

Distribution

Modern Case Study

Largest US Alcohol Distributor
Achieves \$350 Million Gain Using
Modern's DataOS®

Plus a 10x Improvement in Speed of Data Queries



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 partners. They aim to do so by providing outstanding sales and service quality, and by helping their partners to achieve great results.

The Challenge

Business teams across the entire organization were burdened by old, low-quality data—if the data was available at all. The teams struggled to get access to the most basic data, leaving them disempowered in the digital age.

About 10% of the company's roughly \$20B annual revenue comes through digital channels. Especially in the post-Covid era, they understood that a shift to digital channels was a top management priority.

Their data infrastructure was simply not meeting their needs and was entirely unable to support this integral shift to digital.

The Solution

The company desperately needed data to use across the organization. They needed the data to be real-time, centralized, and reliable. Their business necessitated hassle-free governance, easy data discovery, fast processing, and the ability to quickly, easily, and securely syndicate information out to their partners.

DataOS solved these needs, in an end-to-end pilot deployment that was completed in just six weeks.

Key Results

- \$100M growth in advertising revenue
- \$250M reduction in revenue losses achieved through improved fulfillment efficiency
- End-to-end pilot deployment within 6 weeks
- 10x improvement in query speeds through SQL workbench
- 3x improvement in data pipeline speed

Industry

Distribution

Headquarters

Miami, FL

Objective

Grow revenue while also improving service in all digital channels

Modern Solution

- Instituted a unified Data Catalog to create a single source of truthful data across the organization
- Enriched data quality by using our proprietary Data Profiler
- All in six weeks from start to value capture



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DataOS® Enables Best-in-Class Performance

Our customer had worked with Gartner's top right quadrant companies (High Vision and High Execution) including Alteryx, Adobe Experience Manager, and Einstein Analytics. Yet none of these investments had yielded a positive ROI because they were powered by inadequate data.

Modern worked with the client's Digital Team to optimize sales and marketing operations with a particular focus on increasing the value of their advertising inventory, which directly resulted in a gain of \$100 million in advertising revenue.

The client then expanded this huge initial success into additional projects with the firm's Digital, Advanced Analytics, and Data Management teams.

Enriching Data Quality And Creating a Single Source of Truth

Modern completed the end-to-end deployment of DataOS on the customer's cloud in only six weeks, setting a new industry standard for speed. With their data then fully cataloged and profiled, customer teams used DataOS to enrich data quality through the DataOS advanced data query platform. Almost immediately, data quality improved dramatically, and real-time data processing was finally achieved.

The Benefits

- Modern delivered an enterprise-grade product that provided a single source of truth for all the company's data in six weeks.
- Brand Analysis tools were implemented to help retain customers.
- Order Variance Analysis was instituted to provide better service to existing customers and to increase average order size.
- Hyper-personalized ad targeting capability was used to significantly increase the value of their ad inventory.

DataOS is now the horizontal platform powering the customer's entire Data Science Lab.



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