

Rémy Cointreau analyzes the supply chain with Zap

BI "a necessity to run our business effectively"

Situation

Rémy Cointreau is in the enviable position of producing and distributing premium brands that have shown resilience to economic fluctuations, and formidable growth in new markets such as Asia. The company's flagship brands include Rémy Martin cognac, Cointreau, and Piper-Heidsieck champagne.

The Singapore operation is at the center of a growth market, and has global responsibility for the duty-free market. With Rémy Cointreau and third party products sourced from France, Italy and the US, Supply Chain Director Angelique Debuysers' greatest challenges include ensuring on-time deliveries and operational flexibility. She led a project to select and implement a business intelligence (BI) solution to analyze ERP data, describing it as "essential" to drive the business.

Solution

Angelique involved the end users in the selection process, a factor she attributes to the strong adoption of the BI system. The key selection criteria included the usability of the BI solution, value, and speed of implementation.

Zap Business Intelligence is used for both detailed daily reporting, and high level analysis. On a daily basis, finance and supply chain reports are automatically generated and distributed, covering updates such as sales volume and value, and stock level.

Users can easily run their own ad-hoc analysis, for example if they need to understand sales volume or SKUs in a particular country. Key Performance Indicators have been introduced, covering service levels, costs, stock levels, sales performance, and customer service productivity.

To share performance information with stakeholders who don't use the BI system such as managers at the French head office, PDF management reports are created within the BI environment and then distributed. One example is a group supply chain report, which includes relevant KPIs, reports, and dashboards.

Case Study

Name:

Rémy Cointreau

Website:

www.remy-cointreau.com

Overview:

Rémy Cointreau produces and distributes premium wine, cognac, liqueurs, champagne, whisky, and spirits. Its luxury brands include Rémy Martin cognac, Cointreau, and Piper-Heidsieck champagnes. The Singapore office is a sales and distribution arm, with additional responsibility for duty-free globally, and invoicing for South East Asia and North East Asia-Pacific.

Products Used:

Zap Business Intelligence

"We now have visibility into what's happening across all areas of the business, and can make well-informed decisions."

Angelique Debuysers
Supply Chain Director
Rémy Cointreau



RÉMY MARTIN
FINE CHAMPAGNE COGNAC

Benefits

"BI is a necessity to run our business effectively," said Angelique. "We now have visibility into what's happening across all areas of the business, and can make well-informed decisions. For example, we can see what we need to do to manage costs and creditors. From a supply chain perspective, I can easily identify slow moving products, or match stock levels to forecasts, or reduce inventory. Zap helps me to do my job successfully. The solution is really user friendly, which means everyone can easily create their own queries."

The next step is analyzing sales forecast accuracy to streamline inventory management, introducing more financial analysis, and potentially rolling out the BI solution to additional countries.



RÉMY COINTREAU
ASIA PACIFIC

"Zap helps me to do my job successfully. The solution is really user friendly, which means everyone can easily create their own queries."

Angelique Debuyser
Supply Chain Director
Rémy Cointreau



RÉMY MARTIN
FINE CHAMPAGNE COGNAC