



“Implementing ZAP Data Hub was a no-brainer. It did everything we wanted and more, for a lot less money. And because we can manage it in-house, support costs are minimal.”

—CJ Bobrowski, Director of IT

### Industry

retail

### No. of employees

10,001+

### Product

ZAP Data Hub for MS Dynamics  
CRM & NAV

### Website

costa.co.uk

### Background

Costa Coffee is a British multinational coffeehouse company headquartered in Dunstable, England, and a wholly owned subsidiary of Whitbread. It is the second largest coffeehouse chain in the world behind Starbucks and the largest in the United Kingdom.

Costa Coffee was founded in London in 1971 by the Costa family as a wholesale operation supplying roasted coffee to caterers and specialist Italian coffee shops.

### Business Problem

Costa Coffee was looking for an end-to-end solution that would seamlessly integrate with its Dynamics NAV and CRM systems. Through implementing ZAP Data Hub, Costa Coffee significantly reduced the time it took to access and analyze financial data, making the business more responsive and efficient with its reporting requirements.

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## Technical Situation

With over 1,700 coffee shops and over a thousand internationally, Costa is the largest and fastest growing coffee brand in the UK. Regular analysis and reporting on data that encompasses over 70 million transactions (and growing) in the general ledger is fundamental to the business' operations. Costa looked at reviewing its existing BI reporting solution that was causing a number of significant challenges.

The main complaint from Costa's finance team was the length of time it took to extract data into the reporting database from the company's Microsoft Dynamics NAV system, which meant timely reporting was not possible. Additionally, limited reporting capability meant Costa's finance team was using over 150 different spreadsheets to conduct data analysis. Members of the team had created the spreadsheets over time which led to a lack of consistency in reporting. It was also restricting the team's ability to interrogate the data as there was little understanding of how the reports had originally been created.

## Solution

When reviewing the market, ZAP Data Hub was the only solution available that truly integrated with Microsoft Dynamics systems. It includes a fast track tool for building a data warehouse with an incremental update capability as well as pre-packaged business logic and templates to speed up delivery.

Costa worked with ZAP's consultants to identify a core set of key finance reports and members of the finance team were then trained to use front end visualization tools to conduct their analysis on the data.

Since introducing ZAP Data Hub, Costa has taken advantage of the fact the solution integrates with other Dynamics systems and is now also using it to report on data from its Dynamics CRM system.



## ROI

The main criterion for implementing a new BI solution was to reduce the time it took to access and analyze financial data. With its unique fasttrack tool to produce an optimized Analysis Services cube, ZAP Data Hub was rapidly integrated with Costa's Dynamics NAV and CRM systems.

Once deployed, ZAP Data Hub was delivering results instantly for Costa.

With a single repository of up-to-date and accurate data, Costa no longer relies on unsecured spreadsheets. ZAP Data Hub's pre-packaged analytics, scheduled reports and proactive alerts enable Costa to measure and analyze performance in a timely manner.