the best things about having all this data at our fingertips is seeing how it has changed the team,” Knebusch adds. “People are so excited when they first get into Qlik and can pull in data on their own in a matter of seconds. We’ve seen people go from first-timers to active users almost immediately.”

“We have broken down silos across our organization in how we operate in different functions,” Sullivan continues.

“Qlik has changed how we share knowledge, how we collaborate and even how we operate in partnership with more advanced technological capabilities.”

It’s a message that he and Knebusch are aiming to spread across the wider Georgia-Pacific operation and both see highly exciting possibilities in AI and Qlik AutoML.

“We want to continue to advance, build more data into our system and make it accessible to everyone,” Sullivano concludes. “Once we have that foundation in place, we truly believe we can maximize the value that each user will be able to create.”

### The keys to success



**\$** Millions of dollars in projected savings



**30,000** hours a year saved in data-collection processes

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Laura Knebusch, Senior Vice President, Marketing and Consumer Experience, Georgia-Pacific



### About Qlik

Qlik, with the recent addition of Talend, delivers an industry leading portfolio of solutions for data integration, data quality and analytics. This includes advancements in real-time, AI, ML and automation. The most successful organizations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyze and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik’s solutions work with any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.

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