

CUSTOMER SUCCESS STORY

Empowering Customer Growth Establish the Strategy, Build the Core, Unleash the Value

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Global leaders in Data, AI & No-code CRM Solutions.

2000+

CRM & Data Projects

190+

Expert Consultant

97%

Client NPV Score





BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON
WINE & SPIRIT MERCHANTS



How to realise **AI Value in practice.**



How to realise AI Value in practice

**DEFINING
THE STRATEGY**

**THE RIGHT
CORE**

**UNLEASH
THE VALUE**

DEFINING THE STRATEGY

1. Understand the Business Strategy
2. Current and future needs
3. Identify business value drivers

How to realise AI Value in practice

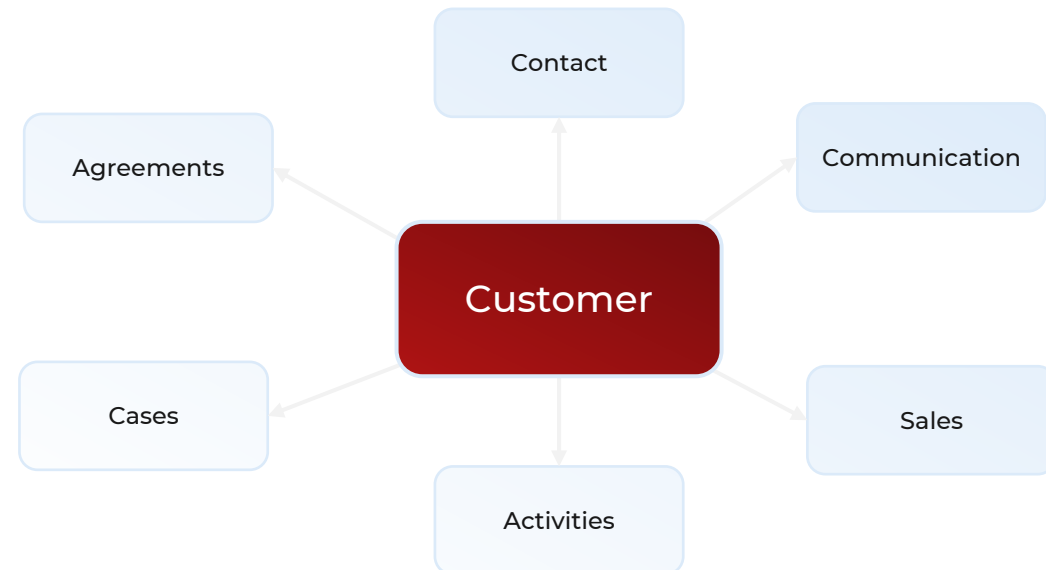
**DEFINING
THE STRATEGY**

**THE RIGHT
CORE**

**UNLEASH
THE VALUE**

THE RIGHT CORE

1. Centre around the CUSTOMER
2. The right model
3. Accurate and trusted data



How to realise AI Value in practice

**DEFINING
THE STRATEGY**

**THE RIGHT
CORE**

**UNLEASH
THE VALUE**

DEFINING THE STRATEGY

1. Agents/Automation that targets business value opportunities
2. Leverage the trusted data
3. Start small and build
4. Bring the business on the journey
5. Security, integrity, trust

BERRY BROS & RUDD

WINE & SPIRIT MERCHANTS

1698

TRUSTED SINCE

90k

CUSTOMERS GLOBALLY

16m+

BOTTLE CAPACITY

450k

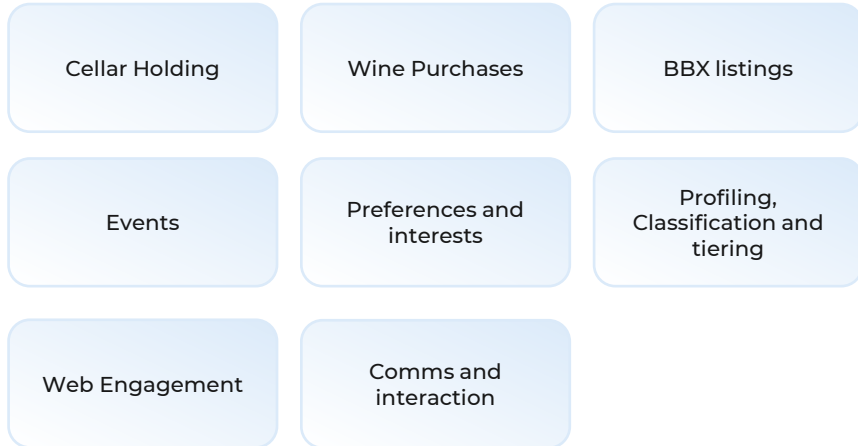
CASES PER YEAR

LONDON • SINGAPORE • HONG KONG • TOKYO •
IRELAND • WASHINGTON DC





Our Customer



AI Powered hyper-personalise service



Wine



Thank you!