### **Business** Challenge

machines under various cooperation models, including selling, leasing, and more. As their business grew, they needed to increase their technological capabilities to make decisions based on qualified data faster and work even more effectively.

Our client is a famous European retail company providing vending

Our client's existing solution didn't meet these scalability and business efficiency requirements. With more than 1000 vending machines operating across 50+ cities, they didn't have a single point of truth and qualitative data for analysis, forecasting, and decision-making.

### They needed their core units to be on the same page and wanted:



Decision-makers in Top management and Sales to have all company data at hand anytime with visualized information about vending machines operation, maintenance, and sales by region/country, including margin rates and issues reports.

Supply management and Machine Service employees to be aware of and timely



respond to any technical issues, see relevant data to replenish stocks, and make purchases in a timely manner.

> The current corporate solution needed significant functional improvements and technical gain as the client was committed to growing and scaling to new markets in Europe and the United States. That's why, they addressed \*instinctools for augmented technical expertise in business analysis, consulting, and business intelligence software development.



### Before Disparate analysis and no single data storage solution

STEP 3

**Project release** 

and data analysis

- Existing software doesn't allow for tracking sales margin across regions Sales reports creation takes up to four working hours
- Hard to estimate data quality Stock management needs to be organized to
- provide more structured data Not enough technical capabilities to make

forecasts and intelligent data analytics

## Data stored in one place opens up opportunities for

**After** 

improvements to the system.

complex analysis Visible sales margin Reports are generated automatically or created per request

The core of delivering a quality product is understanding

its users and their needs. The final step of our project was

the review and BI software access distribution across the

More importantly, the established relationships between

our development team, product stakeholders, and

feedback and upcoming issues, making high-end

decision-makers allowed us to promptly react to the

company according to its designated users.

- High-quality data and transparency in operations
- Stock managers get full control over stock turnover and timely purchases

Top managers use smart analytics daily to make data-

driven decisions and predict sales



Customers profitability

142,2%141,6%

Edward Rimon, Product and Customer Experience Director

intelligence capabilities and \*instinctools' hands-on approach to delivering the

proactive and tech-savvy dedicated team of professionals

solution, we are now more confident in making data-driven decisions and far more

responsive to uprising issues. All we needed and even more was implemented by a very

**Key features** 

# The dashboards and datasets analytics can be scaled to

Accessibility

Scalability (

Flexibility 4

them on dashboards.

be used in other units, e.g., Marketing, Accounting, Administration, and Operations.

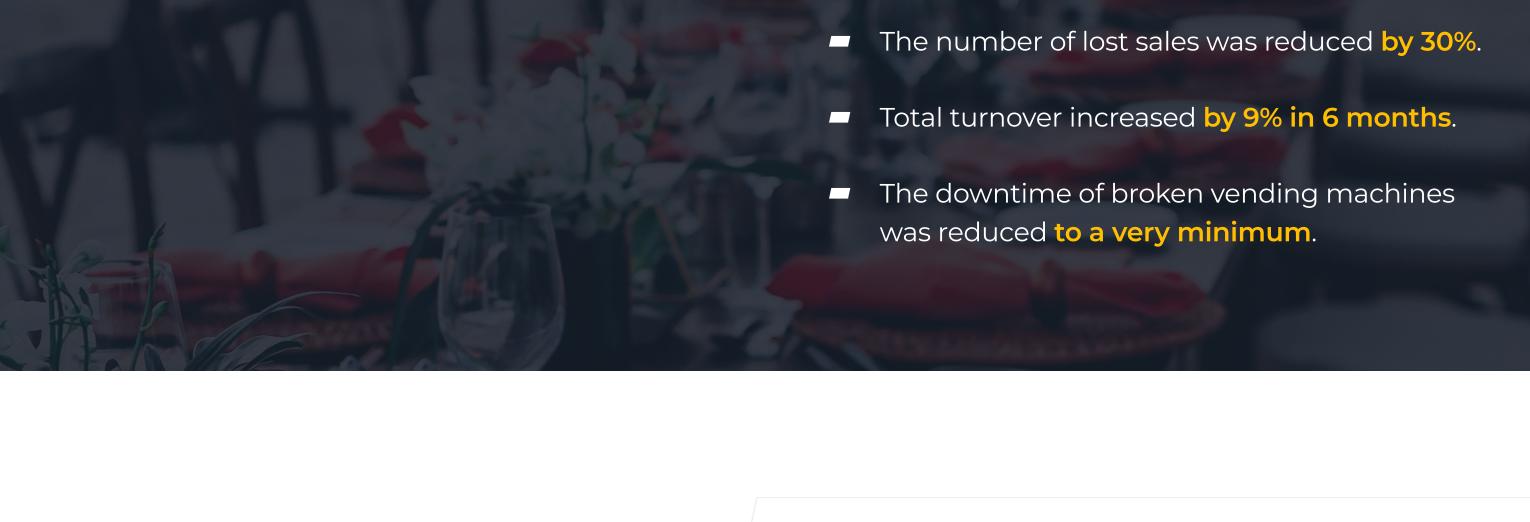
A user-friendly BI system allows configuring the necessary

filters for data groups, defining data ranges, and displaying

Business intelligence software is accessible via mobile, web, tablet, and desktop devices.

The client renegotiated low-margin

contracts with customers



**Business Value** 

**Multiplier Effect** 

The expertise employed in this project can be applied to similar

projects in retail, hospitality, sharing economy fields, and others.

# Do you have a similar project idea?

projects costs for free!

Contact us — and we will estimate your

**CONTACT US** 

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