# Customer Profile

**Britvic plc** -  An international soft drinks company, rich in history, heritage and innovation.

- Founded in England in the 1930s
- Produces, markets, and sells 39 global premium brands
- Exports to more than 100 countries worldwide

# Landscape & Core Challenge

- Internal financial data comes from SAP ECC, COPA
- External point-of-sale data comes from a 3rd-party point-of-sale solution
- Both data sets are not particularly complex, but they are large

Britvic has embarked on a mission to consolidate data into a centralized Snowflake data lake to extend the value of internal data by complementing it with external data. They have implemented SAP Analytics Cloud as their visualization and reporting platform.

# Requirements

- **Live data connectivity** from SAP Analytics Cloud to **Snowflake Data Cloud** to eliminate the data latency of import processes

- **High-performance with large data sets** to future-proof connectivity in the face of continuous data growth

- **Multiple data assets – SAP & non-SAP** with the ability to connect live to SAP BW, Snowflake and potentially other data assets as needed

# Barrier

Importing large quantities of data to SAP Analytics Cloud creates performance issues. Live data connectivity would improve performance and eliminate data latency, however, SAP Analytics Cloud does not support live data connectivity to Snowflake Data Cloud or their legacy SAP BW system.

# Problem

Without live data connectivity, financial and operational analysts are unable to work efficiently with current data.

Customer Problem

# Outcomes & Customer Success

- **APOS Data Gateway** enables a path forward with **Snowflake Data Cloud** and **SAP Analytics Cloud** that accounts for current and future use cases

- High-performance live data connectivity with **Snowflake Data Cloud** and legacy **SAP BW**

- Integrated security with SSO and support for **Snowflake** roles-based data access

- Self-service analytics with APOS views created in **APOS Data Gateway's** semantic layer

*"APOS Data Gateway resolved a major issue we had with continued use of SAP Analytics Cloud. We experienced limitations in the way SAP Analytics Cloud handled visualizations on large imported data sets from Snowflake. We had built up a big repository of data imports and after a while, that was causing a problem in itself, just the size of the data repository. Live data connectivity with APOS Data Gateway provided a path forward, allowing us to fulfill current SAP Analytics Cloud use cases and build new ones. The success of APOS Data Gateway's integrated authentication and SSO with the Snowflake security model has been very helpful, and we have not even had to revisit settings since deployment."*

*– Paul Carey, Business Solution Manager - Information & Analytics, Britvic*