

The Success Story of Mars Wrigley and Diana AI

Mars Wrigley has partnered with Diana AI to improve the quality & efficiency of data-driven insights.

This is the story behind their collaboration.

The Innovation Partnership Case Studies Series is a collection of reports highlighting key projects emerging from the Plug and Play Ecosystem.

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MARS



Diana AI

Introduction

Mars Wrigley: The Corporate Partner



Mars Wrigley is the world's leading manufacturer of chocolate, chewing gum, mints and fruity confections.

Through their partnership with Plug and Play, Mars Wrigley has been introduced to hundreds of startups for potential collaboration.

Diana AI: The Startup



Diana AI is a desktop-based application (with all data stored locally), which is able to connect to any data source in seconds. Then, users are able to analyze their data by asking questions in plain English. No support or setup time is required, and answers can be provided immediately.

Diana AI participated in Plug and Play's Enterprise Tech Batch 3, graduating from the program in December 2019.

Plug and Play: The Innovation Platform



Plug and Play, the world's largest innovation platform, was founded with the goal of bridging industry-leading corporations and startups together. Our Enterprise Tech platform was launched in 2018, and currently supports 13 corporate partners.

Through the vast network of startups in Plug and Play's Enterprise Tech program, Diana AI was chosen specifically for Mars Wrigley based on the use case they provided. Then, after the introduction was made, both sides were able to quickly connect and begin their collaboration.

Mars Wrigley's ("Mars") global science/technology leadership team is always on the look-out for key, data-driven insights to derive from ongoing internal projects. But they had a problem that many large enterprises experience: **there was a delay between requesting insights of internal data, and receiving those reports.** The company's Data Analysts had to spend a large number of hours extracting data, running analysis, and producing a report, which had the potential of being outdated just as they were finished.

Thus, Mars was looking for a tool to integrate with their database, automate these data analysis, and speed up their reporting process.

This is where Diana AI came in: **their solution supports non-specialists by enabling them to easily and automatically generate reports and rapidly create their own dashboards**, just by asking simple questions to their system. Users are not required to learn any complex data analysis tools, and the solution can scale as user needs and data grow.

Mars piloted Diana AI to help their team to quickly track progress on major projects by empowering those without a technical background to quickly and seamlessly track the progress of major projects; all of this, while allowing them to create data requests in an easy-to-understand visual interface.

Through this collaboration, Mars' teams were enabled to quickly review project costs, employee headcount and project status with just a quick inquiry to Diana AI's platform. As a result, users began receiving answers in minutes, instead of the hours it would take with traditional methods.

Key People



Erin Rohler
Mars
Sr. Engineer - Packaging
Development,
Startup Engagement and
Innovation



Geeta Banda
Diana AI
CEO & Co-founder

Pre-Pilot

Plug and Play's Enterprise Tech Team officially introduced Diana AI to Mars' R&D team in 2019. After the PNP team made the initial introduction, the two companies had further discussions, and ultimately landed on beginning a pilot project in May 2020.

Pilot Preparation

Mars & Diana AI met several times before rolling out the pilot process to discuss its parameters, and set the goals for a successful pilot project.

- Meeting #1: Discussing the use case in order to understand Mars' requirements.
- Meeting #2: Going over the Statement of Working (SOW) and mapping out the desired outcome of the pilot.
- Meeting #3: On-boarding and going over Diana's product.

Pilot

During the 6 weeks of the pilot, Diana AI worked with Mars' Data Analysts to help automate their global packaging data. They had 30-minute weekly meetings with the Mars' team to track the progress of the pilot, and collect feedback. Based upon that, Diana AI developed and implemented 12 new features, specifically for Mars, within the 6-week period.

Despite being completed virtually from start-to-finish, upon completion, the pilot was an agreed-upon success from all sides.

April 2019

Mars was introduced to Diana AI at a Plug and Play event

November 2019 - April 2020

Due-diligence & Pilot negotiations completed

May 2020

Pilot kicked-off

July 2020

Pilot completed

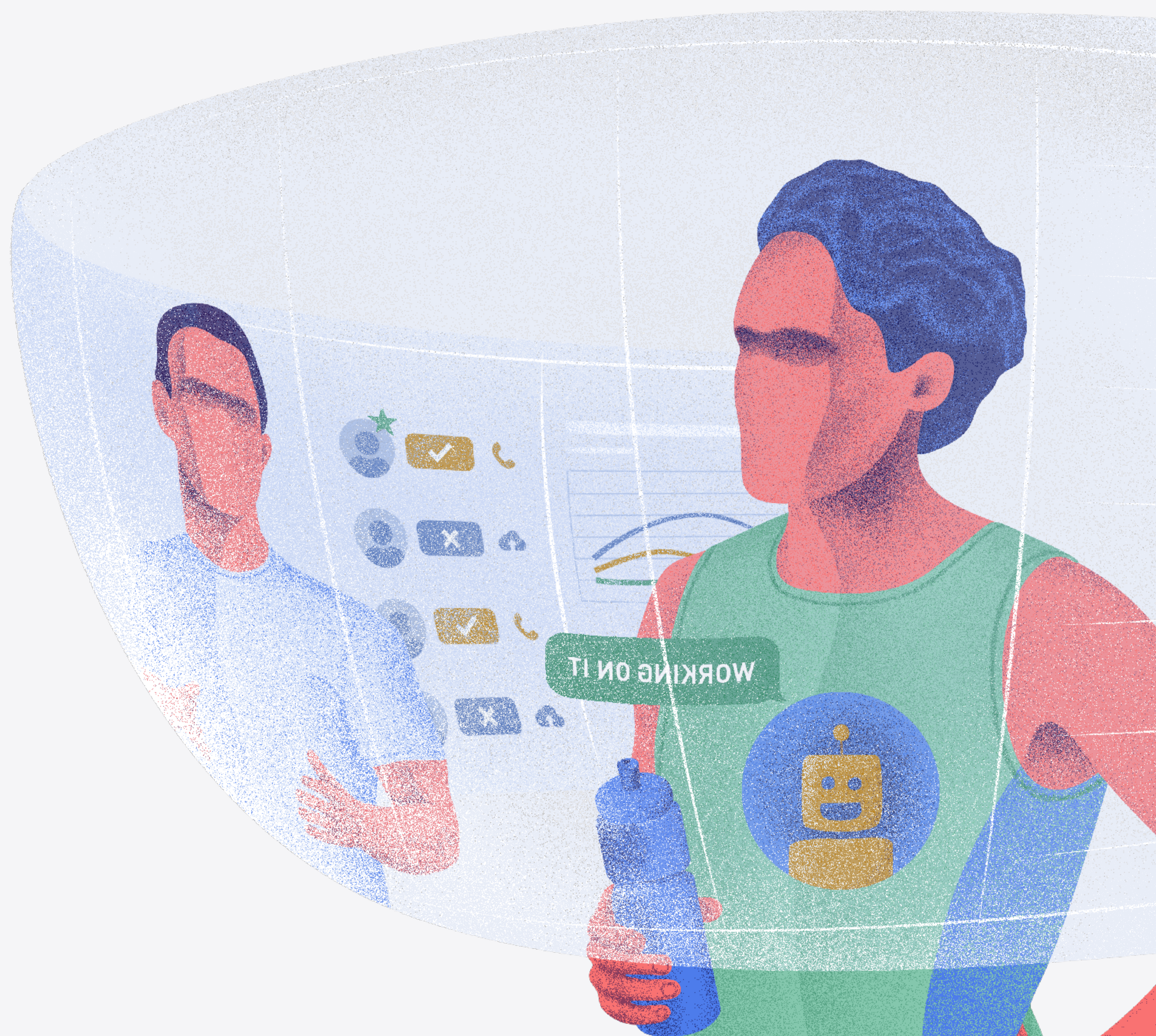
August 2020

In current discussion for roll-out and implementation

Impact

Through this partnership with Diana AI, Mars has successfully **brought down the response time for data requests from 2-3 hours per question to just 2 minutes.** Diana AI's technology has allowed Mars' R&D team to produce reports faster, and with substantially less effort.

The collaboration has improved the efficiency of Mars' data resources. It eliminated the task of basic reporting, freeing up their data analysts to focus on more complex tasks such as data modeling, cleansing, and surfacing new insights to guide data-driven decision-making.



Elements of a Successful Proof-of-Concept (POC) Project

Each side share their thoughts on how to make your POC run smoothly, from the initial introduction to implementation stage.

Mars Wrigley

“Our main takeaway was that most applicable end users are going to be those that have the consistent need for basic data analytics that have no need to become fluent in a program like Tableau or Power BI. They don't need to take that time to go that in depth, but they do need to create visualizations on a regular basis and that's a niche space.” - Erin Rohler, Mars Wrigley

Diana AI

1. **Establish metrics for success:** Diana AI measures the partnership in two ways: First, how easy the tool is for new users? And second, how quickly are we (Diana AI) able to respond to new feature requests?
2. **Set a clear timeline for the project:** Once you and your partner have determined the objectives of the pilot, you should decide how long the pilot should be; this enables you, upon completion of the project, to more effectively start a conversation about a commercial, long-term partnership upon completion of the project.
3. **Find an impactful use case:** Try to find a way to work with the revenue/efficiency team, as they will best be able to provide impactful, engaging testimonials of the value of your offering.

Insights from the Plug and Play Team

Many enterprises can benefit from automating their data analytics processes. Even today, Plug and Play's Enterprise Tech team continues to support corporate partners in improving their data analytics solutions, enabling them to save time and money.



Plug and Play is a global corporate innovation platform, enabling world-wide corporations and startups to meet & collaborate to solve major business challenges. We also operate as a venture fund and startup accelerator ecosystem. To date, we have helped over 3,000 early-to-growth stage startups raise over \$3.5 billion. Plug and Play is consistently ranked among the most active VCs in Silicon Valley.

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