



## SunnyD eliminates data silos with Birst

Sunny Delight Beverages Co. is a leading producer of juice-based drinks in North America, with four brands including its flagship, SunnyD. When the company was spun off from Proctor & Gamble, eight different legacy business intelligence applications were in place, each with independent silos of data.

Birst empowers SunnyD's lines of business with department-level agility and enterprise-wide data consistency. This cross-functional visibility has created tremendous business value, resulting in profit optimization across the company's supply chain.

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**“Using a sound strategy for selecting and deploying an integrated data analytics approach enabled us to cut costs related to production planning, transportation, customer profitability, and more.”**

**Shawn Roberts**  
VP and CIO, Sunny Delight Beverage Co.



**HEADQUARTERS**  
**Blue Ash, Ohio, US**

**INDUSTRY**  
**Food and Beverage**

**INFOR® PRODUCT**  
**Birst**

**WEB SITE**  
**[www.sunnyd.com](http://www.sunnyd.com)**

## Opportunity: Eliminate data silos

When SunnyD was first spun off from Proctor & Gamble, eight different legacy business intelligence applications were in place. As a result, SunnyD executives would receive conflicting figures because end users were working off unique silos of data. This disparity led to revenue unpredictability, lower margins than necessary, high inventory buffers, and a lack of understanding of true profitability derived from sales promotions.

SunnyD embraced the opportunity to modernize and take a strategic approach to business intelligence. CIO Shawn Roberts recognizes that data democratization has empowered end-users to make decisions at the speed of business. At the same time, IT must provide governance and a holistic view of the company's data, so that decisions aren't made using conflicting metrics.

The legacy systems SunnyD had in place were too monolithic to support user self-service and agility. End-user data discovery tools, on the other hand, would amplify existing data silos. Therefore, Roberts, working closely with the CFO, created a cross-functional team from managers in six lines of business: sales, marketing, production, logistics, warehouse, and accounting. They evaluated 17 different vendors before committing to Birst. Birst integrates data from multiple sources with transparent data governance, while at the same time providing self-service analytic capabilities to both technical and non-technical users.

## Value: Profit maximization across the supply chain

Birst provided SunnyD with an all-in-one platform for data aggregation, refinement and governance, with department-level dashboards customized on demand. Its comprehensive solution enables the lines of business with department-level agility, but also provides enterprise-wide data consistency. This cross-functional visibility has created tremendous business value. For example, promotional uplift, traditionally measured by marketing, also impacts shipping expenses, which are measured by logistics. By recognizing this interaction, SunnyD has been able to make improvements in both areas.

### Business results and efficiencies



7%  
Transportation savings



2%  
Sales increase



90%  
Reduction in plant overtime costs



\$195,000  
Annual contract staff savings

### Promotions & Distribution

SunnyD's initial use of Birst was to understand store promotions and their impact on distribution. Without visibility into promotional uplift, SunnyD was paying considerable expedited shipping fees to ensure on-time fulfillment. With Birst, SunnyD improved not only promotion forecast accuracy but also visibility into transportation schedule dependencies. By pre-shipping at lower rates in advance of holidays and weekends, SunnyD has saved 7% on transportation.

### Sales & Operations Planning

Using Birst, SunnyD can understand store-level inventory and seasonal changes in real time. With dashboards highlighting low stock and thresholds, SunnyD can replenish supply "just-in-time," increasing customer offer uptake (sales) by another 2%. With more effective order and fulfillment processes in place, as well as an understanding of true demand, SunnyD has been able to decrease volumes at plants and change production schedules to reduce overtime costs by 90%.

## Staffing & Resource Costs

SunnyD's second use case for Birst was around staffing and resource costs. By understanding workload patterns in its outsourced customer service and order-fulfilment teams (overtime and temp schedules), SunnyD has decreased the amount of required contract staff, saving \$195,000 annually.

## Inventory Accounting

Better inventory visibility and record accuracy reduced the need for reconciliations and helped SunnyD scale back its accounting department by 50%. All financial analysis is done within Birst—and the accounting team meets its 48-hour deadline to close out the books.

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**“The key differentiator of Birst’s business intelligence solution is its ability to deliver data to every employee in the company, regardless of department. Birst BI and analytics helps Sunny Delight employees to think fast because they no longer have to worry about building or aggregating the data.”**

**John Gordos**

Associate Director of Application Development,  
Sunny Delight Beverage Co.

## Transform analytics with Networked BI

Networked Business Intelligence is a transformative approach to BI and analytics. Networked BI virtualizes the entire analytics and data ecosystem, enabling the transformation of an organization's approach to analytics. Built on top of Birst's modern, multi-tenant cloud architecture, Birst creates a set of interwoven analytics and BI instances that share a common data-as-a-service fabric. It respects the central governing structure and semantic constructs of legacy BI while recognizing that legacy BI cannot keep pace with business demands for agility. Birst's technical value to SunnyD has been in integrating data and providing governance around previously siloed data sources, while also providing self-service analytics capabilities to both technical and non-technical users. As IT teams look to harness an increasing amount of data and connect silos to serve their customers better, they should explore the benefits of Networked BI.

[Learn more >](#)



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