



## Smart Tap - Real Time Analytics



**Function:** Analytics and Insight

**Processes:** Marketing, Sales, Distribution, Logistics

**Industry:** Food and Beverage

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### Business Driver

Beer companies spend millions on unsuccessful trade promotions and campaigns. They would like the ability to monitor and analyse promotions and campaigns in real-time.

### Solution Overview

Smart Tap provides clients with the ability to monitor and analyse marketing campaigns, trade promotions and inventory management in real-time.

### Features

#### Real Time data

- ✓ Adjust and tweak campaign on the fly
- ✓ Push real time promotions via social media
- ✓ Smart algorithms to maximise sales
- ✓ Tap waste analysis
- ✓ Demand price balancing dashboard
- ✓ Adjust prices in real time to optimize stock volumes
- ✓ Spot pricing dashboard

### Potential Benefits

- ✓ Real time promotions and campaigns
- ✓ Real time pricing agility matched to demand
- ✓ Influence inventory optimization through targeted discounts
- ✓ React quickly to changes in demand
- ✓ Optimise inventory waste



IoT

- Liquid Flow sensor
- Brass Liquid Solenoid Valve



Big Data

- Tap geo-location
- Milliliter poured by second



Analytics

- SAP® Lumira
- SAP® Analytics Cloud

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