



Coconuts in the Cloud:

Vita Coco Cracks Open its Data to Drive Growth



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Justin Glatz

Global Head of IT, Vita Coco

Goals

Prepare for growth by unifying systems and data to make better use of data as a strategic asset

Gain a consistent, trusted, and timely view of data that follows coconuts from plant to factory to consumer

Drive business growth by analyzing downstream, product sales performance data from distributors and customers to ensure stock and drive sales.

Solution

Integrate retail scan data, supply chain and logistics data, and depletion data with Informatica Intelligent Cloud Services, Informatica’s iPaaS solution

Leverage pre-built Informatica Cloud Connectors for flat files, file processor, Microsoft SQL Server, SAP, and REST Web Services

Use Informatica Cloud Data Integration to accept depletion, scan, and sales data from partners in a variety of formats

Results

Improves the execution of trade promotions and sales operations while optimizing product pricing and supply chain efficiency, as company grows

Keeps data consistent between Vita Coco’s brands to improve business agility

Helps increase sales by working with distributors to adjust regional promotions and processes

Business Requirements:

- Integrate customer and product data quickly to keep pace with a startup-style business velocity
- Improve data management practices for security and re-use
- Position company for cloud and future data integration needs

About Vita Coco

When Vita Coco launched in New York City in 2004, not only did it bring coconut water into the mainstream beverage section of groceries, it re-branded coconut water as a premium lifestyle drink and helped start the trend of natural-functional beverages. Today, Vita Coco is a leader in coconut water and a growing global brand sold in 30 countries.



Informatica Success Story: Vita Coco

Vita Coco is tapping into the potential of the coconut, celebrated for its delicious, electrolyte-rich hydration and replenishment. Offering coconut-based products from beverages to oil, Vita Coco wants to help consumers “drink a little better, eat a little better, and live a little better.” The New York City-based company is as fast-moving as its hometown, keeping its entrepreneurial spirit alive through constant innovation in response to consumer insights.

Until recently, however, those insights were difficult and laborious to achieve. A lack of technical sophistication in data management and governance stood in the way of fully utilizing data as a strategic asset. With data spread across a variety of systems and no consistent integration layer among them, global decisions were often made with local data, introducing potential brand inconsistencies and business risk. Some of the most data-prolific systems were being managed independently of each other, making critical data unavailable for reporting and analytics. Creating holistic views of business-related information were typically hand-assembled, one-time exercises performed by temporarily interested parties without standards or historical context. The proliferation of data sources was occurring at an exponential rate. The lack of a data management solution effectively turned each of these sources into silos.

The inability to deliver rapid data integration between applications perpetuated manual business processes and carried financial opportunity costs in non-leveraged technology relationships. Applications and resources were at risk of being misappropriated for unintended purposes. Without a single, trusted view of its data, it was difficult for Vita Coco to deliver multi-platform channels for data consumption or embed data-related provisions for data ownership, accessibility, security, and usability into contracts, such as those with distributors.

“Like any company, we want to make earlier and better decisions about what people like about our products, when they like it, how often they like it, and how much of it we should produce,” says Justin Glatz, Global Head of IT at Vita Coco. “We also need to constantly optimize our pricing and supply chain to grow sales and margins. All of this is informed by data, and for a consumer packaged goods company like Vita Coco, there were a number of different walls in between the different stages of that data lifecycle that we needed to break down.”

Rapid deployment for rapid growth

Vita Coco didn’t want to wait for a months-long integration project. Instead, it asked its systems integrator, NGDATA, how it could move quickly.



"With Informatica Intelligent Cloud Services, we can get the data we need sooner and faster, which helps us understand what people are responding to so we can determine the appropriate pricing and promotions."

Justin Glatz

Global Head of IT, Vita Coco

"We wanted fast and easy," says Glatz. "We may be a 10-year-old company, but in a lot of ways we still run like a bootstrapped, nimble, agile startup. NGDATA understands this, and they recommended Informatica Intelligent Cloud Services for our iPaaS requirements. We signed up for a free trial just before the holidays, signed a deal in January, and by February we were live. The rapid time to market that IICS gave us was immensely valuable."

With the ability to connect systems and data using a cloud-based interface, Vita Coco can better manage its customer and product data for security purposes, use it across operational technology such as manufacturing and packaging systems, and share it across other cloud solutions and marketing platforms.

"Informatica Intelligent Cloud Services felt very intuitive while still being very novel in terms of the ability to deliver data integration with cloud-based management and sign-on from anywhere," says Glatz. "I like that it solves not just our data integration problems, but it's also checking the boxes in other pillars where we have data management challenges."

Instead of manual coding, Vita Coco used Informatica Cloud Data Integration, leveraging pre-built Informatica Cloud Connectors for flat files, file processor, Microsoft SQL Server, SAP, and REST Web Services to quickly unify data and systems. When new brands are onboarded or distributors send depletion data reporting their sales to retailers, Vita Coco can accept the data in a wide variety of formats.

"Informatica Intelligent Cloud Services gives us that marketplace feel, so even if we're not masters of the technology, we can have a fairly informed conversation about data utilization of new products with companies that we're onboarding," says Glatz. "The reason we can do that is because we can just quickly sign into IICS, connect through an Informatica Cloud Connector, and start saying, 'yes,' right then and there."

Enhancing strategic agility

With a unified view of its data, Vita Coco enables more informed decisions across the company and keeps data consistent among brands to reduce business risk. It can now easily analyze depletion data to set pricing offered to customers, review retail point-of-sale data to improve global trade promotions, and mine logistics data to uncover opportunities for supply chain optimization.

"With Informatica Intelligent Cloud Services, we can get the data we need sooner and faster, which helps us understand what people are responding to so we can determine the appropriate pricing and promotions," says Glatz.





Inside The Solution:

- Informatica Intelligent Cloud Services
 - Informatica Cloud Data Integration

A solution to grow with

By improving the standardization and structure of data ownership and usage, Vita Coco can use business intelligence to drive further sales, looking at the marketing performance of each region, tying it back to distributors, and adjusting promotions and processes to be more effective. It can also embed data-driven provisions into contracts for more strategic sourcing.

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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.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica



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