Softtek®
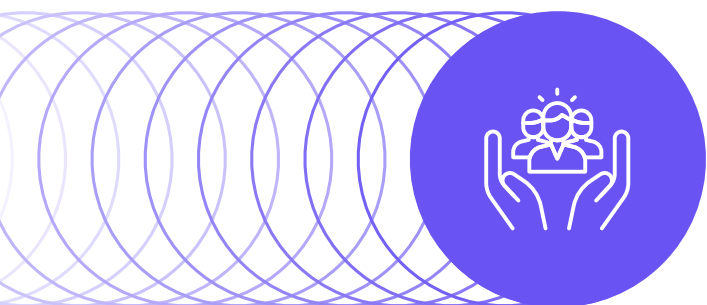
Product-centric transformation helps beer, wine, and spirits company launch 7 D2C brands in record time

About the customer

One of the leading producers and marketers of alcoholic beverages, with a commitment to quality and innovation.

50+ years in the market

8,000+ employees

US $6B+ revenue

Business challenges

Especially during the early days of the pandemic, many CPG companies were forced to rethink their vision and better align their IT and business strategies.

Aware of the challenges ahead, our client was looking for a strategic partner to help with the following goals:

1

Power business growth through a product centric mindset focused on two main areas: sales & marketing.

2

Enable sales strategy pillars such as category management, supplier collaboration, and sales execution.

3

Connect with customers and consumers through direct to consumer, consumer platform services, 3-tier eCommerce, and data strategy and architecture.

4

Operate with future-ready technology platforms that have smart, service-oriented cloud architectures with APIs.
- Enterprise mesh platform
- Reporting and analytics platform
- Integration platform

How Softtek comes into play

Softtek was engaged as a strategic partner to run a digital product team development center to support our client's business strategy and vision.

Implemented an Agile integrated delivery model
- Product-centric approach
- Enterprise Lean-Agile solution
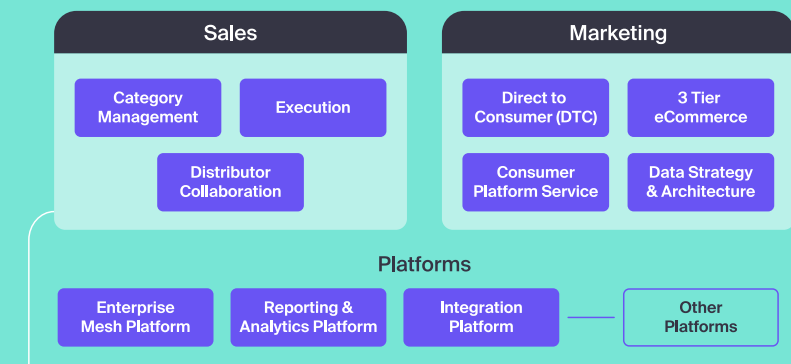- Value-driven teams by capability

Deployed Softtek CoE –Centers of Excellence to align the digital solution
- Implemented a standardized platform with specific customization per country to reduce operating and innovation costs
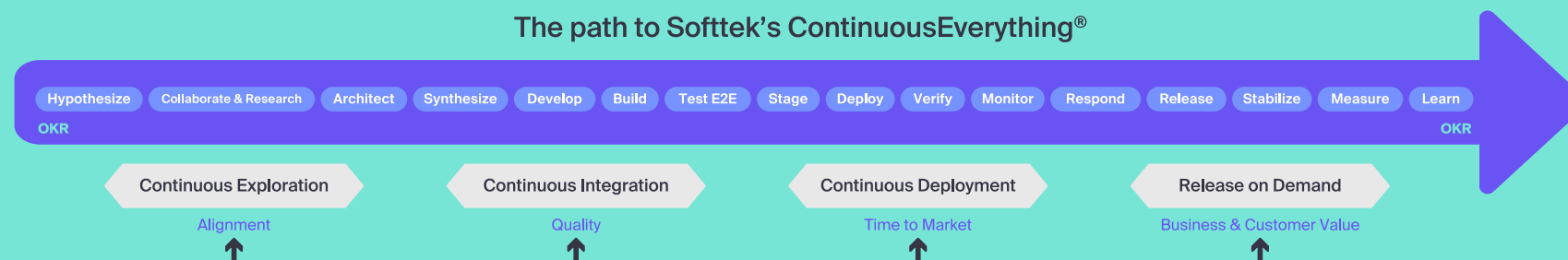- UX/UI rewrite

Continuous delivery & deployment
- Supported by our Continuous Everything® model, we articulated a DevOps model to deliver business and customer value

Engineering Practices

Lean-Agile	Customer Experience	Digital Architecture	DevSecOps	Mobile & Web	APIs&Ms	CRM	CMS	AI & RPA	Data Science
Value Stream approach	Omni-channel Experience	Modernization	Continuous Everything	CX Touchpoint Enablement	API Governance	End Customer Personalization	Marketing Content Management	Process Automation	Machine Learning Ops
Agile Release Train	Design Sprint	Strangler Pattern	CI/CD Pipelines	User Centric Approach	Domain Driven Design	Omnichannel Enablement	Consumer Analytics	Machine Learning	Predictive Analytics
Agile Pod	A/B Testing	Architecture Runway	SRE & Observability	Social Network Integration	Event Sourcing	Digital Commerce	Content Personalization	Natural Language Processing	Data Visualization

Sales
- Category Management
- Execution
- Distributor Collaboration

Marketing
- Direct to Consumer (DTC)
- 3 Tier eCommerce
- Consumer Platform Service
- Data Strategy & Architecture

Platforms
- Enterprise Mesh Platform
- Reporting & Analytics Platform
- Integration Platform
- Other Platforms

The path to Softtek's ContinuousEverything®

OKR — Hypothesize · Collaborate & Research · Architect · Synthesize · Develop · Build · Test E2E · Stage · Deploy · Verify · Monitor · Respond · Release · Stabilize · Measure · Learn — OKR

Continuous Exploration	Continuous Integration	Continuous Deployment	Release on Demand
Alignment	Quality	Time to Market	Business & Customer Value

Softtek CASE STUDY | CPG

Business impact

Softtek delivered business and customer value through an Agile delivery model with a product centric approach, resulting in a significant increase in digital transactions across sales platforms and an overwhelmingly positive response from customers. Our client can now be more aggressive in achieving sales goals while maintaining a closer relationship with the end consumer.

Increased sales volume by 9% through monthly releases for the sales enablement platform.

Accelerated eCommerce with concept to launch of 3 weeks per site, leading to a 44% revenue increase.

Exceeded digital brand engagement goals with 5 million unique visitors.

Drove personalization at scale and agile digital marketing.

Reduced category management time to market by 50%, impacting 18 national accounts (distributors).

Softtek®

ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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