



BACARDI
ESTD CUBA 1862

Headquarters: Miami, FL.

Sector: Consumer Marketing / Sales of Beverage Alcohol

Function: Business Analytics

Solution: Flowfinity Actions

Benefits: Access higher quality of data for capturing brand metrics and immediate business intelligence to act in a timely manner.

"In comparison to the previous fully outsourced approach to collecting data, the cost of operating the national survey is now reduced considerably."

Greg Maloney, Business Analytics and Reporting Director, Bacardi U.S.A., Inc

CHALLENGES

Bacardi U.S.A., Inc. is the U.S. import, sales and marketing arm of one of the world's leading spirits and wine producers. Bacardi U.S.A., Inc. runs national surveys multiple times a year. In the past, a paper form was used to gather information. The paper forms were cumbersome, and many came back with errors and inconsistencies. The manual processes delayed the turnaround time for business reports and impacted the ability to act on crucial information. It could, at worst, take up to three months to get information back from the surveys. Bacardi management needed highly accurate, almost immediate data that employees could act on right away.

SOLUTION

Bacardi U.S.A., Inc. selected Flowfinity Actions, a packaged wireless application platform that blends business process automation with decision support to solve business challenges by automating surveys. Bacardi U.S.A., Inc. liked how easily the user can take advantage of pre-built application templates. With a point-and-click editor, users can customize the application to make their own forms without a developer. The Actions platform is flexible enough to allow the addition of more forms or business processes to the application.

Another advantage of the solution to Bacardi U.S.A., Inc is detailed, timely, and actionable reporting. As survey information is collected on Blackberry smartphones, Flowfinity Actions flows the data quickly and securely to an enterprise server where it is stored in a report-friendly format in a Microsoft SQL server database. On demand, business managers and executives can now access reports on the data.

BENEFITS

Using Flowfinity Actions, custom and timely reporting has dramatically improved access to data which has impacted the ability to act.

- Information is easy to capture in the field , saving costs and time of re-keying data
- Cost effective: Reduced overall survey costs
- Data well organized allowing streamlining reporting solutions
- Timely information increase business responsiveness
- Blackberry solution leverages the popular smartphone
- Flexibility in form design and information gathered keeps maintenance costs down and helps business adapt to changing needs

For more information on Retail Performance Management solutions, please visit <http://www.quickretailaudits.com>