

# \$20 Billion Alcohol Distributor Increases Revenue Through Their Digital Channels with TMDC's DataOS

## Industry

Distribution

## Headquarters

Miami, FL

## Objective

Improve revenue through digital channels

## TMDC 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.

## DataOS Key Benefits

- \$100M in new advertising revenue
- \$250M reduction in lost revenues due to fulfillment issues

## The Customer

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

## The Challenge

About \$2B from our customer's ~\$20B annual revenue comes from their digital channels. In the post-Covid era, they saw the shift to and support for their digital channels as 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, including the lack of a single source of data, centralized governance, data discovery, real-time data and processing, and 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*

## The Benefits

TMDC delivered an enterprise grade product that created a single source of truth for all data along with the following business value **in 6 weeks**.

- 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.

## DataOS<sup>®</sup> Enables Best-in-class

Our customer has thus far only worked with Gartner's top right quadrant companies. They have purchased best-in-class products like Alteryx, Adobe Experience Manager, Einstein Analytics, etc. **None of these investments yielded positive ROI due to the lack of good 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.

## Enriching Data Quality and Creating a Single Source of Truth

Unlike other data management platforms, we 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 were able to use 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 real-time processing of data has seen the light of day!

## About DataOS<sup>®</sup>

DataOS enables enterprises to ingest, process, transform, govern, and orchestrate data from disparate data sources to deliver a trusted and real-time view of customer and business data. DataOS humanizes data and its access, breaks data silos and transforms companies as they take steps towards data democracy and gaining business insights in real-time.

## About The Modern Data Company

Founded in 2018, The Modern Data Company (TMDC) 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.