

Case Study

Foodservice Distributor Gains Enterprise-wide Visibility with Microsoft Fabric



Customer Overview



Customer

Foodservice holding company



Profile

A PE-backed holding company consolidating five acquired foodservice distribution divisions across the U.S.



Industry

Foodservice Distribution (PE-Backed,
Multi-Division)



Services

Unified Data Platform Design & Delivery using Microsoft Fabric, Lakehouse, Warehouse, Data Factory, Power BI

Business Need

The client's five acquired divisions operated independently with separate systems, product codes, and reporting processes. Consolidating sales, purchasing, inventory, and rebate data into a single enterprise view took weeks of manual effort, delaying decision-making and limiting operational visibility.

Key challenges included:

- **No Enterprise Visibility:** Leadership lacked a real-time, consolidated view across all five divisions.
- **Rebate Revenue Risk:** Manual purchase tracking limited rebate optimization and increased the risk of lost revenue.
- **Disparate Product Data:** Inconsistent product codes prevented purchasing consolidation and accurate rebate reconciliation.
- **Delayed Reporting:** Consolidated reports required 15–20 business days, making insights outdated.
- **Slow Acquisition Integration:** New acquisitions took 3–6 months to integrate into enterprise reporting.
- **Reactive Data Management:** Data quality issues were identified late, resulting in rework and reporting inaccuracies.



Solution and Approach

Synoptek built a unified, automated data platform on Microsoft Fabric, consolidating sales, purchasing, inventory, rebates, budgets, and product data from five divisions into a single governed source of truth.

Medallion Architecture on Microsoft Fabric

Implemented a Bronze/Silver/Gold Lakehouse using Microsoft Fabric and OneLake. Bronze ingests raw data, Silver cleanses and standardizes it, and Gold delivers business-ready data models.

Metadata-Driven Configuration

Enabled a configuration-driven framework for rapid onboarding of new divisions and data sources in 2–4 weeks instead of 3–6 months, with minimal custom development.

Proactive Data Quality

Automated validation and alerts detect schema, file, and data quality issues during ingestion, preventing downstream reporting and rebate errors.

Event-Driven Data Pipelines

Automated Fabric pipelines ingest and process files from all divisions, enabling end-to-end data movement without manual intervention.

Unified Product Master & Rebate Reconciliation

Standardized five unique product code sets into a single product master, enabling consolidated purchasing analysis and accurate rebate tracking.

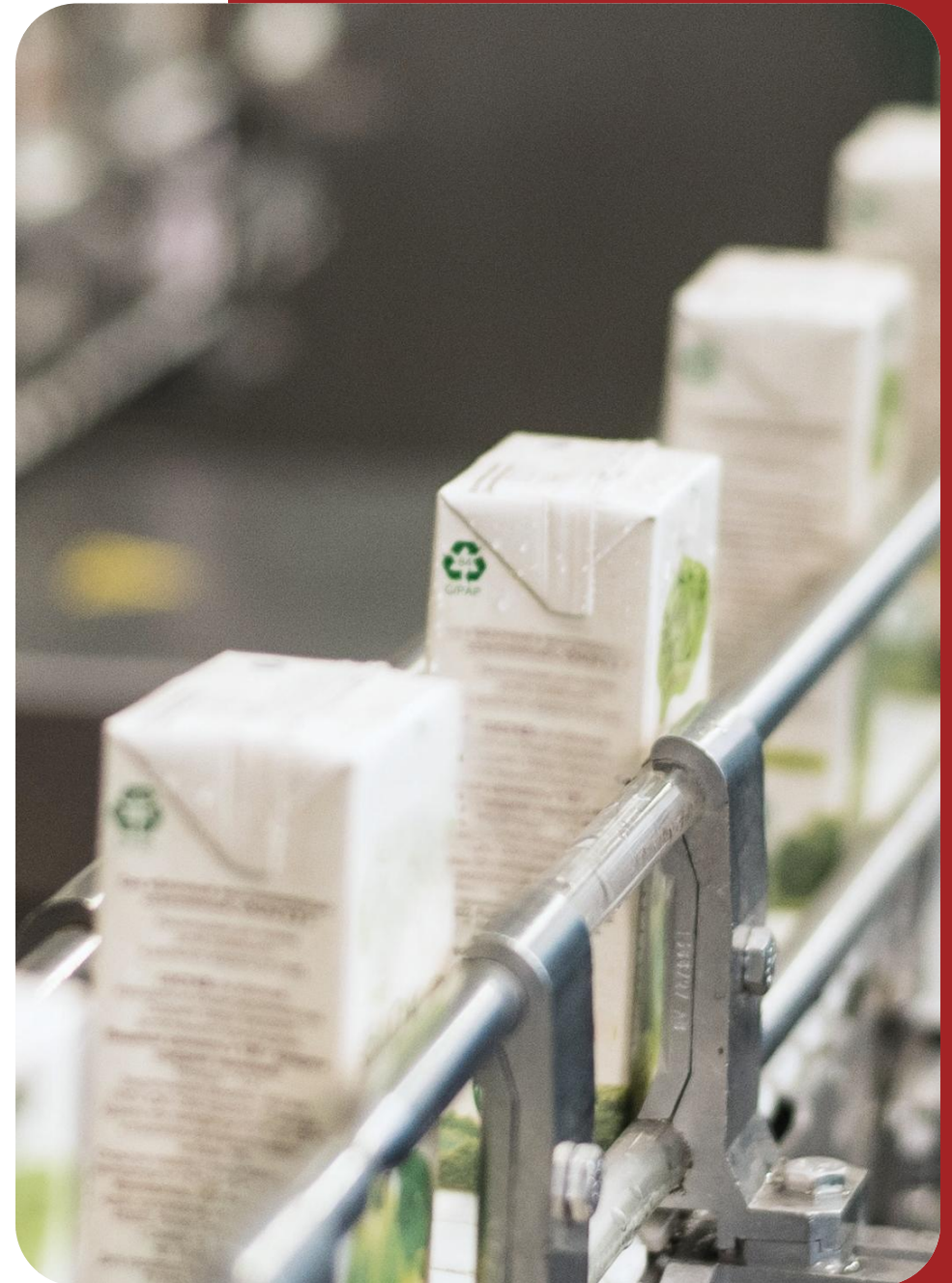
Self-Service Power BI Reporting

Delivered governed Power BI semantic models and dashboards, providing real-time visibility into sales, purchasing, inventory, rebates, COGS, and budgets.

Solution and Approach

To support future growth, Synoptek built a scalable and automated analytics foundation that simplified operations and accelerated enterprise reporting.

- Consolidated operational data from five acquired divisions into a unified reporting platform.
- Reduced manual data preparation through event-driven automation and standardized pipelines.
- Enabled enterprise-wide reporting across sales, purchasing, inventory, rebates, COGS, and budgets.
- Simplified onboarding of future acquisitions through reusable integration frameworks.
- Established a scalable Microsoft Fabric foundation ready for advanced analytics and AI initiatives.
- Improved governance with standardized data models and centralized reporting.



Business Benefits

Synoptek transformed the client's reporting and analytics capabilities, providing faster insights, improved operational efficiency, and a scalable foundation for future acquisitions.

95%+ Reduction in Reporting Time

Enterprise reports delivered in less than one business day, down from 15–20 business days.

20–30x Faster Business Insights

Leadership now makes decisions using near real-time operational data across all five divisions.

30–50% Reduction in Reconciliation Effort

Unified product data streamlined purchasing analysis and rebate reconciliation.

80%+ Data Quality Issues Resolved Early

Automated validation detects and resolves data issues during ingestion before impacting reporting.

4–8x Faster Acquisition Onboarding

New business integrations reduced from 3–6 months to 2–4 weeks.

Single Source of Truth

Enterprise-wide visibility across sales, purchasing, inventory, rebates, budgets, and financial performance.

Why Microsoft Fabric

The client evaluated Snowflake and Databricks centered stacks with separate ingestion, orchestration, and BI tooling. Microsoft Fabric won on three dimensions that matter to a lean mid-market team.



One Platform, One Cost

Storage (OneLake/ADLS Gen2), engineering (Data Factory + Notebooks), warehousing (Fabric Warehouse), and BI (Power BI) in a single F16 capacity, one vendor, one security model, one governance surface. Alternatives required the client to license, integrate, secure, and operate multiple vendors' products independently.



Native Microsoft Estate Integration

The client already ran on Microsoft 365 and SharePoint. Fabric's native SharePoint pipelines, Power BI adoption by existing users, and event-driven automation out of the box delivered faster time-to-value than any alternative that required new tooling, training, or integration overhead.



AI-Ready Foundation

Unified, governed, and semantically consistent data across all five divisions is the prerequisite for the next phase: rebate anomaly detection, purchasing optimization, and Copilot-style natural-language analytics over the Gold layer. All are natural next steps already enabled by the same Fabric foundation, no re-platforming required.

About Synoptek

Synoptek is the first IT Managed Experience Provider (MxP™), delivering AI-enabled automation, strategic modernization, and experience-led outcomes. Its services span Cloud and Agile Infrastructure, Business Applications and Platform Development, Customer and Employee Experience, and Cybersecurity. With a business-first approach and a global delivery model, Synoptek helps organizations optimize operations, accelerate transformation, and achieve measurable results—guided by a culture rooted in growth, ownership, inclusiveness, and philanthropy.



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