empowered BI serve snapfresh world-class BI reporting solution & enable business insights to soar

empowered BI

snapfresh

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Introducing snapfresh

Even if the name snapfresh does not ring any bells, you have most likely tasted its products. As Australia's leading ready-made meal producer, snapfresh has been the meal provider of choice for over 20 years for Australian airlines, cruise ships, hospitals, and both individuals and organisations in need of food options that cater to dietary, medical, cultural and lifestyle requirements. In 2018, they became a subsidiary of dnata, one of the world's largest air services providers across five continents. They acquired snapfresh to bolster their airline catering abilities while expanding their food catering services reach beyond the runways and skies. The company pride itself on the quality of the meals designed by its chefs and the industry-leading technology that underpins their manufacturing to ensure taste, nutrition, integrity and consistency are incorporated into every one of the 20 million meals they produce each year.

snapfresh has been manufacturing meals for airlines for the last 20 years, and Qantas has been our predominant customer for that. If you've flown Qantas, or any other airline flying out of Australia over that period, you probably have eaten a snapfresh meal made right here in Queensland. Also, if you've been admitted to a Queensland hospital over the last few years, you've also likely eaten a meal from us.

SHALEND PRAKASH,
GENERAL MANAGER OF RETAIL, DNATA

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Speed and accuracy is the backbone of management reporting or any reporting for that matter. Relevant insights for real decisions is a phrase I often use for this principle. Our Business Intelligence capability was lacking in the data arena. We were in a situation where the month ended on the 30th, and we had no view of the P&L until the 21st of the following month.

SHALEND PRAKASH,
GENERAL MANAGER OF RETAIL, DNATA

The snapfresh Situation

Being a global powerhouse in ready-made meal manufacturing is no easy feat, and snapfresh invests heavily in technology to fuel its industry-leading operations. This ensures the meals prepared are consistently of the highest quality and can be safely consumed for up to 24 months per meal. But manufacturing millions of meals to these high standards needs sophisticated tools to accurately and efficiently monitor and report on, and this is where their technology was lacking.

Shalend, with his background in airline management through his time with both Virgin Australia and Qantas, quickly found the reporting functions of snapfresh to be a slow, inaccurate and primarily manual process that did not give the *'relevant insights for real decisions'* he needed to effectively manage the enormous operation. With the average time frame for producing a report taking three weeks to generate, he knew they needed the support of world-class technology to deliver the organisation the business intelligence and insights necessary to improve upon their successful foundations as a business.

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> What we needed was basically a one-stop-shop for reporting where depending on which business unit you are in, you are able to go into a drop down menu, almost like a click and collect model, to access everything you want based on your user management profile.

SHALEND PRAKASH,
GENERAL MANAGER OF RETAIL, DNATA

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Enter empowered BI

Shalend and his team reviewed potential options for a provider they could trust to deliver this business intelligence product. Shalend outlined cost, BI project experience, and empowered BI being Queensland-based as key reasons they stood out from the pack and eventually were selected for the project.

Shalend elaborated:

> The reason why empowered was chosen was they clearly had a deep understanding of the business, of data profiles, understood what our people needed and were great at relationship building. So it made my job easier because they were able to translate a lot of things that we do in the business almost automatically. I was raising business problems rather than requesting specific solutions, like how can we automate our P&L? And how can we speed up reporting with web-based reports that are mobile-friendly? We were seeking solutions, and they were able to reverse engineer the solutions from my statements."

The task for empowered BI was to develop a concept to intelligently and efficiently compile and display all the data generated by this massive enterprise in a streamlined manner. As experienced providers of business intelligence solutions, empowered BI was well equipped to deliver the task at hand, even if this particular project was significantly more extensive and more complex than your typical organisation.

> Business-wise, we were in an all-eggs-in-one-basket situation pre-COVID with aviation. So we did have to diversify and knew we needed to get very savvy with our technology to achieve it. We had millions of meals held up because obviously nobody was flying. We were fortunate to be able to offload that to various charities and take on various other opportunities like hospitals, prisons, daycare centres, and production facilities. We provided those meals as a stopgap solution during COVID, when facilities were shut down without chefs and kitchen staff. While there was not a lot of money to be made, we felt a corporate social responsibility to assist businesses. And we've been lucky enough to do that.

SHALEND PRAKASH,
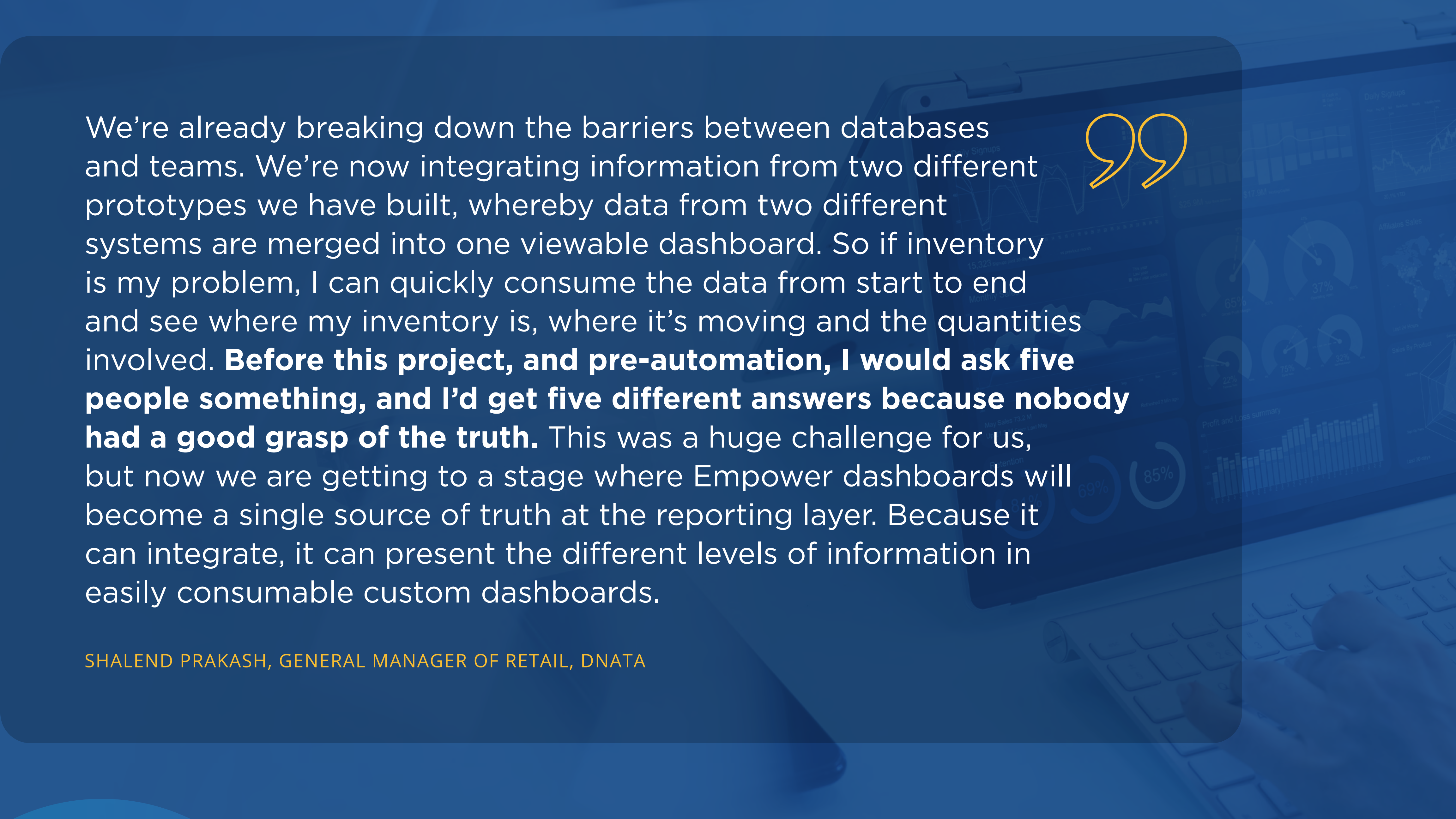GENERAL MANAGER OF RETAIL, DNATA

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Countering the
Impacts of COVID

The impacts of COVID on the aviation-reliant snapfresh were immediate, with their primary source of business - aviation quickly drawn to a standstill. snapfresh meals, due to their innovative production processes, can be safely stored for two years, enabling them to diversify their customer base for the millions of meals already prepared. COVID impacted many organisations that relied on meal servicing with cooking staff unavailable, and snapfresh came to the rescue offering much-needed meals to a large variety of organisations.

Managing this diversification, however, further highlighted the importance of the reporting functionalities they were working on with soma. As snapfresh looked toward a more diversified customer base post-COVID, the importance of the business intelligence project increased significantly across the business. They no longer could afford to wait three weeks for a report on their production, inventory, or P&L with the increased variety of places they were now servicing.

We're already breaking down the barriers between databases and teams. We're now integrating information from two different prototypes we have built, whereby data from two different systems are merged into one viewable dashboard. So if inventory is my problem, I can quickly consume the data from start to end and see where my inventory is, where it's moving and the quantities involved. **Before this project, and pre-automation, I would ask five people something, and I'd get five different answers because nobody had a good grasp of the truth.** This was a huge challenge for us, but now we are getting to a stage where Empower dashboards will become a single source of truth at the reporting layer. Because it can integrate, it can present the different levels of information in easily consumable custom dashboards.

SHALEND PRAKASH, GENERAL MANAGER OF RETAIL, DNATA

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Outcomes

The deployment of BI reporting into snapfresh operations has been a game changer for the business and empowered Shalend to data-driven decision-making through the insights drawn from the fast and accurate reporting dashboards. Shalend and his team no longer have to wait weeks to sift through old data to make decisions in the present, as the dashboards deliver the data through automation in an easily digestible format. The data presented is now dictated by the user's role in the organisation and provides only the relevant data they need resolving the lapses of time previously required to delve into snapfresh sales and stock data. The project is already paying dividends in the value it provides snapfresh staff, but Shalend has been equally impressed with empowered BI and noted their core strength lies in their ability "to innovate, adapt and then deliver in a complex area of expertise all while successfully navigating the internal politics involves in such a transformational project."

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We've been able to showcase the dashboards globally. Our team in Dubai is interested, and there is potential for it to be used over in the UK, where they have similar pieces of work. Our BI reporting is now becoming a standard offer in our pitches globally, and it will go global at some stage. It's just a matter of working out all the details.

SHALEND PRAKASH,
GENERAL MANAGER OF RETAIL, DNATA

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What's Next?

The project between snapfresh and empowered BI is ongoing, with optimising and refinement still progressing. Shalend believes the project is yet to reach its ceiling here in Australia with the integration of more data sources across the business to follow. One example Shalend shares is the goal of gaining immediate insights into the products consumed on every flight, what meals were popular and even what time in the journey they're most commonly consumed. These additional insights, and the automated delivery to dashboards will ultimately continue to pay dividends in snapfresh's journey as leaders in the ready-made meals world.

The early success of the BI platform for snapfresh here in Australia has also begun to take off abroad, much like their ready-made meals on flights, with dnata seeing its potential in global operations in the UK and Dubai. It is safe to say the excel spreadsheets of the internationally based airline industry and their food supplier's days are numbered thanks to the pioneering of this project by snapfresh and empowered BI.

Get in touch with empowered BI today to arrange a free consultation and quote.

Get in touch ⟶

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