SAB MILLER

"SABMiller is a very data-orientated organization, and our CMO has a saying, 'Data against data, the best data wins.' Domo is providing us with the means to the best data."

Charlie Hiscocks
Director for Integrated Activation Capability | SABMiller

Organization:
SABMiller

Location:
London, England; UK

Website:
www.sabmiller.com

Industry:
Brewing, Beverage

SABMiller is a London-based, multinational brewing and beverage company. It's brands include internationally famous beers such as Peroni Nastro Azzuro, Pilsner Urquell, Miller and Grolsch. They are the second largest brewing company by revenues and one of the world's largest bottlers of Coca-Cola.

Notable Data Sources:

sysomos

salesforce

Google Analytics

ExactTarget.

Before Domo

With operations in 80 countries and over 200 brands around the world, SABMiller brings refreshment, sociability and good economic benefit to all of the ecosystem that goes around the making, supplying, selling and enjoying of beer. However, due to the nature of the business, brands were monitored in a slightly haphazard way with disconnected data sources.

- Needed to created a global, standardized system into which all data assets could be plugged

- Wanted to drill-deeper into data for insights into the business

"Before Domo, we didn't have anything that would give us a global comparability across all of our data sources. The way that brands would get information about what digital activity they were doing was from individual agencies, and they might have several agencies. To dive deeper, even for one brand, required a lot of back and forth with the agency."

After Domo

Visibility
"With Domo, the change has been fairly seismic. It's like being in a room with no lights on and turning on a light."

Real-Time Accessibility
"The platform is so responsive and so fast, that I don't have to think about, 'Oh, I'm going to need to run a report to find the answer.' With Domo, it's just there."

Ability to Troubleshoot
"What Domo has allowed us to do is to have a uniform approach to measurement, first and foremost, and it's allowed us to overnight understand where we need to be troubleshooting in the organization."

Accountability
"Ninety-five percent of our profit comes from local brands in local markets. With Domo, our system has been built so that you have clear accountability and responsibility for business performance and performance of the brands."

Better Decision Making
"With Domo, you get the data without having to ask for the data. It's part of day-to-day brand management and part of how senior management is able to ask good questions and make good decisions."