

Brown-Forman Leverages **ZenOptics' Intelligent Analytics Catalog** to Simplify Reporting



AT A GLANCE

Challenge

Having a global presence and large portfolio of brands, Brown-Forman was dealing with a lot of information on many different platforms and reporting portals. There was no consistent place for users to access all reports.

Solution

Implement ZenOptics Analytics Catalog technology to simplify reporting, as well as ensure complete harmonization between various business intelligence tools and platforms at all times. Users would now have one place to access analytical reports.

Results

- One place to access analytical reports
- Enhanced functionality (e.g favorites, workflows, searching, etc.)
- Reduced spending associated with infrequently used reports and portals
- Simplified reporting and support

ABOUT THE CUSTOMER



BROWN-FORMAN

Industry: Spirits and Wine

Location: United States

Employees: 4,700

Countries: 170

Overview

Brown-Forman, a global spirits company, has successfully transformed its Business Intelligence and reporting culture by leveraging key ZenOptics analytics catalog features, increasing user adoption, compliance, and enabling discovery of and search capabilities for reports.

Challenge

Brown-Forman has a large portfolio of brands, which are available in more than 170 countries. Having global operations, the client was dealing with a lot of information from many different data sources. All this information was being consumed in many different ways using various tools, including SAP BusinessObjects, SAP BW, Salesforce, Google Drive, homegrown Portals, etc.

The company realized that its existing BI strategy and multiple reporting environments were proving inadequate to meet the demands of its global operations.

To deeply understand the challenges of Brown-Forman, we took a look at the findings of a survey it conducted, which highlighted three key pain points:

- No one was completely satisfied with their existing reporting environment, suggesting that strategic changes have to be made.
- Very few people were very confident in accessing information from the reporting platforms, and the majority did not know how to use such tools.
- The majority of employees were very open to changing their BI strategy.

Through the survey, Brown-Forman also learned that its report consumers and analysts want:

- One starting place for all things BI
- Searchable reports and sources
- Proactive information
- Individual tailoring of business processes
- Data source/tool agnostic and BI Consumption platform
- A collaborative reporting environment
- An easy-to-use platform
- Accurate and timely data
- A feedback enabled tool
- Multiple sources into one dashboard
- An aesthetically pleasing platform
- An ability to integrate into other business processes

Solution

Brown-Forman leveraged ZenOptics' Intelligent Analytics Catalog to aggregate its BI, data, and analytics tools in one place.

ZenOptics' Analytics Catalog successfully met all the requirements of the company and its global employees. In particular, it delivered a unified, trusted, and collaborative portal, which empowered users to access, share, and report data across different existing reporting and analytics tools.

ZenOptics offered Brown-Forman with the following features and capabilities:

- ✔ **One Starting Place** – SSO-enabled Landing Page branded as OneStop
- ✔ **Searchable** – ZenOptics Google-like keyword search, integration with service management platforms to Request for Access
- ✔ **Visibility to New Reports** – What's New
- ✔ **Proactive Information** – Notifications
- ✔ **Categorized** – Sort reports into data measure folders (Volume, Revenue Management, Finance, etc.)
- ✔ **Individual Tailoring** – Workflows, Favorites, Custom Attributes
- ✔ **Data Source / Tool Agnostic** – Connectors (BI, Data, Applications, Documents)
- ✔ **Collaborative** – Public/Private Comments, Ratings
- ✔ **Easy to Use** – Intuitive User Experience across the application, including the Admin tool
- ✔ **Accurate & Timely** – Certification, Report Governance, Scheduled Connectors, Seamless Execution of Reports, Preserving Native Tool Experience
- ✔ **Feedback Enabled** – Ratings, Comments, Email Report links, Workflow Sharing, Usage Statistics
- ✔ **Multiple Sources** – Connectors (BI, Data, Applications, Documents)
- ✔ **Aesthetically Pleasing** – UX focused design and navigation
- ✔ **Ability to Integrate** – Email, Multiview
- ✔ **Inherited Security** – ZenOptics leverages permission models from the backend systems
- ✔ **Flexibility of Deployment** – Ability to add agnostic content

Results

With ZenOptics' Intelligent Analytics Catalog, Brown-Forman enabled its users to access reports and share workflows across the organization – all in one place.

Having it all in one place has simplified reporting and support for the spirits company. Brown-Forman was able to retire many internal reporting portals, and rationalize analytics content by eliminating rarely used reports. All these were possible through a discovery process enabled by ZenOptics and an exercise with key business partners.

Using ZenOptics Connectors, content was imported from the customer's varying systems into one place. Users were able to go to a single place to consume and find the content they need, either through structured navigation (categories), pre-built workflows or by a quick search.

The spirits company described the ability to easily search reports based on various terms across multiple systems as "very helpful."

Previously, content was being manually published to various consumption points, and users did not know where to get accurate information. Now, this is no longer the case. Users have one place to get accurate content from, and ZenOptics Connectors read published content from the reporting sources automatically. With the ability to assign business owners to reports, users know who to call.

With ZenOptics Metrics, the company can track used and unused analytics content. With the growing adoption of ZenOptics as the primary consumption point, they are leveraging this information to determine which reports are useful, and which aren't. These are all new capabilities.

With ZenOptics Intelligent Analytics Catalog, Brown-Forman realized:

- High quality, detailed, accurate content every time
- More flexibility and power for end-users
- Better business decisions enabled by a governed consumption platform
- Reduced spending associated with infrequently used reports and portals

ZenOptics

Gartner

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