



SUCCESS STORY RETAIL

MODERN DATA INFRASTRUCTURE PROVIDES NEW CONSUMER INSIGHTS FOR GLOBAL ALCOHOLIC BEVERAGE COMPANY

Data-driven marketing and product development approach optimizes operations, drives increased sales



Our client is a global alcoholic beverage company based in Chicago that specializes in creative beverages that capture emerging consumer trends.

The company's rapid growth created a need to add expert resources to reassess market opportunity and gain a better understanding of emerging consumer behavior and trends.

The company partnered with Apexon to create a custom cloud data architecture equipped to tackle its market research goals quickly and efficiently.



Established in 2005



Presence in over 40 countries



250+ employees worldwide



A portfolio of brands that includes variety of spirits and beers

THE RESULTS

KEY OUTCOMES



MODERN DATA INFRASTRUCTURE & ACTIONABLE INSIGHTS

The modernized data infrastructure quickly integrates relevant internal and third-party data



PREDICTIVE ANALYTICS DRIVING NEW STRATEGIC INITIATIVES

Drive sales, investment in successful initiatives, and set strategic direction for new projects



INCREASED PRODUCT SALES ADDRESSING NEW CONSUMER NEED

As a result of intelligent and rapid reporting of consumer behavior

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner



Build digital infrastructure and foundation for enterprises to scale



Leverage data engineering to make strategic decisions and get digital right every time

Apexon built a Cost-Effective, cloud-based centralized, modern data Infrastructure solution.

Migrated the company's data to a cloud warehouse which enables automatic database updates.

Apexon provided a transparent and easy-to-use solution for simplified reporting and real-time dashboard updates.

THE CHALLENGE

DISPERSED DATA ASSETS REQUIRING MANUAL PROCESSES, LIMITED INSIGHTS

The company's existing process and data infrastructure required its analysts to manually consolidate different data assets from its sales systems and market research firms. They had to import data from each system and clean and standardize its structure. This slowed the process considerably, increasing the cost and preventing the company from gaining a lot of meaningful insights that existed in the data.

THE SOLUTION

A COST-EFFECTIVE, MODERN DATA INFRASTRUCTURE

Apexon worked with the company, engaging different stakeholders across the business in brainstorming sessions to understand their goals and identify the pain points stemming from their existing systems. This analysis allowed the team to focus on curated solutions that would directly address each group's specific problem areas while also providing the organization with a holistic solution that could scale for the future.

Apexon built a cloud data solution that centralized the company's data, provided the company with new, modern reporting tools, and launched the company on its data-driven journey. Some of the specific results include:



The ability to generate actionable insights

The modernized data infrastructure quickly integrates relevant internal and third-party data



Predictive analytics

Drive sales, investment in successful initiatives, and set strategic direction for new projects



Increased sales

As a result of intelligent and rapid reporting of consumer behavior

Some of the highlights of the Apexon engagement include:



Migrating the company's data to a cloud warehouse

Pipelines continue to update the databases automatically

Made data auditable, secure, and integrated to ensure transparency, traceability, and informativity



Engineering the data for optimal analytics and reporting

Simplified reporting and dashboard updates – in mere seconds

Analysts can quickly summarize data and use it to confidently forecast future trends



Enabling growth through an adaptable and scalable infrastructure

Data and analytics now scale seamlessly and cost-effectively alongside the company's growth

A transparent and easy-to-use solution, easy for Phusion to adopt it as its own, and build upon



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FEELING SOCIAL?

