Microsoft Azure | **incorta**

LEADING COFFEE RETAILER ANALYZES 32,000 LOCATIONS IN REAL TIME

With Incorta and Microsoft Azure, the world's largest coffee retailer analyzes billions of daily transactions across every store in real time.

40%

DECREASE IN FOOD PRODUCTION COST

"Incorta has been critical to our brand, enabling faster delivery of data engineering and analytics capabilities in the Finance and Supply Chain spaces. This product has empowered many technology and business partners by unifying valuable data from disparate sources."

SVP of Corporate Technology
at the world leader in coffeehouses and roasteries

Real-time transactional and gift card program insights drive efficiencies and customer success

As a global enterprise with 32,000 stores worldwide, it's imperative to understand what drives growth across audiences, regions, and campaigns. To improve consistency and save costs, this leading coffeehouse chain needed a solution that could quickly access, deliver, and report on siloed data across departments, and effortlessly manage billions of complex data points in real time with enterprise-level security—all without compromising performance.

With Incorta, this Seattle-based chain can access existing and real-time data from a wide range of sources and enterprise systems, providing global visibility where teams need it most. Our platform also gives business leaders the power to extract, filter, and analyze billions of data points with immediacy and confidence, resulting in smarter, faster data-driven outcomes. And as an M12 Partner with Microsoft's VC arm, Incorta's seamless integration with Microsoft Azure makes it possible to migrate analytics across systems, translate complex application data, scale Incorta's offering across multiple sources, and identify key opportunities for expansion.

Using Incorta, this global coffeehouse chain benefited from:

Stress-Free Data Integration
Incorta significantly reduces corporate risk associated with data integration issues by seamlessly retrieving and managing billions of data points across existing systems.

Unparalleled Visibility and Speed-to-Market
Incorta gathers and shares data across systems, breaking down silos across enterprise systems and technologies and offering insights without the need for complex modeling and transformations.

Unrivaled Agility with Real-Time Insights
Teams can move with more confidence and faster than ever before using Incorta's real-time insights, accelerated reporting, and near-instant filtration and extraction processes.

The Challenge

Lack of insight into performance across locations and gift card transactions

Our customer realized that they needed timely, comprehensive access to data across all locations, like the cost of goods sold at a granular, transactional level: by product, region, store, and week, to elevate operations. Improving visibility into their multiple lines of business would sharpen the supply chain and help them choose the right products for the right places for stronger profitability. They also needed a solution that could integrate seamlessly with one of their primary technology providers: Microsoft.

The Solution

Next-generation data analytics that offer profit-boosting insights in real time

Incorta is the only data platform that can perform direct data mapping : the ability to gather and join data from anywhere across a technology stack—regardless of source, size, format, or complexity, and unify it without any need for complex and time-consuming data modeling or transformations. Our platform's ability to load data (from anywhere) and seamlessly process and tailor analytics to meet objectives, and offer actionable insights in real time helps customers move faster than ever before.

During a proof of concept, this leading global retailer saw Incorta extract and deliver billions of data points with ease, immediately realizing the speed and value of unified analytics.

Incorta's integrations with today's major cloud technologies gives brands unparalleled flexibility and control of their data. Incorta even allows brands to enable stickier, more advanced Azure Data Services such as cognitive services, bots, artificial intelligence, and machine learning. This is because Incorta can extract data from a brand's original application and/or data store and bring it into a single location in standard parquet format for seamless management in Microsoft Azure and other programs.

THE RESULTS

Overall business success

32,000 locations worldwide analyzed in real time, improving this retailer's awareness of which goods and services perform best across individual stores, regions, audiences, and campaigns.

40% decrease in food production costs, a direct result of improved visibility and increased agility delivered by Incorta's real-time analytics, accelerated reporting, and actionable insights.

Smarter, data-driven business practices, created as a result of consistent findings made possible by Incorta's comprehensive analytics scaled across all lines of business.

Increased Agility And Productivity

80% decrease in project time-to-completion — with this brand's 12-month project completed in just 10 weeks with Incorta—driven as a result of our accelerated approach to managing and uniting data across systems.

360° Visibility For Stronger Profitability Reporting

Over 35 billion gift card transactions analyzed, giving this retailer access to billions of records spanning over 20 years that expose hidden profits associated with gift card use (remaining balances, repeat purchases, etc.)

Over 20,000 SKUs analyzed at an individual level, with Incorta giving each category manager the power to generate their own reporting and share key insights about individual product profitability.