Digital Transformation of Food and Beverage 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.

MICROSTRATEGY enables food and beverage companies to digitally transform their businesses.
**MOBILE APPLICATION:**
**SALES PRODUCTIVITY**

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

- **The challenge**
  The most frequently used sales systems fail to provide a complete view of the customer and lack the analytical insight needed for sales teams to be successful in the field.

- **The solution**
  MicroStrategy empowers food and beverage manufacturers with powerful analytical and mobile sales enablement solutions that help sales people work more effectively and efficiently when in the field. Armed with powerful mobile apps, CPG sales reps have real-time access to sales data and analytics, enabling them to make more accurate pipeline forecasts and identify potential upsell opportunities in their existing accounts. These apps provide them with the ability to inspect product promotion displays in stores, compare results with guidelines, as well as capture and submit photos. Sales reps can access store performance information and suggest promotions to retailers for underperforming items. These solutions also provide sales reps with multimedia content, such as presentations and product videos, in order to help drive meaningful conversations with customers.

  With offline access and mobile write-back capabilities, sales reps can update account information and forecasts, create sales quotes, and log meeting activities from anywhere—regardless of internet connectivity. That means that sales reps don’t have to wait until the end of the day to complete administrative tasks and can focus more energy on closing business.
The challenge
Without access to real-time business intelligence, CPG vendors and merchants don’t have the up-to-date insight they need to effectively communicate, negotiate, and drive sales.

The solution
MicroStrategy provides relevant and timely data to CPG manufacturers and merchants, fostering collaboration that helps drive efficiency, control costs, and improve sales performance. With MicroStrategy, CPG vendors and merchants have a secure, common view of current data related to product and category sales performance, inventory, profitability, supply chain, and promotions. Retailers control the data that individual vendors can view, and vendors are able to drive better business results for their products and categories. These solutions also help vendors benchmark their performance against peers at an anonymous level, manage product forecasts, and better understand how they can use promotional funds effectively. With a single version of the truth, merchants are able to communicate more effectively with vendors throughout the season which helps facilitate better negotiations.

Provide CPG companies and retailers with timely, valuable business insight to boost collaboration, drive performance improvement, and reduce waste.
MOBILE APPLICATION: PRODUCTION FACILITIES MANAGEMENT

The challenge
Production facility managers are tasked with everything from overseeing floor operations to ensuring worker safety. When they have to go to a back office to access reports and input data into systems, it disrupts their ability to effectively manage the production floor.

The solution
MicroStrategy provides managers with the tools they need to address the specialized challenges of running a food and beverage production facility. With MicroStrategy Mobile, production managers can easily access real-time reports to analyze costs, track materials, and weigh alternative scenarios impacting production — all from their smartphones or tablets. Armed with mobile write-back capabilities, they can input information for inventory and quality checks, capture signatures, and submit approvals while on the move. Floor managers and employees can view intuitive dashboards to visualize data at a glance and make quick decisions in order to help improve reception, processing, and fulfillment times. Additionally, threshold-based alerts help managers to quickly identify potential issues such as sudden changes in a facility’s temperature, aging inventory, or quality-related issues.

These apps are also a powerful workforce management tool. Managers can log conversations with their workers in regard to attendance, training, safety, and quality of work. Comments can be input directly into the app, and employees can acknowledge that the conversations took place via the signature capture, thus increasing their accountability.
MOBILE APPLICATION:
DISTRIBUTION CENTER OPERATIONS

The challenge
Due to the risk of product spoilage, it’s critical for distribution centers in the food and beverage industry to operate efficiently. That’s why DC supervisors need a tool that allows them to access the information they need, instantly.

The solution
MicroStrategy Mobile apps provide DC supervisors with access to the information they need to efficiently run their distribution centers, so they don’t have to leave the warehouse floor. Using these apps, supervisors can scan barcodes for item details, initiate backstock pulls, and proactively adjust shipping and receiving process workflows—all from their mobile device. In order to help improve safety and regulatory compliance, they can instantly capture images of workplace hazards or product quality issues and upload them to the appropriate system. And with access to dashboards and real-time reports, operations managers can more effectively monitor productivity, streamline operations, and reduce product spoilage.

With an app that frees them from the back office, supervisors can stay on the warehouse floor to directly engage and manage employees. Using these apps, supervisors can log conversations with their workers and track attendance, training, safety, and quality of work. Comments can be input directly into the app, and employees can acknowledge that the conversations took place via the signature capture, increasing their accountability.

Enable distribution center supervisors to streamline warehouse operations and better engage with their employees.
The challenge
Restaurant and store managers strive to control costs while increasing sales, providing excellent customer service, and ensuring food quality. To reduce time spent in the office, they need a one-stop shop for all of their information needs.

The solution
MicroStrategy helps store and restaurant managers quickly access real-time sales, inventory, and customer information so they can analyze buying trends, evaluate promotion success, and benchmark their performance against peers. These apps give managers a single place for their information needs, providing access to training files, food safety information, corporate communications, documents and scorecards, sales best practices, customer reviews, and more.

Data-driven ‘smart alerts’ help ensure that store personnel are focused on addressing high-priority issues related to out-of-stock products, labor management, or food expiration dates. Mobile write-back functionality enables app users to take action on insight directly from the selling floor, saving valuable time and helping drive revenue. These comprehensive, user-friendly apps empower managers to help make better decisions, improve productivity, and increase their focus on serving customers, coaching associates, and driving sales.

Customer ROI stats:
17% time savings for store managers
- Large global discount supermarket

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

Enable regional, district, and local managers to view real-time KPIs to track performance
Incorporate peer comparisons and gamification to help boost performance

Closely monitor food costs and waste
Manage payroll and employee scheduling
Access customer data related to survey scores, order accuracy, speed of service, social media, and more

Additional information:
Training materials  Data-driven alerts  Food safety information
MOBILE APPLICATION:
STORE/RESTAURANT INSPECTION

The challenge
Store and restaurant inspectors spend too much time dealing with spreadsheets and can't update systems from the field, making auditing processes slow, inefficient, and time consuming.

The solution
MicroStrategy Mobile inspection apps reduce paperwork and time-intensive spreadsheet preparation, helping to ensure that auditors are working with the latest data. These solutions incorporate transactional input forms that empower inspectors to submit data directly from their app while on-site. They can immediately review inspection results with store/restaurant managers and spend more time coaching store teams. These apps also provide auditors with the ability to view audit history and analysis for stores in their territory and chain-wide, and with location awareness, they can map out which stores to visit next. By streamlining the inspection process, grocers and restaurant chains can increase audit efficiency, facilitate better internal communication, and improve productivity and profitability.

Customer ROI stats:
60% increase in productivity of store auditors.
- Large fast casual restaurant

Submit photos of best practices or issues that need to be addressed
Input inspection notes to improve communication
Submit audit data while on-site to streamline the inspection process

Streamline the inspection and audit process by enabling mobile, on-site data entry and fast information sharing.
MOBILE APPLICATION:
FINANCIAL ANALYSIS

The challenge
Food and beverage companies often struggle to maintain various financial reporting tools and are in need of an enterprise-grade analytics solution that can handle large, complex data sets and ensures consistency.

The solution
Financial analysis and accountability is critical for every food and beverage company.

MicroStrategy’s enterprise-grade financial analysis solutions empower employees, from executives to analysts, with the insight they need to more efficiently manage their daily business, make better strategic decisions, and effectively collaborate with colleagues. These applications easily integrate data from a wide range of sources and allow users to seamlessly access analytics and financial information about products, customers, operations, and more. Using powerful data visualization capabilities, business groups can identify opportunities faster and take timely, targeted action.

Application users can access a secure, personalized view of the financial information that is most relevant to their role. By mobilizing these applications, organizations can not only achieve major productivity gains, they can also achieve significant paper cost savings.
The challenge
To control costs and avoid product spoilage, it’s critical for procurement departments to optimize their inventory and supply chains.

The solution
MicroStrategy Analytics solutions help food and beverage companies optimize how they source, develop, purchase, place, and price items. These powerful tools provide procurement departments with the insight they need to customize offerings and inventory levels based on local needs, while minimizing food costs and waste. Exception-based reporting, which highlights outliers such as best and worst-selling products, provides early visibility into issues so category managers can immediately modify future purchase orders, adjust pricing plans, and negotiate with suppliers. Comprehensive, intuitive dashboards make it easy for users to understand how various promotions, brands, and business categories are performing.

Additionally, these solutions enable category managers to evaluate individual recipe costs, supplier performance, product quality, and food regulation compliance. With these tools, procurement departments have the insight they need to better position their product offerings to help drive revenue.

Analyze and track all product aspects including development, quality, profitability, and waste.

Evaluate food cost to sales information and adjust strategies accordingly to help ensure maximum profitability.

Better manage your vendors and supply chain by reviewing compliance and order rates.

Closely monitor inventory turnover rates and understand what items need to move quickly to achieve a plan.

Make better purchasing decisions by analyzing costs at the ingredient, product, category, and recipe levels.
The challenge
In order to expand market share, it’s critical for restaurants, grocery chains, and CPG manufacturers to maximize the return on their marketing, advertising, and trade promotion dollars.

The solution
MicroStrategy helps food and beverage companies analyze data from a variety of sources so they can maximize the value of their marketing and promotion efforts. Using comprehensive dashboards and reports, organizations can get an understanding of customer purchasing behavior related to promotions, transaction history, loyalty program membership, and market basket analysis. This valuable insight enables restaurant and grocery chains to better manage efforts around advertising, pricing, and store planograms. Additionally, marketers can take advantage of real-time analytics to adjust campaigns on the fly to increase effectiveness.

MicroStrategy solutions also allow CPG manufacturers to better manage marketing and trade promotion spending. Beyond providing visibility into performance, these solutions also help manufacturers direct promotional efforts while on-site in stores. For example, by referencing a mobile app, brand reps can check to make sure that a retailer is following trade promotion display guidelines. These tools incorporate transactional input forms that empower users to submit data, input notes, and capture photos of display issues — all directly from the app. As a result, CPG manufacturers help ensure their trade promotion spending is having the desired effect.

MARKETING AND PROMOTION ANALYSIS
Optimize promotions and proactively adjust marketing campaigns to increase effectiveness.

Submit promotion display reviews while on-site to help ensure that guidelines are being followed
Submit photos to confirm promotion displays are correct, share best practices, or highlight issues that need to be addressed
Access model display photo and guideline information
The challenge
Food and beverage manufacturers, grocers, and restaurant chains must continually strive to eliminate delays and inefficiency from their supply chains in order to avoid product spoilage and out-of-stock situations.

The solution
MicroStrategy gives food and beverage companies instant visibility into the end-to-end health and status of their supply chains, providing the critical KPIs and threshold-based alerts necessary for fast decision-making.

Applications and reports focused on distribution and/or production center activities enable organizations to better manage the workflow of production lines, receiving and shipping processes, and operating costs. These solutions also provide companies with visibility into KPIs related to shipping costs, units shipped, percent of truck capacity used, and driver performance. By delivering detailed insights into supplier invoice accuracy, on-time deliveries, and order fulfillment rates, these applications enable organizations to partner with their suppliers to improve their performance. Companies can fine-tune operations even further using threshold-based alerts for bottlenecks on the production line, out-of-stock products, or items that need to be expedited through shipping. Furthermore, predictive analytics allow organizations to align supply and demand by modeling hypothetical scenarios and forecasting demand based on historical information and trends.

With this real-time insight, food and beverage companies can take informed, targeted steps to reduce transportation costs, optimize inventory levels, streamline production/distribution center processes, and improve supplier performance and negotiations.
ANALYTICS APPLICATION: CUSTOMER ANALYSIS

The challenge
Food and beverage companies often struggle to piece together a 360-degree view of their customers and fail to understand their customers’ unique profiles and preferences.

The solution
MicroStrategy helps companies make sense of customer data across all channels so they can stay in tune with market needs and proactively take action to help drive the bottom line. Using powerful advanced analytics, users can visualize shopping patterns and analyze customer profiles based on factors such as gender, age, and purchase history, and appropriately group customers for marketing programs. Informed by these insights, organizations can create more targeted promotions, tailor store assortments to specific clientele, and adjust menu options and pricing. And with powerful data mining tools, analysts can conduct market basket analysis to refine planograms and promotional strategies. As a result, food and beverage companies can strengthen customer retention and increase loyalty.

Understand changing consumer preferences, build brand loyalty, and drive revenue growth.

Analyze customer profitability to drive actions that will increase loyalty in your most valuable customers.

Leverage customer demographic insights to improve strategies in marketing, real estate, and merchandise assortment planning.
SECURITY APPLICATION: DIGITAL LOYALTY CARD

The challenge
Today’s digitally savvy customers expect a consistent, personalized experience across all brand channels. That’s why, to be successful, food and beverage companies must first develop a unified view of customers to better understand behavior and preferences.

The solution
MicroStrategy’s mobile identity platform, Usher, provides businesses with a unified view of each customer. It does this by storing each customer’s identity as a digital badge on a mobile app, which ties that user’s profile to interactions they have with the brand, from online shopping to in-store visits. As a result, companies can get a 360-degree view of each customer. Retailers can tap into Usher’s powerful back-end analytics to combine customer, sales, and marketing data and build dashboards that provide real-time insight into customer preferences and habits. Using these tools, businesses can design personalized cross-channel experiences and help secure transactions. For example, as a customer enters a grocery store, Usher can trigger the delivery of a personalized coupon or promotion. Or, if a customer calls customer service, the representative can confirm the customer’s identity by using a time-limited passcode that’s displayed in the Usher app.

Additional information:
- Deliver coupons
- Personalized messages
- Send tickets
- Present loyalty card at the food and beverage store
- Authorize transactions with a tap
- Validate identity over the phone
- Proximity sensing to offer a VIP experience
- Log in to websites without passwords
SECURITY APPLICATION: DIGITAL EMPLOYEE BADGE

The challenge
Many food and beverage companies use separate forms of credentials to secure access to physical workspaces and IT systems. This creates a fragmented approach to identity management and access control, and makes it more difficult to manage security and productivity across the organization.

The solution
MicroStrategy’s mobile identity platform, Usher, enables organizations to easily manage and control employee access to approved corporate facilities and IT systems. Using Usher, companies can issue a secure digital identity badge, delivered via smartphone app, to each employee. Usher lets users unlock doors and gates by simply walking up to them or tapping a digital key on their phone. It provides highly configurable and convenient multi-factor authentication features, including push notifications, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. By seamlessly integrating with existing facilities’ systems and mobile applications, Usher creates a frictionless experience for users as they move throughout the enterprise.

Functionality provided:
Connect to workstations/enterprise applications
Access sensitive digital and physical assets
Access to MicroStrategy Desktop
Access to corporate executive lounge

Functionality provided:
Unlock workstations/enterprise applications
Access to facilities/garage
Time keeping
Peer-to-peer authentication
Access to inventory
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
McCain Foods Limited is an international leader in the frozen food industry, employing 20,000 people and operating 53 production facilities on six continents. McCain is the world’s largest manufacturer of frozen potato specialties and also produces other food products including pizza, appetizers, oven meals, juice, and desserts. The company’s products can be found in thousands of restaurants and supermarket freezers in more than 130 countries around the world.

Using MicroStrategy and Terdata, McCain developed an application that focuses on optimizing equipment efficiency within manufacturing plants and helps measure machine up-time, down-time, throughput, output, and product quality. There are several hundred MicroStrategy users across the organization, ranging from executives and power users at corporate offices, to front-line users at production facilities. With MicroStrategy interactive dashboards, users can drill down and drill across data in order to quickly identify abnormalities and outliers, investigate root causes, and take appropriate action to resolve issues. “This kind of empowerment is priceless for our employees, and decision-making has never been so easy," said Roman Coba, CIO.

“Our MicroStrategy dashboards provide visually compelling, executive views into key performance measures that help us act quickly,” he added.

McCain has been able to build a smarter, more productive plant-level workforce as a result of deploying their Teradata and MicroStrategy environment. Once a plant worker has been provided with MicroStrategy dynamic dashboards, they can look at graphic visualizations of performance, identify inadequacies or deficiencies, and then act quickly to uncover root causes.

**PROFILE**

**Industry Specifics:** Manufacturing - Frozen fruit, juice, and vegetables

**Location:** Canada

**Products:** Architect, Mobile, Server, Web

**Core Capabilities:** Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery

**Partners:** Teradata, SAP
CAMPOFRIO FOOD GROUP: EXECUTIVE CORPORATE ANALYSIS

PROFILE

Industry Specifics: Food and beverage - Meat processor

Location: Spain

Products: Architect, Mobile, Server, Web

Core Capabilities: Enterprise Analytics, Mobile Analytics, Big Data, Mobile Productivity Apps, Enterprise Data Discovery

Application

Campofrio, one of Europe’s largest food processing companies, faced the challenge of keeping its executive leadership informed on business operations in a timely manner. Top decision-makers had to be in front of their computer to access relevant information, and communication was difficult between countries and throughout the production/distribution line.

Campofrio partnered with MicroStrategy to develop a corporate analysis application called ‘Spider.’ The application was designed to keep executives informed by providing easy access to up-to-date, comprehensive information. According to Risk Management and Market Analysis Manager Regis Lefaucheur, Campofrio selected MicroStrategy Mobile for its technical reliability, the responsiveness of the account team, and because only MicroStrategy met their expectations in terms of app functionality and user experience.

Spider empowers company leadership with mobile access to sales, marketing, manufacturing, product, employee, and financial data. It can quickly access Campofrio’s large database and allows users to move effortlessly from one data set to another. With the application successfully improving workflow and business operations, Campofrio now plans to expand the application to the director level, effectively adding 150 additional users. New metrics and KPIs are being added to provide real-time data for daily sales, deliveries, orders, and quality of service.
Application

With more than 500 employees and an annual revenue of €200 million, Gonzalez Byass is regarded as one of the most well-known Spanish wineries. Its distribution network extends to the UK, Mexico, the US, and Asia.

With technological advances and the emergence of mobile technology, the company’s legacy information system and mode of delivery was quickly becoming obsolete. It also failed to provide access via mobile device. According to Guillermo Vallejo, Gonzalez Byass, "There was concern that although the data seemed reliable and on time, there were times that it was not well presented. The information appeared uninteresting as the tool did not allow us to dive into the data."

At the time, the company had a growing number of users who wanted to access data through mobile devices. To resolve the need for better navigation, information display, and mobility, Gonzalez Byass chose MicroStrategy for its industry-leading solutions. "At first we replicated the information we had in the old systems... but now the system is more manageable and intuitive," said Vallejo. "Today, we see the whole picture." The MicroStrategy scorecard now allows Gonzales Byass users to easily browse and analyze data for effective monitoring of business performance.

PROFILE

Industry Specifics: Food and beverage - Winery
Location: Spain
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery
Founded in 1954, Migros Turk is the leading Turkish retailer. The company employs 7,000 employees across hundreds of stores and serves 160 million customers a year.

In 1998, Migros Turk modernized its IT systems and began using the MicroStrategy platform to anchor its business intelligence initiatives and operational systems. Today, more than 180 Migros suppliers, representing 30% of Migros Turk’s total business volume, perform queries against the central data warehouse and gain insight about their products, sales, inventory, payments, and invoice information.

Using a MicroStrategy application custom-built for Migros Turk by Obase, suppliers can track and analyze their sales and stock performance each day against four years of historical information. Suppliers can also retrieve information online from the central data warehouse across categories including store, date, product, and product group. As a result, Migros and its suppliers are able to develop common strategies to increase sales and optimize inventory levels.

Migros also leverages MicroStrategy Mobile to provide store managers with access to real-time insight into data related to sales, planograms, supply chain, and associate performance. Store managers use these mobile apps to take action to address issues from the sales floor and to improve communication processes.

PROFILE

Industry Specifics: Food and beverage - Supermarkets and other grocery (except convenience) stores

Location: Turkey

Products: Architect, Mobile, Server, Web

Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery
Prior to deploying MicroStrategy, the asset protection group of this customer annually audited about 25% of their stores. Before visiting a store, auditors often spent a week on spreadsheet preparation, and they could rarely complete more than two to three store audits a day. All of the data from these inspections was collected on paper, and the auditors had to transfer this information into Excel at the end of the day. Post-audit reports took up to a week to publish to operations.

This customer chose MicroStrategy to deploy a store audit app allowing inspectors to submit data while on-site, directly from the app. The app enabled them to do away with pre-inspection spreadsheet preparation, reduce paperwork, increase audit efficiency, share results quickly, and improve follow-up. In fact, the company achieved a 60% increase in the number of store inspections their auditors were able to complete annually since deploying this app.

After streamlining their inspection processes, auditors are now able to complete audits on-site, review the results with the store managers before they leave, and spend more time coaching the store teams.

**PROFILE**

**Industry Specifics:** Food and beverage - Fast food

**Location:** United States

**Products:** Architect, Mobile, Server, Web

**Core Capabilities:** Enterprise Analytics, Mobile Productivity Apps
CONVENIENCE STORE CHAIN: SALES PERFORMANCE

Application

This customer, the world’s largest convenience store chain, operates 51,600 stores in 16 countries, 11,000 of which are in North America. The company runs more outlets than any other retail or food service provider in the world.

In order to tap into changing consumer demands, the company sought to adjust their product offerings and boost sales in fresh foods. To do this confidently, they needed a technology solution that could consolidate and deliver up-to-date sales data and make it available to a highly distributed team. In order to meet this requirement, MicroStrategy partnered with Nomura Research Institute to quickly develop a prototype application to help the company assess the performance of fresh food sales.

Pleased with the results of the pilot program, the executive team decided to deploy the MicroStrategy-powered solution as their primary front-end analytics tool. The application is now used by over 1,200 employees serving thousands of store locations throughout Canada, the United States, and Mexico.
SOFT DRINK MANUFACTURER: SALES PERFORMANCE

PROFILE

Industry Specifics: Soft drink manufacturing
Location: United States
Products: Architect, Cloud, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Productivity Apps, Mobile Analytics

Application

This soft drink manufacturer is a leading refreshment beverage company based in the United States. Offering over 50 brands, the company employs over 15,000 people and sells over 1.2 billion cases of product every year.

Prior to using MicroStrategy, the organization—a company formed through multiple acquisitions—maintained a fragmented approach to BI, as each business unit relied on a different legacy tool. As a result, sales people working in the field didn’t have access to critical, up-to-date information. In fact, if sales reps wanted to see how well they were doing their job, they would have to call their manager, who would then need to run a report back at the office, print it out, and then meet with the sales rep. This process was inefficient, happened rarely, and yielded little value.

By migrating to MicroStrategy Cloud, this company was able to establish a unified BI environment and dramatically enhance how their sales people work. The company built a MicroStrategy Mobile app and deployed it to 2,300 people across 170 branches—a sales force that accounts for 60% of company revenue. Using this application, sales reps can view interactive maps of where they’ve sold to retailers, monitor the performance of different brands and promotions, and see how their performance compares to their goals and other sales associates. With greater transparency between teams, sales people are more motivated to compete with their peers and drive sales. If performance is lagging, they can tap into predictive analytics to figure out which brands they should sell next, and where. The application has helped sales reps drive dramatic results in the field and transformed how sales teams operate across the organization.