Deloitte.



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 sap@deloitte.com

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Touche Tohmatsu Limited States and their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.