

ENZO UNIFIED

Case Study

PEERLESS
Beverage Co.



Peerless Beverage Taps Enzo to Create Data Automation for Client Status Emails Using SQL





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Beer Distributor achieves event-driven automation to improve client communication and flexible cloud integrations

Peerless Beverage Company had recently deployed Enzo Unified in a very limited role to integrate a specific set of cloud data when the lightbulb went off for Jesse Robbins. The Director of Information Technology for Peerless for the past 10 years, Jesse had been attempting to automate client service updates via email for over a year. “Once I realized Enzo had the capabilities, I knew that we could do it faster, with more flexibility, and at a fraction of the cost,” said Jesse.

As the New Jersey beer distribution company has grown over the years, they have continually added more sophistication to their delivery processes. The next step in their growth plan was to enhance their

About Peerless Beverage Company

Based in New Jersey, Peerless Beverage Company formed in the 1960s when two of New Jersey’s prominent seltzer and beer distributors merged. Today, the family-owned business boasts four generations that have worked at Peerless.

Peerless delivers nine million cases of beer annually to over 3,500 clients. With a market area that covers 46% of New Jersey’s population, they operate a fleet of more than 65 vehicles and have over 200,000 square feet of warehouse space.

client communications and move to a more proactive posture, where clients receive automated updates on scheduled deliveries. Ideally, this initiative will reduce inbound calls to customer service and sales personnel, while also creating a more efficient delivery process.

Like many companies in the distribution space, Peerless relies on eoStar Route Accounting Software as their host system and main client management tool. Unfortunately, the email functionality for eoStar is limited, with little more than the ability to send an invoice.

Peerless identified three main goals for their email initiative:

- 1) Trigger-based automation to improve overall customer experience and manage expectations**
- 2) Ability to add dynamic information creating a more relevant, valuable communication tool**
- 3) Professional presentation of the email notifications, including corporate branding and support messaging**

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The Challenge: Automation Development Was Time Consuming and Ultimately Unsuccessful

Prior to considering Enzo, Peerless had attempted to produce a custom development solution to achieve automated emails- not once, but twice.

The goal was to provide real-time delivery updates by tying in the functionality of communications systems, such as email from Sendinblue and text updates from Ring Central, along with routing and GPS proximity data from systems deployed to the truck fleet, such as GPSInsight and Omnitrac.

They originally hired a development contractor, who completed about 95% of coding before the contractor became unresponsive. An unfortunate reality in our industry, development talent is hard to come by and often lured away by more exciting projects.

Peerless attempted once again to set up a solution using custom coding. In this case, they were able to get a good portion of the functionality coded, but were unable to achieve a working system, hamstrung by challenges that were hard to address using traditional development methodologies. After spending time and money in development costs over the course of nearly a year, they were frustrated.

Their challenges included:



- **Inability to Address In-house** - Peerless technology services consists of just a few full-time employees (FTEs), including Jesse Robbins himself. Before tapping into the power of Enzo, there was no other in-house process available that could accommodate this level of complexity. After considering several options, Peerless determined that due to the nature of the project, the solution was going to have to be handled via custom code.
- **Lack of Affordable Development Talent** - The experiences Peerless had with their development contractors are not a surprise to many in the data industry. This is why many small and mid-size companies resist custom coding projects. Unfortunately, it's often difficult to predict budget and outcome. For many companies, being able to manage critical infrastructure components with trusted employees and a stable, sustainable platform is a better alternative. In this case, Peerless had already spent thousands in development costs, and were looking at having to try again.
- **Too Much for Traditional ODBC Development** - Peerless experienced first-hand the limitations of traditional data integration methodologies, such as ODBC and ETL development, which are inefficient systems for handling data. These rigid approaches are no longer flexible enough for today's data automation needs, and carry the added burden of an enormous programming labyrinth that is outdated as soon as it's deployed.

➤ **Inability to Perform**

Rapid Testing - A

hard-coded solution requires every element to be in place before testing can even begin. This proved to be one of the biggest challenges for Peerless in this project. It was only after spending



months developing a particular solution that they determined it was not going to work.

- **Difficult to Update and Maintain Over the Long Term** - Even the slightest of updates from any of the relevant data sets would require adjustments to the development code. And if not detected in advance, this scenario could render portions of the solution inoperable until fixes are deployed.

The Solution: Deploy an Automated Solution Quickly Using SQL and Enzo

Because Enzo makes all data easy to manage using SQL, Peerless was able to deploy and fine tune a brand-new solution within just a few weeks.

As a small department with “all hands on deck” most days, Jesse and his colleagues are well versed in SQL commands, and use SQL frequently in their day-to-day technology initiatives.

Since Enzo already had developed several of the integration adapters needed, Jesse and his team were able to write at least 70% of the full solution inhouse using SQL. Enzo provided additional integration support and worked with Peerless to create a few new adapters that would be needed. Once the adapters were available, it took just a few days to deploy a final solution and test.

Although the first iteration was not perfect, Jesse's team was able to iterate quickly and immediately deploy adjustments that produced the desired result on day one.

"The ability to refine immediately on the fly was extremely valuable," said Jesse. "I get a lot more flexibility with Enzo, because I'm doing it in SQL. I don't have to pay someone to build something that may or may not work."

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The Results: Well Informed Customers Who Are Prepared for Delivery

Before the new communication tool came online, clients were frequently generating inbound calls to Peerless staff to check on the status of orders. Additionally, if clients weren't expecting a delivery, it would often slow down stops throughout the route as drivers waited for the appropriate staff to show up to take delivery, or get the warehouse door unlocked, etc.

Thanks to Enzo, Peerless is now fearless when it comes to automated client messaging. The system has not only helped streamline delivery processes, but the responsive and real-time interactions create strong brand experiences and increase trust with clients.

Peerless has also expanded Enzo's support to drive more company-wide data visibility and reporting. "For a long time, I was somewhat closed-minded to cloud systems. Not only is it a security issue, but it's hard to get your data back out. And we're very data driven," said Jesse.

"Now, my first question is, do you have an API? With that, I know we can do what we need to with Enzo," he said. "Every few weeks, we talk about another adapter I want to write."

Get Full-Service Data Solutions Fast

As business continues to evolve at an unprecedented pace, shouldn't your data stay one step ahead?

Enzo Unified offers you the best of both worlds, with unlimited data flexibility and the ultimate in SQL simplicity. Enzo's pioneering "listen & react" technology further automates data management to ensure your systems are always up-to-date throughout your entire network.

With one affordable Enzo Unified deployment, you get an incredible ROI in the form of data visibility and access, development time, data management, software licensing and more.

Custom Installation Support Available

Have a proprietary system or a unique data set that needs customized support? Need data visibility ASAP?

Let Enzo's Installation team expedite the setup and get your data synced or automated fast.

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