



BROWN-FORMAN

## CUSTOMER SPOTLIGHT

How Posit allowed us to harness our data science & gain massive efficiencies

### SUMMARY :

Brown-Forman, one of the world's largest spirits companies, transformed its Research and Development (R&D) and Finance operations by adopting Posit Team. By moving away from manual Excel-based modeling and repetitive reporting, the company empowered its statisticians to become application developers. This shift automated dozens of hours of monthly work and provided R&D teams with transparent, reproducible insights accessible across the global organization.



### ABOUT :

Founded in 1870, Brown-Forman is a top 10 global spirits company and leading American-owned beverage business that manages a portfolio of 25 brands, including Jack Daniel's, across the world.

### INDUSTRY :

Manufacturing

### SIZE :

4,600+ worldwide

### TECHNOLOGY USED :

Posit Connect, Posit Workbench, Posit Package Manager

# The Challenge:

## Manual Inefficiencies & Tool Limitations

Repetitive statistical requests and Excel crashes hindered the R&D and Finance teams' productivity.

- **REPORTING BOTTLENECKS:** Scientists often had to wait for statisticians to perform routine analyses, delaying critical R&D insights.
- **DISCONNECTED DATA:** Historical research and experimental results were difficult to piece together from disparate data sources and static reports.



# The Solution:

## Empowering Statisticians as Developers

Brown-Forman implemented Posit Connect, Workbench, and Package Manager to centralize their data science workflows. This transition allowed the team to use RMarkdown and Shiny to turn manual tasks into self-updating reports and interactive applications without requiring new computer science skills.

- **POLYGLOT DEVELOPMENT:** R&D teams can now perform their own analyses via hosted applications, removing the dependency on individual statisticians for routine tests.
- **CENTRALIZED MODEL DEPLOYMENT:** Previous financial models that failed in Excel were moved to a scheduled, hosted environment, with proprietary functions deployed as a internal company packages.

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