

Jebsen & Co. Ltd. 捷成洋行有限公司

Staying Ahead of the Knowledge Curve in
Big Data
掌握大數據 讓企業贏在起跑線



About the Company 公司簡介

Founded in 1895, Jebsen & Co. is a privately-held marketing, distribution and investment organisation established in Greater China. It partners with leading brand companies to bring a wide array of quality products to Greater China while driving success for its people and business partners, protecting the environment and serving the communities in which it operates.

創立於1895年，捷成為一家深耕大中華地區，專注市場營銷、分銷及投資的集團企業。集團與許多領先品牌合作，致力為大中華地區帶來多樣化的優質產品與服務，協助合作夥伴以及員工取得成功，同時注重環境保護，回饋捷成業務營運所在的社區。

Background 背景

Jebsen & Co. was founded in 1895 in Hong Kong, currently running businesses across 3 continents and 15 countries. The Group has six business lines including Beverage, Consumer, Industrial, Motors, Logistics and Jebsen Capital.

Supporting a wide ecosystem of wholesalers, retailers and consumers, Jebsen found the client / consumer journey more complicated than ever, and their behaviours are changing frequently. To stay on top of the game, Jebsen has embraced omni-channel commerce to provide more touchpoints to customers, offering greater convenience to them.

With more touchpoints come more data. Jebsen hopes to enhance their knowledge in capturing and analysing the customer data from the complex ecosystem that help them make informed business decision, so they found GS1 Hong Kong's latest course to enrich their knowledge on smart retail supply chain and big data.

捷成於1895年在香港創立，至今業務遍佈3大洲和15個國家。集團六大業務線包括飲料、消費品、工業、汽車、物流及捷成資本。

捷成肩負著龐大的供應鏈生態系統，涵蓋批發商、零售商及消費者。集團察覺到客戶及消費者的採購旅程變得越來越複雜，其購物習慣亦頻繁轉變。為了保持業內領先優勢，捷成著力推動全渠道業務發展，為顧客提供更多、更便利的銷售點。

當銷售點增加，銷售數據自然大增。捷成希望能增進相關知識，從繁複的生態系統中掌握及分析客戶數據，從而作出有根有據的商業決定。捷成尋得GS1 Hong Kong的最新課程，以豐富其智慧零售供應鏈及大數據方面的知識。

“Jebsen keeps pace with the rapidly changing business landscape and consumer lifestyles in Greater China where it has a long presence. The biggest challenge ahead is how to turn captured data into useful insights, and integrate with our specialised industry knowledge, enabling targeted and effective marketing that tap into the changing consumer behavior. The GS1 Hong Kong's course meets with our agenda thoroughly in this regard.”

「捷成多年來一直與大中華區瞬息萬變的營商環境與生活方式同步。憑藉我們對本地市場的深刻解讀及專業知識，我們致力將數據轉化成有價值的市場洞見，讓我們塑造更針對性及更有效的市場推廣，應對不斷轉變的消費者習慣。GS1 Hong Kong的大數據課程正好完全配合捷成的發展步伐。」

Nancy Tang
Senior Manager, Group Project and Business Process, Group Information Technology
資訊科技及高級項目與業務流程管理經理
鄧珮思

GS1 standards used or solution (s) / service (s) applied

- GS1 Hong Kong Academy: “Smart Retail Supply Chain & Big Data Analytics” course

應用的GS1標準或方案/服務

- GS1 HK學院：「智慧零售供應鏈及大數據分析」課程



Solutions

Senior executives from Jebsen joined the CPFA (Certified Professional for Apache projects) Certified Citizen Data Scientist course “Smart Retail Supply Chain & Big Data Analytics”, jointly organised by GS1 Hong Kong and EmblocSoft, the only official organisation providing CPFA qualifications. Jebsen learnt how complex data can be standardised in their retail supply chain and how to assess the Group’s overall supply chain efficiency. They also identified certain easy-to-deploy solutions and technologies that can capture customer data under different touchpoints of the Group, converting them into business insight that help drive sales.

Designed to be practical, GS1 Hong Kong’s course enables Jebsen & Co. to harness the power of big data and gain a distinctive competitive advantage by becoming more responsive, demand-driven and customer-centric. It allows participants to quickly apply new skills to real world problems, with real dataset, and create real value through analytics.

Jebsen’s staff are inspired by the successful cases in the industry and had kept abreast of the latest industry development. With enhanced knowledge, they look forward to making more data-driven business decisions in future.

Benefits

The certified data analytics course benefited Jebsen with:

1. Skills and knowledge acquirement on data standisation and big data analytics
2. Gain special skills in data retrieval, data analysis and data visualisation
3. Business tools and ideas for future business development

解決方案

捷成的高層人員參加了CPFA (Certified Professional for Apache projects)認證的公民數據師課程「智慧零售供應鏈及大數據分析」。此課程由香港貨品編碼協會與唯一可頒授CPFA資格的官方機構EmblocSoft共同開設。課程讓捷成的學員掌握如何將零售供應鏈中的繁複數據標準化，以及如何評估集團供應鏈的整體效率。他們亦找出一些易於實行的方案和技術，期望於集團旗下不同零售點收集客戶數據，轉化成營商洞見、幫助銷售。

GS1 Hong Kong的課程設計實用，助捷成駕馭大數據的力量，回應市場能力變得更迅速、更專注需求導向及以客為先。課程亦讓學員應用新技術及現實數據去解決現實問題，從分析中獲得真實價值。

捷成的員工不但受業界的成功個案啟發激發新念頭，亦更緊貼行業最新發展。他們期望提升知識後，未來可以作出更多以數據主導的商業決定。

效益

數據分析認證課程為捷成帶來以下效益：

1. 獲取有關數據標準化及大數據分析的知識
2. 學會數據檢索、數據分析及數據可視化的獨特技巧
3. 激發適用於未來業務發展的商務工具及營商意念