Fever-Tree Future-Proofs Operations for Frictionless Growth With Boomi

Fast-growing British supplier of premium drink mixers simplifies complex business operations by automating and integrating critical processes to power real-time decision-making, eliminating weeks of manual effort.

> " Boomi gives us the competitive edge to make critical data-driven decisions, allowing us to sustain growth and maintain high customer service levels in the face of evolving industry dynamics."
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> **Nick Tovey**
> COO, Fever-Tree

Business goals

Founded in the UK, Fever-Tree has transformed the mixer drinks market worldwide with premium tonic waters, ginger ales, and blended mixers made from natural, high-quality ingredients. With operations in 80+ countries, the company experienced a fast-growth trajectory.

Evolving market dynamics due to Brexit, the pandemic, and hyperinflation threatened to disrupt Fever-Tree's supply chain. A fragmented business and technology landscape made adapting to these changes with real-time, data-driven insights challenging. Since multiple teams accessed information independently, there was no single, reliable source of truth, causing inconsistencies in decision-making.

To maintain its growth momentum, Fever-Tree needed flexible business and technology practices. The company launched a cloud-based transformation program to streamline collaboration across supply chain and finance operations, enabling the business to retain superior customer service standards even as it continued to expand.

Technology challenges

Fever-Tree's reliance on a patchwork of disparate systems, including ERP, material requirements planning (MRP), third-parties, and spreadsheets, made maintaining data accuracy difficult. This siloed work strained resources, who spent more than a week translating ERP data for planning updates each month.

The absence of real-time information slowed critical business processes owing to:

Siloed operations: Data inconsistencies across different applications hindered decision-making.

Manual data entry: Teams manually entered data across multiple systems and spreadsheets, leading to errors and inefficiencies.

Limited integration capabilities: Existing systems couldn't seamlessly connect and exchange data.

Only having partial visibility into operations jeopardized business growth and the ability to provide superior customer service.

How Boomi helped

Fever-Tree chose Boomi's intelligent integration and automation platform, which aligned with the company's cloud-first architecture, to create a single source of truth, drive organizational efficiencies, and pave the way for frictionless operations. The Boomi platform's additional value-added capabilities, in addition to traditional integration, allowed Fever-Tree to broaden its transformation vision over time and future-proof the business.

Boomi's low-code platform powered an 18-month transformation, initially integrating 11 new systems into Fever-Tree's technology landscape. The integration rapidly expanded to 30+ systems with new and existing technologies, including the company's MRP, transport management solution, service management tool, and CRM system, which connected to Fever-Tree's core ERP platform — enabling seamless, real-time data flow and automation between Fever-Tree's ERP system and its other business applications.

Results & business outcomes

By integrating Boomi as part of its broader business transformation program, Fever-Tree achieved several efficiencies, including:

Real-time visibility: Connected data across systems delivers a single source of truth, enabling informed decision-making based on accurate, up-to-date information.

Significant time-savings: Master data and transactional workflows for production estimations happen in minutes versus the previous week-long task of combining data from 80 spreadsheets.

Increased productivity: The MRP team benefits from a 24+ month demand oversight and can focus on higher-value activities such as proactive planning and customer engagement.

Self-service capabilities: Low-code approach and pre-built connectors allow employees to upskill and scale integrations up/down faster.

Fever-Tree will continue to enhance business agility, leveraging Boomi to extend its integration capabilities with suppliers, customers, and partners.

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Whatever challenges come our way, we feel secure that our technology foundation underpinned by Boomi offers the flexibility to scale up or down as our digital landscape changes."

Kate Stables
Technology Director, Fever-Tree