MicroStrategy for food and beverage
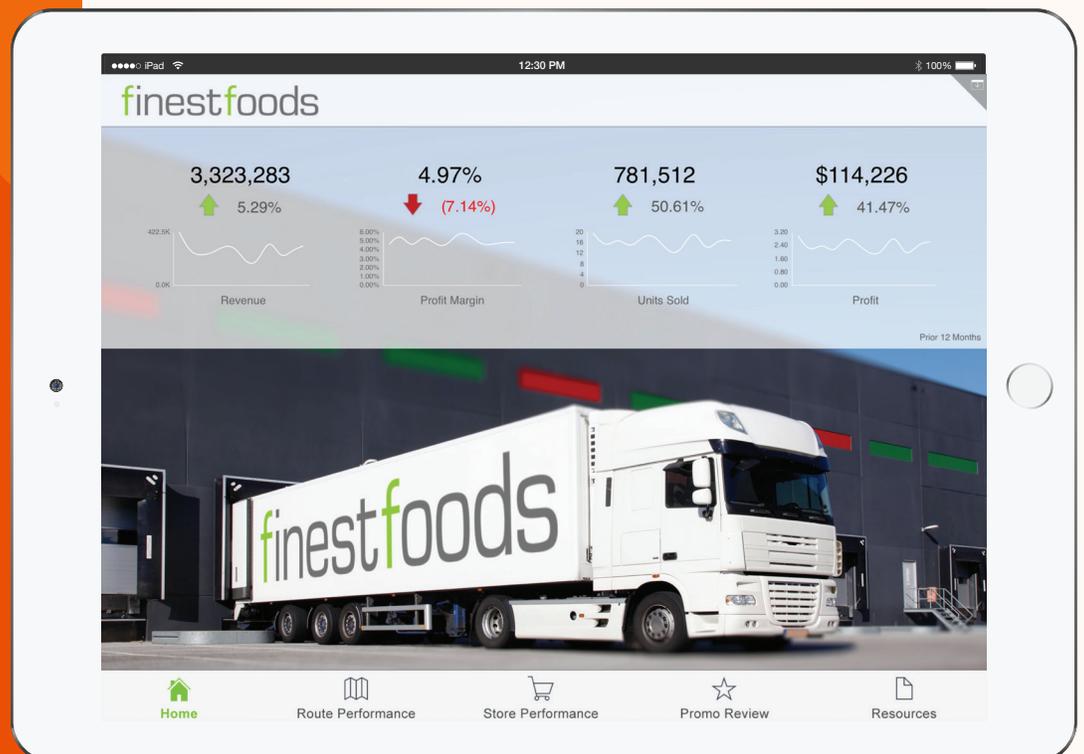
The digital transformation of food and beverage companies with MicroStrategy

◢ 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.

finestfoods

3,323,283	4.97%	781,512	$114,226
▲ 5.29%	▼ (7.14%)	▲ 50.61%	▲ 41.47%
Revenue	Profit Margin	Units Sold	Profit

Prior 12 Months

Home   Route Performance   Store Performance   Promo Review   Resources

MicroStrategy

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 complicance, 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 loyality, and drive revenue growth.

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.

Our food and beverage customers include:

CAMPOFRIO FOOD GROUP

González Byass Desde 1835 · Familia de Vino

McCain

MIGROS

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