

## Major U.S. Beverage Company Solves Application Woes with NEXVU Technologies

### Introduction:

Companies are doing all they can today to align IT investments with business objectives. In many respects, their very existence is contingent on such strategic planning and technology execution. One industry where this is very clear is U.S. beverages. Consider for example that in 2003, the retail sale of carbonated soft drinks alone totaled almost \$64 billion. In addition, more than 1,500 breweries in the U.S. are responsible for billions of dollars that flow each year through channels of American trade and commerce. And modern bottling plants can produce more than 2,000 cans of soft drinks per minute on each line of operation. You get the picture. In this fiercely competitive, high volume industry, a single strategic or technical misstep can mean significant lost revenue for the many companies fighting for the palates of American consumers.

### The Challenge:

A major U.S. beverage company grew increasingly frustrated as it lost transactional information during the downloading process from corporate headquarters each day. The information is of paramount importance, for it includes delivery quantities, locations and other special instructions. Without thorough and accurate data, distributors are unable to get the orders right.

Customers include restaurants and bars, grocery stores, convenience stores and hotels among many others. The data is downloaded each morning from corporate headquarters to hundreds of route devices. At the end of the day, the distributors upload their own delivery data to corporate headquarters so they can get paid. For both the downloading and uploading transactions, corporate headquarters and the distributors were not receiving complete information. This included insufficient information for invoices, shipping instructions and other account data. Customer service suffered.

### The Solution:

To identify the problems underlying the lost data, the U.S. beverage company called upon NEXVU Technologies, makers of an Application Performance Management solution that enables organization to improve service, minimize risk and increase the value of their computing environments. The solution, called the NEXVU Application Performance Analyzer, performs continuous real-time monitoring of application performance, availability and end-user experience.



NEXVU identified the times that the information transactions were failing and the source of those failures. When the transactions failed, NEXVU ascertained that the server delays were exceptionally higher than normal. After just an hour to configure and install the Application Performance Analyzer, NEXVU was able to monitor the applications on the network and assist IT executives in identifying the correlation between the route information downloads and the disparities. In just two days, NEXVU examined a sample size of the handheld devices and determined the problem was in the application. Long server delays were attributed to the failure of the application, because the custom application had not been written to recover data fast enough.

### The Solution (Cont.)

NEXVU's Application Performance Analyzer gives IT professionals a clearer view into the usability and availability of their enterprise applications and network services. For the U.S. beverage company, it isolated a troubling problem affecting a vast distribution network.

#### The Benefits:

NEXVU directed the IT staff to the problem, helped the company's IT professionals fix the application, and set up alerts to identify any further issues. The technical prowess of the Application Performance Analyzer translated into eliminating revenue losses, improving service to both long-time and new customers and the ability to meet the beverage needs and demands of those customers.

As a next step, NEXVU has been asked to diagnose other pain points and risks in the company's IT infrastructure through activity profiling and application testing for optimum usability.

#### About NEXVU Technologies

NEXVU's network and application performance management solution provides insight that enables organizations to improve service, minimize risk and increase the value of their computing environments through the continuous real-time monitoring of application performance, availability and end-user experience. For more information, contact NEXVU Technologies, 50 East Commerce Drive, Suite A, Schaumburg, Illinois 60173; Phone 630-872-5800; [www.nexvu.com](http://www.nexvu.com).

### Contact Information

NEXVU Corporate Headquarters  
50 East Commerce Drive, Suite A,  
Schaumburg, IL 60173

Tel. 630-872-5800 • Fax 630.872.5801 • [www.nexvu.com](http://www.nexvu.com)