

Smart Tap – Real-Time Analytics

Function:

Analytics and Insight

Processes:

Marketing, Sales, Distribution, Logistics

Industry:

Consumer & Industrial Products (C&IP) – Food & Beverage; Oil & Gas; Chemical & Specialty Materials

Business Driver

- Optimize value of trade promotions and campaigns
- Desire for real-time monitoring / analysis of marketing initiatives



Solutions Overview

Beer companies spend millions of dollars on trade promotions, campaigns, and other marketing initiatives that too-often are unsuccessful. Smart Tap provides them with the ability to better gauge their effectiveness by monitoring and analysing marketing performance and related 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 management of 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

For more information contact
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