Informatica | **V and B** — VINS ET BIÈRES

Information On Tap:

V and B Streamlines Ordering While Uncorking its Omnichannel Strategy

"Informatica Intelligent Cloud Services allows us to unleash omnichannel commerce and offer new cloud services and features for our customers and franchise owners."

Richard Zuber
Chief Customer Officer, V and B

Goals	Solution	Results
Drive digital transformation, turning a 20-year-old company into a modern, omnichannel retailer	Prepare for omnichannel retailing by using Informatica Intelligent Cloud Services for integration Platform as a Service (iPaaS)	Expedites digital and omnichannel transformation to bring products to customers from any point of sale, helping the company remain competitive
Bring together silos of systems and information to synchronize data, avoid manual data entry, and leverage data to optimize processes and ROI	Use Informatica Cloud Data Integration to unify data across product information management (PIM), ERP, point-of-sale (POS), and order management systems	Allows V and B to leverage customer and product data to offer new options and services such as click-and-collect and home delivery
Gain centralized visibility into product stocks across more than 200 franchises to enable automated reordering and optimize product rotation	Provide a centralized view of local product stocks for each franchise via iPaaS to avoid replacing or rewriting the POS software	Enables automated product replenishment with a centralized view of all local product stock levels, saving time and enhancing customer experiences

About V and B

Founded in 2001, V and B combines a wine cellar with a bar serving beer, wine, and spirits, offering something for everyone who likes to enjoy a drink after work. Operating through a franchise model, the company now has approximately 180 employees at its headquarters and more than 210 locations throughout France.

Informatica Success Story: V and B

V and B has built its success on an innovative yet simple concept. The company seeks to promote a friendly social experience inspired by the German Biergarten and the English pub, combined with the selection and atmosphere of a traditional French wine cellar. Focused on the after-work market, V and B franchises are not open as late as regular bars, and they have a limited number of tables and chairs in order to promote social interactions. Customers can choose from a wide selection of beverages to enjoy at V and B or at home.

After almost 20 years of solid and largely unchallenged growth, V and B began to face serious competition and needed to find new ways to differentiate itself among other retailers and maintain customer loyalty. Technology, which had until then been an afterthought except for Loginnove point-of-sale (POS) systems, suddenly became critical to the company's continued success. With both a social and retail component to its franchises, V and B realized that it had to adapt to the wider evolution of omnichannel retailing by driving digital transformation and making e-commerce a primary focus of its business strategy.

With more than 210 franchises and approximately 3,000 products, V and B also needed centralized visibility into product stock levels. Each franchise location had to manually reorder its stock, and headquarters had little control over how often stock was replenished. To facilitate automated reordering, the company needed to provide this visibility; however, it wanted to avoid replacing or rewriting its POS software, which was estimated to take more than two years.

"We strongly believe that becoming omnichannel will bring benefits to our entire value chain, improving our product offerings and winning us new customers," says Richard Zuber, Chief Customer Officer at V and B. "We were sitting on a gold mine of data that we weren't able to leverage due to outdated, disconnected technology."

Preparing for omnichannel retailing

To connect its systems and data, V and B chose Informatica Intelligent Cloud Services (IICS) for integration Platform as a Service (iPaaS). Its goal was to start with a few simple integrations to streamline operations for its headquarters and franchises, and then move progressively deeper into data analytics.

"We see iPaaS technology as the key to our omnichannel future, and we chose Informatica Intelligent Cloud Services because we believe it is the most mature iPaaS solution available," says Zuber. "Informatica Intelligent Cloud Services will help us enable omnichannel e-commerce while avoiding project complexity and custom development by using iPaaS microservices."

V and B deployed Informatica Cloud Data Integration to bring siloed data together and improve processes. For example, a previously manual, paper-based process for entering product data into V and B's ERP system is now automated, passing data directly from the Quable product information management (PIM) system into PrismaSoft ERP software along with a reference number. Each time product information is updated in the PIM system, the ERP system is updated in near real time; likewise, every modification in the ERP system is pushed back to the PIM every five minutes. Product data is now consistent in both systems and is ready to be used for e-commerce.

"We're actually using Informatica Cloud Data Integration to counter a shortcoming of our PIM system, which is that it cannot independently create a product reference number," says Zuber. "With Informatica, it was a clean, quick, and simple fix that didn't involve any software upgrades or unnecessary risk."

By bringing in data from more than 210 point-of-sale systems via iPaaS, V and B is now able to provide a centralized view of local product stocks to its ERP system without changing or rewriting its POS software. V and B is also working on upgrades to its customer loyalty app, which wouldn't have been possible without cloud data integration, including new location-based features. Soon, V and B will use Informatica Cloud Data Integration to automatically pull daily sales data from the franchises, replacing an unreliable FTP process.

"Once all our key systems are communicating through Informatica Cloud Data Integration, we'll be able to create new processes and knowledge, free employees from repetitive, less valuable tasks, and create more value from our data," says Zuber. "Our entire organization will be able to focus on improving the customer experience."

Competing in the new world of retail

The ability to integrate data from anywhere without making major modifications to its enterprise and POS systems is accelerating V and B's digital and omnichannel transformation. Instead of operating with fragments of conflicting data, the company now has trusted data that it can leverage for e-commerce, analytics, and optimizing product stock levels.

V and B also plans to leverage customer and product data to offer new interactions and services such as home delivery and click-and-collect, allowing customers to order their favorite beverages online and pick them up at their local franchise store. And thanks to a centralized view of all local product stock levels,

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V and B will be able to save time for its franchise owners with automated replenishment, while increasing the chances that a customer's favorite beverage will always be available.

"Informatica Intelligent Cloud Services allows us to unleash omnichannel commerce and offer new services and features for our customers and franchise owners," says Zuber. "For a company that was never digital, we're creating a lot of value very quickly."

Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Data Integration

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Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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