Constellation Brands Switches from Numerous Data Feeds into Single System of Record

The government affairs team had had it. There was too much to read and no place to store it.

Problem

⚠️ Too many data sources and no central database

Like most large corporations, there were multiple teams affected by legislation, regulations, and executive orders. These disparate teams used disparate products and also relied on out-of-house lobbyists. The result was a massive stream of daily emails coming in to different people in different ways.

To make matters worse, there was no centralized repository of knowledge. The best they had was email and spreadsheets. Any time someone moved on, there was an immediate and massive gap in institutional knowledge.

Solution

They decided to use GovPredict as their single source (and repository) for all data and activity at the federal, state, and local levels (both executive and legislative branches).

They began receiving alerts from the same source, posting bills or documents to the same places, logging meetings using the same custom tags, and running reports from the same underlying data.

They tagged each other when something important crossed their desk that a colleague should be aware of. They collaborated on federal/state/local strategy.

Result

The results were massive.

Each team member was now receiving alerts in the exact same format from only one source, making triage and updates a breeze. It was immediately clear where to add new hearings or log new meetings. Each of these saved hundreds of hours of time.

Now, they have a unified system of record. Managers can pull reports more quickly. Trends rise to the surface. It is much faster and easier to stay on top of everyone's work and their results.

Biggest Wins Using GovPredict

✓ HOURS OF TIME SAVED EACH DAY
✓ ONE SYSTEM MEANS MORE PRODUCTIVITY