

How can food producers dip into data to give customers a sweeter deal?



The Hershey Company

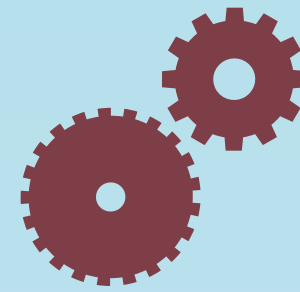
2,000

Brazil is a highly competitive market for chocolate

Hershey's wanted to understand its 2,000 customers and offer better prices



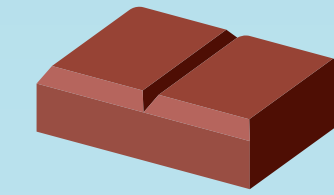
IBM Analytics uncovers new insight into each customer relationship



Enabling Hershey's to optimize pricing, sales and profitability like never before



And easily update its plans and forecasts each month



To keep its sales teams motivated



And its customers sweet

