

Decision Inc. Australia Beefs Up Fresh Food Firm's Data Analytics Capability

Implements new Data Warehouse and analytics capability

THE CLIENT

A food company had run up more than 35 years of business in delivering value-added meal solutions. It routinely invests in the best available technology to deliver a consistent quality product to specification, with its leading distribution and information technology platforms ensuring it can provide consistent service across the market. The company harnesses local and global insights to deliver consumer-led product and process solutions.

However, it recently determined its data analytics capabilities weren't delivering what they needed to support and accelerate their growth.

THE CHALLENGE

As the company looked to maintain growth, it was clear that it needed to develop a data strategy and become a data-driven business focused on future performance as much as past performance. It began looking at options to revamp its data analytics capability and support its desired data maturity.





Becoming a data-driven business means being able to see where you need to go, not just where you've been. Most organisations have the capability to analyse their data on past performance, but the world is moving beyond that to implementing forecasting models and leveraging indicators to best inform how to improve performance.

Aiden Heke

*Chief Executive Officer
Decision Inc. Australia*

The company reached out to Decision Inc. Australia to assist on both fronts. The data and analytics consultancy looked at three key business areas – Supply Chain, Operations, and Procurement – to see what solutions could be delivered to address the food company's mandate for continued growth by leveraging a modern data strategy.

The company's visibility of operational performance was detailed, but backward-looking and unable to provide data-driven decision making forward. Its existing data platform and reporting solution were not built to provide deep insight into how the company could lift performance into the future. Its data capabilities had grown organically to meet its needs at the time, but as the company started to ask more detailed questions of its business and how to support its growth, it became clear its analytics solution was falling short.

"We were conscious of the need to work hand in hand with the client to investigate strategic solution options which consolidated and standardised platforms while removing unnecessary legacy where possible," said Heke. "We wanted to arm them with the tools to leap forward in analytics maturity."

THE SOLUTION

Decision Inc. was able to develop a strategy to modernise the organisation's capabilities to put it firmly on the path to becoming a data-driven business. Decision Inc.'s Modern Data Platform architecture recommendation allows economic and scalable data aggregation, analysis and presentation which will eventuate in the ability of the food firm's employees to glean insights from data unlike ever before.



Initially, Decision Inc. guided the company towards a new data warehouse, settling on Snowflake. A new state-of-the-art data warehouse would allow the company to automate and centralise its data. The company is currently (as of April 2022) undergoing the initial data acquisition, preparation, and storage phase which will enable it to identify its data and transform it for future analytical capabilities. Once this process is complete, Decision Inc. will advise them of the additional technology solutions to best enable the delivery of analytical insights.

THE OUTCOME

“Through Decision Inc. Australia’s work, we were able to build a business case for a renewed data strategy which included:



COST SAVINGS,



SIGNIFICANT PROCESS AND TIME EFFICIENCIES,



AND OPPORTUNITIES FOR THE ANALYTICS TO ASSIST IN SUPPORTING THE GROWTH OF THE BUSINESS”,

said the company spokesperson.



They were able to uniquely provide clarity on the health of our current data strategy, and how to modernise it. As the implementation continues, we fully expect to derive unique insights which will enable us to grow.

Company Spokesperson



ABOUT DECISION INC. _____



Decision Inc. Australia is a leading independent data and analytics consultancy which delivers value from data faster.

We serve the Australian community and industry and believe that great data and analytics expertise will underpin economic recovery and prosperity. We provide insights and accelerated business improvement capabilities to help our clients in their pursuit of progress.

