The challenge
From manufacturers, to grocers, to restaurant chains, companies that are in the food and beverage industry face a number of specialized challenges. To control costs and avoid product spoilage, it’s critical for them to optimize their inventory and supply chains. However, constantly changing consumer preferences and nutritional trends make it difficult to accurately forecast demand. Additionally, food safety and regulatory factors add to the pressures facing this industry.

The solution
MicroStrategy is an integrated platform upon which food and beverage companies can deploy customized, data-driven applications that meet their specialized needs. These powerful solutions enable manufacturers, grocers, and restaurant chains to analyze, understand, and act upon massive amounts of data related to consumers, inventory, operations, promotions, and more. Leading food and beverage organizations across the globe rely on MicroStrategy to help improve product offerings, streamline operations, better serve customers, and reduce costs and waste.
Food and beverage companies rely on MicroStrategy to build powerful analytics and mobility applications that transform data into real-world intelligence and help them answer their toughest business questions.

Top food and beverage applications

- **Sales productivity**
  Boost the productivity and performance of CPG sales teams by providing them with instant access to critical systems and information.

- **Vendor portal**
  Provide CPG companies and retailers with timely, valuable business insight to boost collaboration, drive performance improvement, and reduce waste.

- **Production facilities management**
  Empower facilities managers to better handle production line inefficiencies, confirm regulation compliance, ensure product quality, and supervise their employees.

- **Distribution center operations**
  Enable distribution center supervisors to streamline warehouse operations and better engage with their employees.

- **Store/restaurant operations**
  Provide managers with real-time insight into operations and performance so they can make better decisions and take immediate action to address issues.

- **Store/restaurant inspection**
  Streamline the inspection and audit process by enabling mobile, on-site data entry and fast information sharing.

- **Financial analysis**
  Streamline enterprise performance management and financial reporting processes and enable senior management to have constant access to critical data.

- **Product analysis**
  Analyze and track all product aspects including development, quality, profitability, and waste.

- **Marketing and promotion analysis**
  Optimize promotions and proactively adjust marketing campaigns to increase effectiveness.

- **Supply chain management**
  Minimize delays, reduce inefficiencies, and maximize profit margins by providing real-time visibility into supply chain operations.

- **Customer analysis**
  Understand changing consumer preferences, build brand loyalty, and drive revenue growth.

Our food and beverage customers include:

- Campofrio Food Group
- Gonzalez Byass
- McCain
- Migros