



## ANHEUSER-BUSCH INBEV

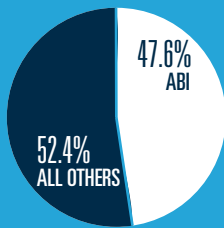
Industry: Food and Beverage

CLIENT

MAKERS OF THE WORLD'S LARGEST SELLING BEERS



BUDWEISER BUD LIGHT



U.S. BEER SALES TO RETAILERS



U.S. BREWERIES

TIER 1 LOGISTICS: WAREHOUSE + TRANSPORTATION LOGISTICS

DEPARTMENT

GOAL

TRACK SHIPMENT TARGETS FOR 12 BREWERIES USING DATA FROM MULTIPLE HIGHLY CUSTOMIZED, IN-HOUSE SOLUTIONS.

### KEY PERFORMANCE INDICATORS

1. Quality
2. Service-Level
3. Throughput
4. Productivity



REQUEST



Analytics system with accuracy and standardization of analyses across all business sites.



System with focus on their top KPIs



Metrics updated hourly so they could respond faster to gaps in performance.



Quick and reliable source insights to explain root cause if daily targets were not reached.



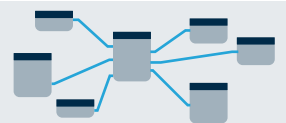
SOLUTION

Implemented a comprehensive data and analytics solution that holds more information than the source systems themselves.



Built a data staging layer and implemented incremental loading techniques to capture historical information across all breweries.

Built a dimensional data model that combines data from all breweries so KPI analysis is consistent, governed and answers business questions.



Conducted dashboard design sessions with the business team to understand their root cause analysis process for missed targets, then designed dashboards to clearly illustrate KPI performance.

RESULTS

We were never able to explain - with data - the root cause of our performance issues. We had too much data, in too many different systems and not enough people with knowledge to analyze the data timely.

With our new analytics solution, we now spend our time on fixing the issues instead of trying to understand what happened.

We're more productive, more effective and our performance and financial KPIs are reflecting that.

-AB InBev Director

## FASTER, MORE RELIABLE, MORE CONSISTENT DATA-DRIVEN DECISIONS

### CONSOLIDATED HISTORICAL DATA ALLOWS LEADERSHIP TO:

- IDENTIFY PATTERNS OVER TIME
- EXPLORE MULTIPLE METRICS BY DIMENSIONS << PRODUCTS, CARRIERS, BREWERIES, EMPLOYEES >>
- GAIN A DEEPER INSIGHT INTO COMPANY PERFORMANCE
- KEEP THEIR EMPLOYEES MORE ACCOUNTABLE

