# The big picture

**Across a wide range of industries, businesses are seeking an answer to the same question – how can data be used most effectively?**

Data plays a crucial role in helping businesses make the right decisions. This fact has meant that the drive for accessible and understandable data remains at the forefront of digitally-minded and forward-thinking organizations.

However, realizing the benefits of smarter data will require many businesses to overcome significant obstacles. Large complex businesses must have an integrated view of their business performance to understand and respond to the fast changing demands of the market.

Many organizations still store their data in either monolithic or legacy systems which don't talk to each other. This makes it harder to derive meaningful insights and identify a single source of truth from the information at hand.

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# The challenge

Our client, one of the world's largest beverage anchor bottlers, realized that the complexity of reporting in their processes was leading to inefficiency in their systems. It required an army of people to manually collate data and create management reports for the top 500 people in the organization.

As a result, their business analysts were spending a significant number of hours collecting data rather than driving insights and decisions. To add to the challenge, the team was using multiple tools to create these reports, leading to inconsistencies and more time lost trying to reconcile the various narratives.

Ultimately, this made the monthly management reviews very resource heavy, and often led to delays in decision making until additional data could be provided. This meant that the business lost opportunities for quick decision-making.

> The business was losing meaningful insights within a large volume of data, impeding quick decision-making

## What the client needed

The client needed a solution which would give them access to faster, high-quality and reliable insights to enable agility in their decision-making process. In addition to this, they required a platform that could integrate the insights of multiple departments, producing a cross-functional view to aid their decisions.

Fractal's experience in optimizing efficiency through an integrated business performance management system – along with our industry-leading visualization and engineering skills – positioned us as an ideal partner to help them overcome this challenge.

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# A transformative solution

**We began with a design-led approach – a key component of Fractal's optimization process for integrated business performance management solutions, and adopted the following strategies for the best possible outcome:**

1 Conducted user-immersions sessions to understand their process, including the data sources that were used, what the most important insights were and who the target audience was.

2 Mapped the journey across various existing reports.

3 Identified different personas within the target user base, before mapping the user needs across personas.

4 Identified a path to automate the data-to-decisions journey.

These steps allowed us to synthesize the insights and requirements for each persona. We then shared high-fidelity prototypes which helped the users visualize the end-product ahead of time, which was done within 8 weeks of the project's launch.

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## A transformative solution

The key insights were structured into 5 self-serve reports, with 4 of them being functional and the other cross-functional. We proposed to centralize their entire reporting and decision-making landscape, creating a single source of truth for their business. Based on the personas we identified, the reports were structured into:

- Top 40 reports - high level insights for CXOs and GMs

- Top 300 reports - granular insights for business analysts

Next, we completed a holistic review of their technology stack and data architecture. We then put forward the best architecture to support the user experience and enabled the automation of the data-to-decisions journey. The solution was delivered across two phases, and driving adoption was a significant focus.

> We automated the client's data-to-decisions journey, harmonizing data from multiple sources to create a single source of truth.

**Finance BPMS**

| BPMS Overview | BPMS per BU | BPMS per category |

| BPMS per channel | BPMS P&L |

**Commercial BPMS**

| Market performance | Category performance | Brand performance |

| Consumer understanding |

**Supply Chain BPMS**

| Overview – card view | Overview – table view |

**HR BPMS**
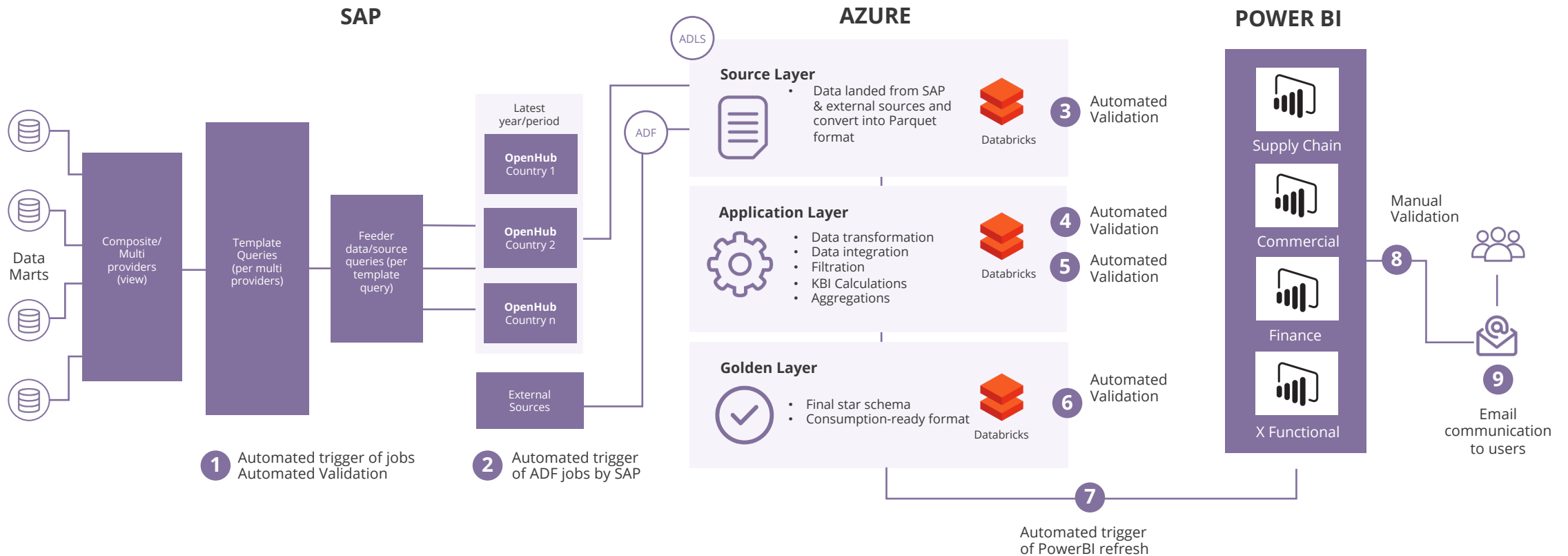
| BPMS |

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# What we provided

The solution was based on Fractal's expertise from the integrated business planning practice, leveraging SAP and Azure data-bricks for data manipulation and processing. In addition to this, Power BI was used to create the final dashboards, reporting and visualization.

The solution automated the data-to-decisions journey for the client. It required data from multiple sources, including SAP and manual excel files, which were then harmonized to create an enterprise-wide single source of truth.

**SAP**

**AZURE**

**POWER BI**

ADLS

Data Marts

Composite/ Multi providers (view)

Template Queries (per multi providers)

Feeder data/source queries (per template query)

Latest year/period

**OpenHub** Country 1

**OpenHub** Country 2

**OpenHub** Country n

External Sources

ADF

**Source Layer**
- Data landed from SAP & external sources and convert into Parquet format

Databricks

**3** Automated Validation

**Application Layer**
- Data transformation
- Data integration
- Filtration
- KBI Calculations
- Aggregations

Databricks

**4** Automated Validation

**5** Automated Validation

**Golden Layer**
- Final star schema
- Consumption-ready format

Databricks

**6** Automated Validation

Supply Chain

Commercial

Finance

X Functional

Manual Validation

**8**

**9**

Email communication to users

**1** Automated trigger of jobs Automated Validation

**2** Automated trigger of ADF jobs by SAP

**7** Automated trigger of PowerBI refresh

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# The results

## The immediate impact

Our solution brought in the much-needed efficiency throughout the client's management review process. This was achieved by understanding user needs and structuring the insights in high-quality self-service reporting, reducing the amount of time that their business analysts had to spend collecting data.

The single source of truth that we created across all data and analysis will also benefit the business into the future.

## Long-term benefits

The CEO of the bottling company mandated the use of our solution for all future monthly management reviews, meaning that its users will continue to benefit from in-depth business insights and greater efficiency throughout the entire process.

Over 1000 users were trained on how to use the dashboard, and the adoption rate has now climbed over 50%, clocking roughly 600 users monthly, making for a skilled-up, more efficient workforce.
It has enabled long-term transformation towards becoming a data driven organization.

## Our automation saved the equivalent effort of 15 employees in generating management reports

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# Enable better decisions with Fractal

**Fractal is one of the most prominent players in the Artificial Intelligence space. Fractal's mission is to power every human decision in the enterprise and bring AI, engineering, and design to help the world's most admired Fortune 500® companies.**

Fractal product companies include Qure.ai, Crux Intelligence, Theremin.ai, Eugenie.ai & Samya.ai.

Fractal has more than 2,300 employees across 16 global locations, including United States, UK, Ukraine, India, and Australia. Fractal has consistently been rated as India's best company to work for, by The Great Place to Work® Institute, a 'Leader' by Forrester Research in its Wave™ on Specialized Insights Services, Computer Vision & Customer Analytics and as an "Honorable Vendor" in 2021 Magic Quadrant™ for data & analytics by Gartner.

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