# BETTER
TECHNOLOGY CONSULTING

# Asahi Europe & International Ltd.
## Uses Two Bespoke Web Apps to Collect and Present Marketing Data + Boost Sales

International Marketing Controller David Barrow and his team bring brand stories to life and support sales and marketing strategies across the globe. One aspect of their job involves harnessing data from sales staff worldwide and making it accessible to sales and marketing teams.

Today, Asahi Europe & International uses two ever-evolving web applications created and supported by Better Technology Consulting to support these efforts, but in 2018 they were relying on Excel spreadsheets that were not up to the task.

"There were a number of areas where we were overly reliant on Excel for tasks it wasn't designed to perform, and nothing Microsoft offered was either feasible or effective," says David.

Teams across the globe needed to collect, share, analyze, and present data in visually meaningful ways. For guidance, David turned to Better Technology Consulting (BTC).

**About Asahi**

Asahi Europe & International Ltd. is a subsidiary of Asahi Group Holdings, a worldwide beverage company with a rich history dating back more than a century.

*"BTC represented an opportunity to create something truly bespoke at very competitive prices. It was something we could develop, over time and iteratively, which would go above and beyond the expectations of our key stakeholders."*

— **David Barrow**
International Marketing Controller, Asahi Europe & International Ltd.

## TapMap: Evolving Beyond Excel

The first project that brought David and his team to BTC involved an Excel spreadsheet designed for sales enablement. It provided sales data to teams that supplied Asahi beers to bars in different markets, allowing Asahi's sales staff to propose more profitable lineups.

As a spreadsheet, it had major limitations. For example, the sales staff were required to crunch the numbers and calculate different scenarios before each meeting, which they outlined in a PowerPoint presentation. The process was time-consuming and lacked the flexibility to explore different scenarios during live client meetings.

Excel's limitations also meant the spreadsheet suffered from:
- Delays to data updates that relied on manual input
- A bland User Interface (UI) that struggled to engage audiences
- Static images that failed to inspire

BTC worked closely with David and his team to design a web app they called TapMap. TapMap made manual number crunching a thing of the past and provided a clean, engaging interface. Additionally, the data was easy to update from anywhere in the world. This increased data collection and improved accuracy, which impacted both sales and marketing teams.

"TapMap not only helped with sales enablement, but it also helped our category and insights teams to understand the relative performance of brands in different markets," says David.

## An Iterative, Collaborative Approach

BTC's standard approach is collaborative and iterative, beginning with a Minimum Viable Product (MVP) that serves core business needs. They then gather user feedback to expand functionality, improving the web app with each new release.

Over the past six years, BTC and Asahi have turned TapMap into a powerful tool that combines data from 9 countries and over 100 users around the world.

TapMap
Data
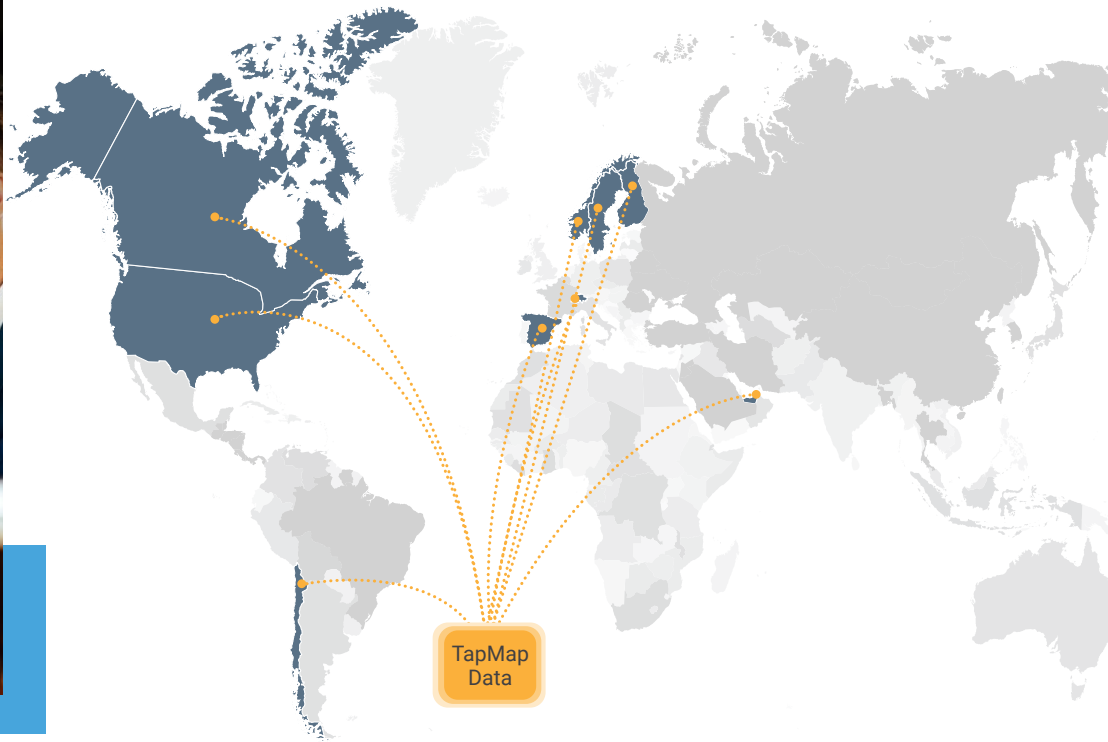
The intuitive, versatile web app offers the following benefits:

♦ **Data-driven sales** tools that allow sales staff to present an array of options on the fly

♦ **Comprehensive data collection** to enhance marketing strategies

♦ **Greater efficiency,** allowing sales staff to spend more time cultivating relationships

♦ **Engaging visuals** to impress clients

♦ **Flexibility** to offer sales presentations on different devices, such as iPads or phones

David and his team continue to work with BTC to this day, improving TapMap's functionality and supporting a second web app—an internal KPI Tracker, which we'll discuss next.

# KPI Tracker: A Single Source of Truth

Based on TapMap's success, David and his team hired BTC to transform an Excel-based Key Performance Indicator (KPI) tracker into a second web app. This allowed sales teams to record the distribution footprint of Asahi brands within different channels across many markets. The spreadsheet, however, was only as useful as the data it contained.

"There was a massive gap between the business-critical information we needed and what was available," says David.

Taking a similar approach to TapMap, BTC worked with Asahi to build a  with enhanced flexibility and usability, allowing them to collect business-critical data consistently across the organisation.

As multiple teams enter large volumes of data daily, the new KPI tracker provides a single source of truth—and everyone can trust that they're working with the latest version.

## Ready to Step Beyond Spreadsheets?

**Contact us to get started.**

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