CASE STUDY

Fortune Brands Innovations



Fortune Brands & RapidRatings: A road to risk mitigation and supply chain efficiency

The Challenge

Fortune Brands Innovations partnered with RapidRatings to achieve the following goals:

- ✔ Improved working capital management
- ✔ Earlier warnings of financial risk
- ✔ Streamlined supplier review process

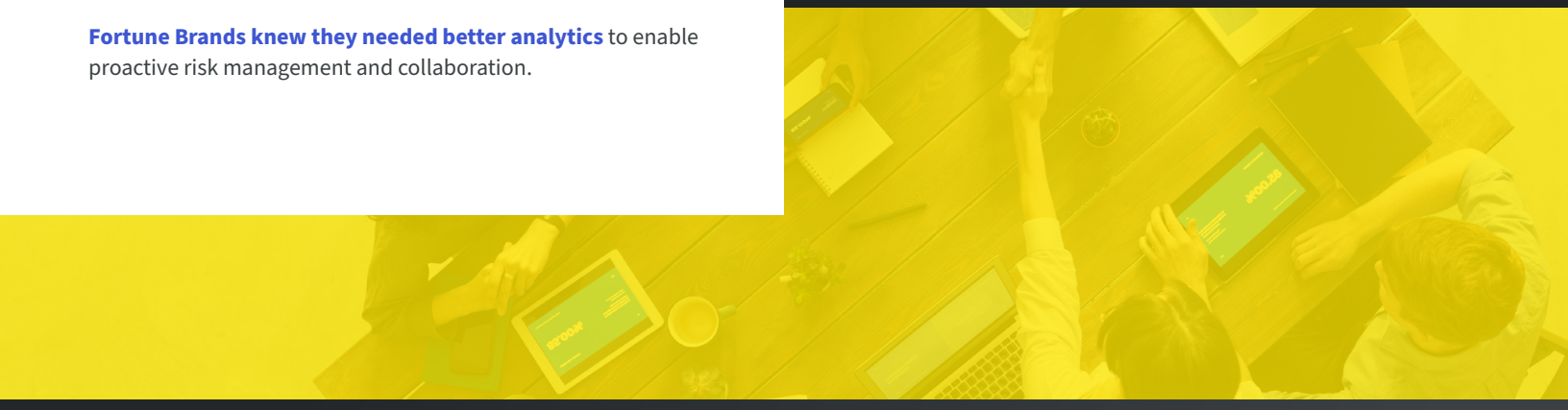
Accurate financial information and transparency enable dynamic supplier collaboration. Obtaining these financial insights was a challenge for Fortune Brands because most of their suppliers are private companies and many based in Asia. Without an easy way to convince their suppliers to provide financial disclosure directly, Fortune Brands had to rely on very general assertions and figures—and even these were difficult to verify.

Fortune Brands knew they needed better analytics to enable proactive risk management and collaboration.

The Solution

Fortune Brands became a member of the FHR Exchange™ and leveraged RapidRatings' Network Outreach team to gain financial insight into their public and privately held suppliers around the world, securely and consistently. This provided important financial indicators that Fortune Brands used to benchmark payment terms and improve consistency across its supplier relationships.

By taking advantage of RapidRatings' API capabilities and extensive partner network, Fortune Brands integrated financial risk indicators directly into its supplier risk platform, allowing the team to better understand the relationships between risk areas and simplifying their user experience.



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The Results

Building on a strong internal vision, Fortune Brands has created significant enterprise value and a strong ROI through its partnership with RapidRatings, including:

- Substantial improvements in financing costs through **more efficient working capital management.**
- Early detection of financial difficulties at key suppliers that allowed Fortune Brands to mitigate these risks before facing a potential disruption.
- A streamlined supplier review process to easily obtain actionable financial insights in a consistent manner, and that integrates the analytics with Fortune Brands' existing workflows.



"The reporting is phenomenal, especially compared to reports I have used from other companies in the past. I was never a financial expert, but **these reports help me understand what I'm looking at,** what I need to ask the supplier and what I need to be concerned about."

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