

# Mikonboard

## CASE STUDY

**“Working with  
Mikonboard was a  
gamechanger for our  
retail pricing studies”.**

Petr Kriklan

Global Pricing Strategy Leader, Nielsen

### FOR MORE INFORMATION. CONTACT US

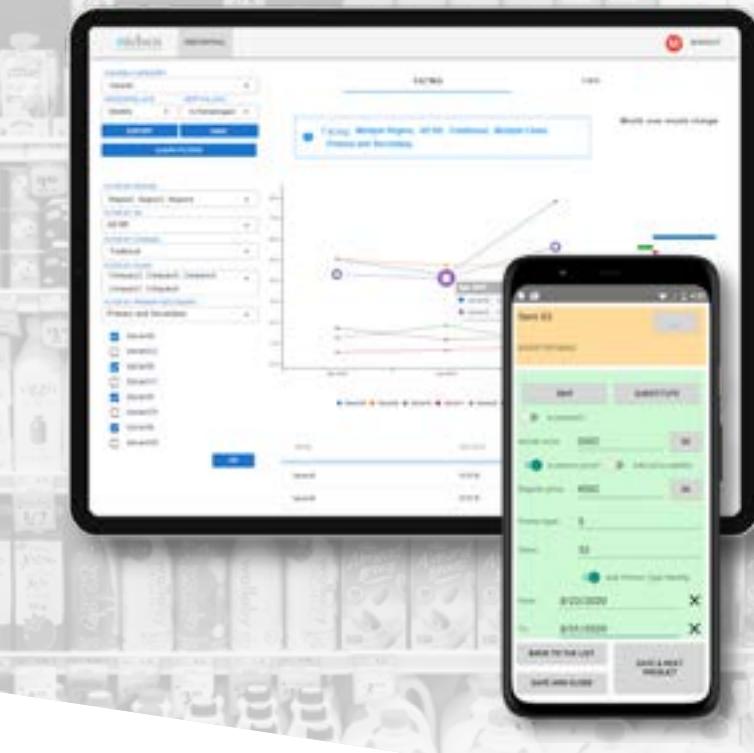
 info@mikonboard.com  
[www.mikonboard.com](http://www.mikonboard.com)

 **London:**  
+44 203 4884 743  
James Darby, Head of Sales

 **Prague:**  
+420 776 458 301  
Marek Štědra, Team Leader

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# nielsen

**Company Name**  
Nielsen

**Location**  
Worldwide

**Services**  
Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide.

### THE SITUATION

Nielsen is a publicly traded multinational market research firm. They conduct a wide range of retail studies for their clients, including monitoring product prices, inventory, placements and POS data.

### Pricing Studies

When conducting retail pricing studies, Nielsen often found clients had very different requirements and timelines throughout the operational process, from initial data-collection through to progress reporting and deliverables. They found they were unable to meet these demands from current and potential clients, as off the shelf data collection solutions were very inefficient, only allowing capture of very limited datasets and offering extremely limited reporting capabilities. However, they estimated a high cost of adapting current systems and their team was working at capacity.

## THE SOLUTION

In response, Mikonboard worked with the team to understand the bottlenecks across the entire collection process. We then established an agile software development plan to create an integrated software solution across the entire sequence of operations.

We began by building a functional MVP (minimum viable product) that fulfilled the core requirements of the process in just four months. This allowed Nielsen to use the new system in real projects facing real-world challenges, in turn providing a continuous stream of feedback and new feature requests for the product roadmap and continued development over 5 months.

After establishing a product that could confidently fulfil the majority of use-cases needed, we began to scale the solution across Nielsen's international teams, maintaining and optimising the codebase and cloud infrastructure for exponentially increased data-collection and throughput.

Finally, once implemented securely at scale, we began to automate and fine-tune related data-collection processes in line with key KPIs. Examples include maximising efficiency of on-location pricing data-capture, establishing machine-intelligent

prevention of human error, and streamlining post-processing.

The solution has seen continued success since deployment, with more and more internal adoption. Nielsen is even trialling providing the solution directly to clients via a SaaS model.

### WORKING WITH US, NIELSEN ACHIEVED

 **67+** 

**new projects worldwide**  
in 15+ countries

**DATA CAPTURE IS AT LEAST**

 **45%** 

**MORE EFFICIENT**  
than next best alternative

**“Proactive, fast to respond and always trying to find the best solutions for our clients’ needs.”**

*Michaela Mazankova, In-store Project Coordinator*

## SOLUTION SUMMARY

### • Project Management Web portal

The portal is used by data acquisition managers, project managers and client representatives to set up various aspects of data collection and monitor fieldwork progress

Interactive validators allow data analysts to filter and evaluate incoming data in real-time.

### • Online reporting platform

Customizable and interactive online reports of the data are generated and made directly accessible to Nielsen's clients and client relation teams

### • Advanced .XLSX report generators

In-depth .xlsx reports can be generated combining multiple datasources, and customisable with a range of optimised features including charts, pivot tables and media inclusion.

### • Cross-platform mobile apps

Integrated applications are used by auditors on-location to collect and upload in-store data and pictures

**96%**

IMPROVEMENT IN  
TIME TO DATA DE-  
LIVERY



Previous solutions required at least 24-48 hours for collected data to be processed, validated, exported to reporting tools and delivered to client. It currently takes less than an hour.

## FIND OUT MORE...

Petr Kriklan, Nielsen Global Pricing Strategy Leader, has kindly offered to act as a reference for Mikonboard. If you would like to find out more about his experience collaborating with us, or about the Nielsen InStore Pricing Tool and how it could benefit your business, please feel free to get in touch:



Petr Kriklan  
petr.kriklan@nielsen.com  
+420 773 781 593

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