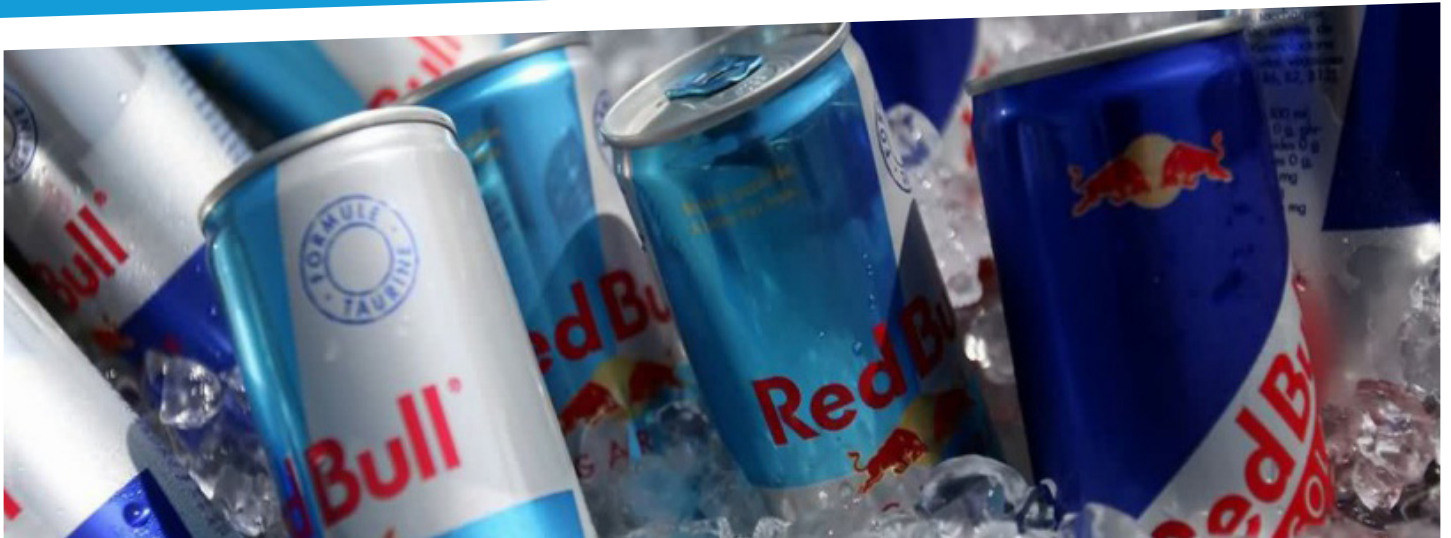


Success Story

BellaDati data analytics Application for Wholesale production



Red Bull®

Organization: Red Bull

Location: Germany, Austria,
Denmark, Deutschland, Finland,
France, Sweden, Switzerland,
United Kingdom

Website: redbull.com

Industry: Wholesale Production

- Red Bull, established 1987, is the most popular energy drink in the world.
- Red Bull is sold in 165 countries.
- 5.2 billions of cans were sold in 2012.
- 4.9€ billion in sales (15.9 % annual growth).

Notable data sources:



BellaDati deployment:
OnPremise

Business Situation

In order to sustain and strengthen its leading position in the highly competitive energy drink market, Red Bull managers required immediate intel into sales performance and consumption of Red Bull in particular regions and outlets. They believed that only such insight would help them precisely predict future growth locations and successfully execute Red Bull's marketing strategy.

Technical Situation

Red Bull had used SAP Business Objects prior to purchasing BellaDati at the beginning of 2012. However, it lacked the desired flexibility for operational reporting at country level. Moreover, Red Bull needed to more effectively collect data from field sales support managers, who are constantly on the move everywhere Red Bull is sold.

BellaDati Solution

The BellaDati data warehouse has been integrated with MASIS mobile application providing an interface for collecting data from field sales support managers via web services. Within few weeks, first reports including distribution by regions, outlets, sales performance and product availability have been delivered to key account and regional managers.

Benefits & Results

Red Bull is now able to actively grow its data reporting portfolio and plans to spread the BellaDati solution into other countries in the coming years.