Distribution
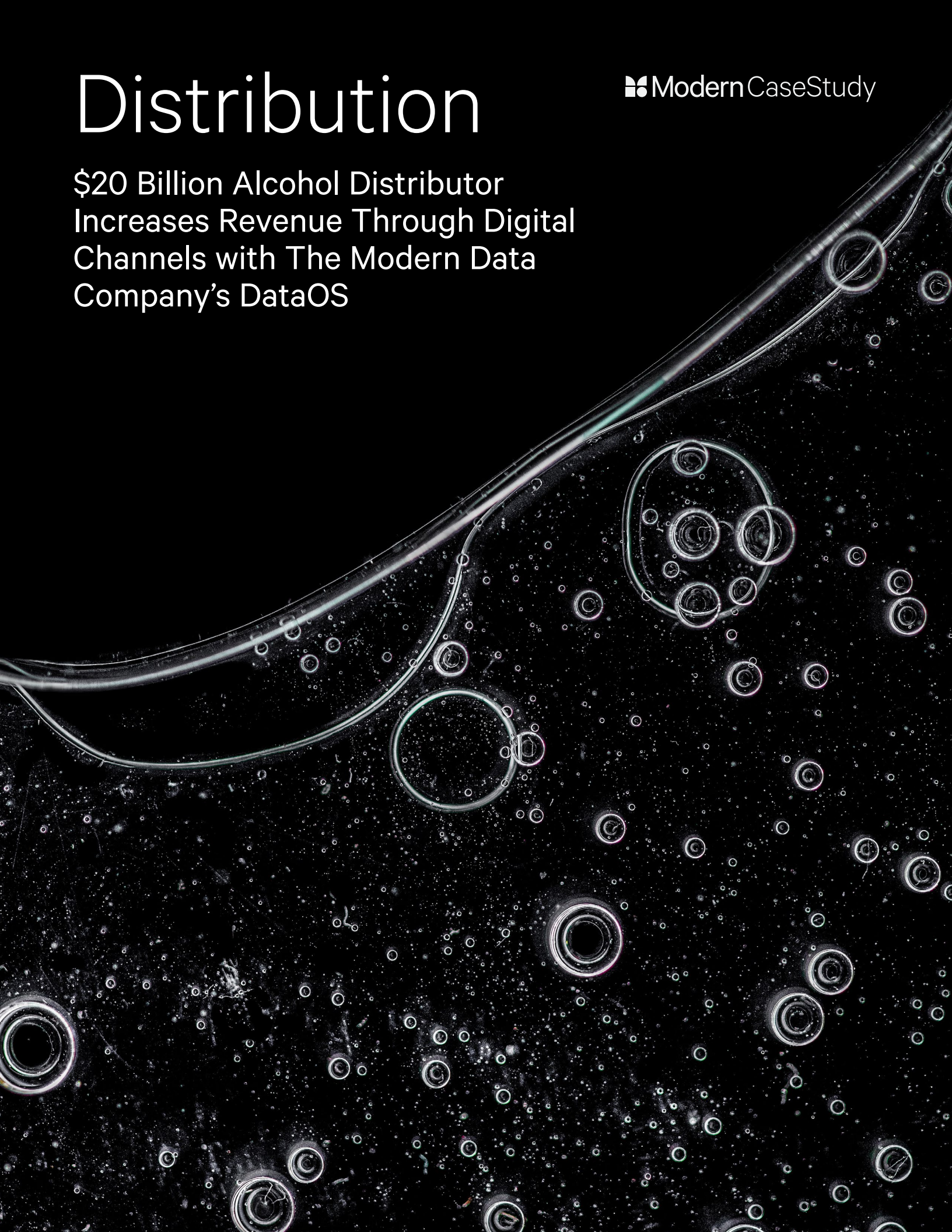
$20 Billion Alcohol Distributor
Increases Revenue Through Digital
Channels with The Modern Data
Company's DataOS

Industry

Distribution

Headquarters

Miami, FL

Objective

Improve revenue through digital channels

DataOS Key Benefits

- $100M in new advertising revenue

- $250M reduction in lost revenues due to fulfillment issues

The Customer

Our customer is the largest wine and spirits distributor in the United States with operations spanning 44 states. Their mission is to exceed the expectations of their trading partners through outstanding sales, expert service, and results.

The Challenge

About $2B from our customer's ~$20B annual revenue comes from their digital channels. In the post-Covid era, support for these digital channels became a top priority.

However, our customer's business teams were stuck using state data, which is low quality and often not available, while their digital teams still struggled with basic access to data they need. Our customer's data infrastructure was not prepared for a shift to digital because they lacked:

- a single source of data
- centralized governance
- Efficient data discovery
- real-time data and processing
- The ability to securely syndicate

Key Results

- End to end pilot deployment within weeks
- 70% reduction in data pipeline creation time
- 10x faster query results through SQL workbench

DataOS®:
A Best-in-class Data Fabric

Our customer has only worked with Gartner's top right quadrant companies. They have purchased best-in-class products, including Alteryx, Adobe Experience Manager, and Einstein Analytics. **None of these investments yielded positive ROI due to the lack of quality data powering them.**

We were selected to engage with a digital team to optimize sales and marketing operations and to increase the value of their advertising inventory. This engagement has since expanded into three different projects with the digital, advanced analytics, and data management teams.

Successful Deployment in Just Six Weeks

The Modern Data Company successfully completed the end-to end deployment of DataOS on our customer's cloud within six weeks--with their data fully catalogued and profiled. Customer teams used DataOS to enrich data quality by making alterations through an advanced data querying platform. Our customer's quality of data has improved dramatically and their data pipeline now enjoys true real-time insights.

The Modern Solution

The Modern Data Company deployed DataOS in six weeks along with Data Catalog to create a single source of truthful data. The customer can enrich data quality by using Data Profiler in DataOS.

The Benefits

In just 6 weeks, TMDC delivered an enterprise grade product that created a single source of truth for all data along with the following business value:

- Brand Shifting Analysis to help brand retain customers effectively

- Order Variance Analysis to help service existing customers better and increase average order values

- Hyper-personalized ad targeting to increase value of ad inventory

We are now the horizontal platform to power our customer's Data Science Lab.

About DataOS®

About The Modern Data Company

DataOS is an operating system that consists of a set of primitives, services and modules that are interoperable and composable. These building blocks enable organizations to compose various data architectures and dramatically reduce integrations. Enterprises can have the same data-driven decision-making experience akin to data-first tech companies in days and weeks instead of months and years.

Founded in 2018, The Modern Data Company began with the realization that enterprise-wide data access has been siloed. Data engineers and database administrators have been the longstanding data gatekeepers who funneled data to analysts and data scientists. We aim to change that by freeing enterprises to make better data driven decisions by democratizing access to data. When all employees, irrespective of their technical skills or background, can easily explore and analyze enterprise data, then both productivity and market expansion are realized at a faster pace.

TheModern DataCompany

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