



SLIGRO CUSTOMER CASE

A collaboration with Squadra Analytics



Introduction

Sligro, market leader in food services in the Netherlands, has the ambition to grow internationally. To make this possible, she is investing in a new ERP environment, with the aim of realizing a uniform way of working in a scalable model.

With two-thirds of its turnover now generated online, the family business and listed company is responding to the trend of digitization. By using a data-driven approach, she aims to personalize and improve the services to her customers, as well as to streamline her own operations.



Sales market in the Netherlands & Belgium



B2B foodservices



Delivery and cash & carry





The challenge

In recent years, Sligro has developed an Enterprise Data Warehouse that serves as a source for more than 1,500 reports. Started within Finance, this platform now serves 1,100 users from Marketing, Sales, Purchasing, Logistics, HR and other departments.

However, the insights offered are now quite static and not always mutually comparable. The focus on digitization requires Sligro to take a different approach to data and analytics. The current platform does not support self-service insights. Squadra was therefore asked to initiate a transition to a new way of working, supported by a new self-service tool.



Legacy systems



Need for new way of working



Squadra introduces self-service analytics



The result

Squadra specializes in Analytics, among other things. She has therefore helped Sligro with the transition to a new data-driven way of working. In the first phase of implementation, Squadra realized a self-service analytics environment for 60 employees within Sales. Partly as a result of this, 10 to 20% of the existing information products have been rationalized.



Data-driven way of working



Self-service analytics for sales



Up to 20% reduction of existing information products



Do you see opportunities for your company?
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