



**Customer:**  
C&C Group

**Industry:**  
Alcoholic Beverages

**Size:**  
13.000 employees

**Country:**  
UKI

**Products and services:**  
Microsoft Power Platform

- Power BI
- Dynamics CRM
- Azure Data Factory

## Tennent Caledonian Breweries undergoes Customer @ Heart Transformation with Customer 360 App

"The Power BI 360 view of customer is a game-changer for us. The reduction in resource contribution is estimated to be roughly a 40% time saving for the sales admin team."

Andrew Raine-Hann, Digital Finance Manager, Tennent Caledonian Breweries Ltd. (TCB)

### Situation:

To better serve Scotland and its 4,000+ customers (pubs and bars), TCB's field sales teams wanted to spend less time dealing with operations and financial issues when visiting clients; and spend more time discussing new opportunities, closer partnerships, and different product lines.

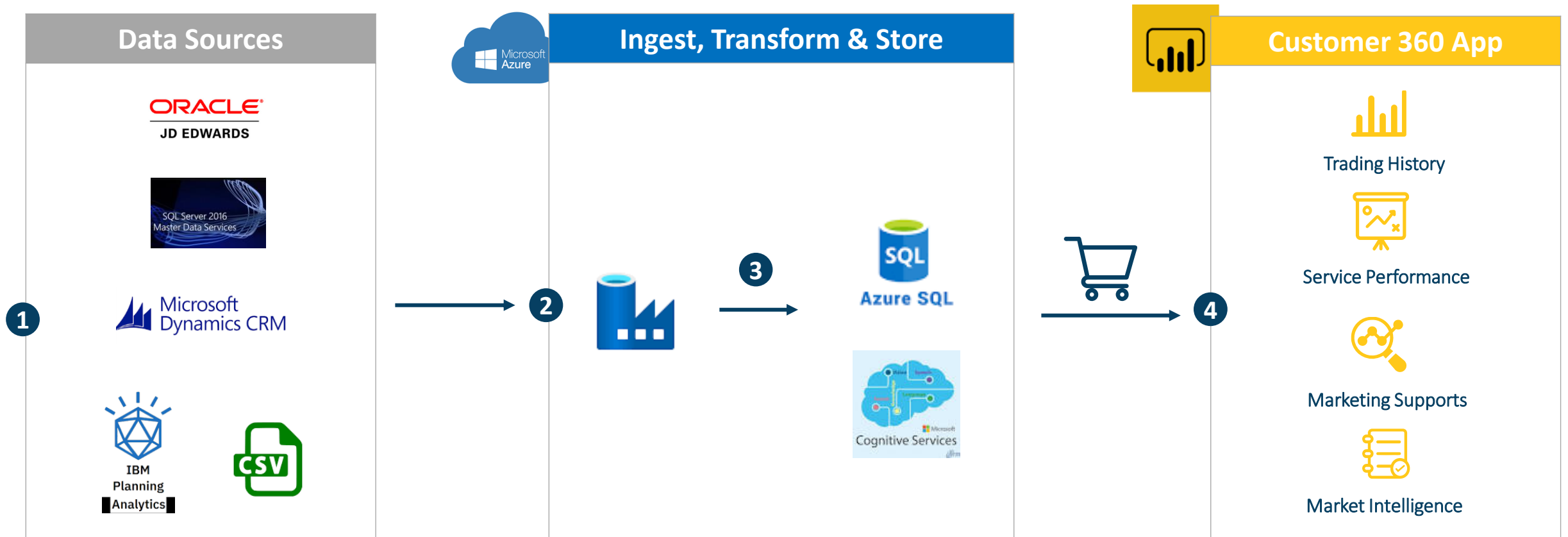
### Solution:

At the heart of the solution is a customer data model, hosted in Azure SQL database; which combines structured trading information from the ERP system, together with service performance information from the Dynamics CRM and market intelligence from external sources. Customer 360 information are beautifully displayed in Power BI reports

### Impact:

The Customer 360 App means all our customer data is instantly accessible to our sales team in a structured analytics application. We have always been aware that one of its unique selling points is our unrivalled and intimate knowledge of the on-trade market. The Customer 360 App enables us to use this to gain competitive advantage.

# Customer 360 App



1. Up to 20 data sources (internal and external) imported.
2. Cognitive services used to capture images to structured intelligence
3. Insights are surfaced to the sales team in Power BI