

The Right Blend: Building a Data Culture Across a Global Business



CARBERY



A RICOH Company

How a strategic digital transformation is helping Carbery Group harness data from across its global operations into a unified, insight-driven platform that supports smarter decisions at every level of the business.



About Carbery Group

Carbery Group are a global flavour, ingredients, and dairy company headquartered in west Cork. They have 8 facilities globally including Ireland, the US, the UK, Brazil, Italy, Singapore, Thailand and Indonesia and produce dairy and nutritional ingredients for more than 50 markets globally. Synergy is the flavours division of Carbery Group.

Carbery is first and foremost a dairy co-operative – they are owned by a collective of 1200 farmer shareholders, and their ambition is to deliver the best value possible to support these farming families. But they do this very much with a global focus and ambition.

Operating around the clock, 365 days a year, production never stops. In this environment, digital systems are foundational to operations. **Reliable data and reporting are essential to maintaining output and meeting international supply commitments.**

The Challenge: From Data Rich to Insight Ready

Carbery Group's operations had generated vast amounts of data across manufacturing, sales, and marketing over many years, and like many organisations that have expanded through successive mergers and acquisitions, the digital infrastructure had evolved across multiple **systems, tools, and geographies.**

Reporting therefore required significant manual effort, and enterprise-wide visibility was difficult to achieve at pace.

The analytics team had a clear vision: **build a unified data platform** that could deliver trusted, real-time insight to every business unit across this global operation.



The Carbery Group team came to this project with a clear vision and deep operational expertise. Our role was to accelerate that vision bringing the platform knowledge and delivery capability to turn strategy into a production-ready solution. That's the kind of partnership that delivers lasting value.

AIDAN RYAN, CLIENT DIRECTOR, PFH





Why Data Matters for a Global Business

For a global, customer focussed organisation like **Carbery Group**, timely access to trusted data is fundamental. Decisions on pricing, product development, market entry, and resource allocation depend on it.

Teams across finance, R&D, sales, and operations draw data from different systems in different regions. Reports are often created locally, using metrics that are defined and calculated differently from one locality and team to the next. As a result, the organisation lacked a consistent, helicopter-level view of performance.

When data is fragmented across disconnected systems inherited through multiple acquisitions, signals arrive late or not at all. Teams manually assemble and reconcile reports after the moment for action has already passed.

In this context, achieving real-time visibility across the global business is not a technology initiative. It is an operational imperative.

The PFH Difference: Scale & Expertise

When Carbery Group's analytics team set out to modernise the data stack with **Microsoft Fabric**, they needed a partner who could match their ambition with hands-on delivery expertise.

Microsoft Fabric consolidates what were previously separate tools for data engineering, integration, real-time analytics, and business intelligence into a unified SaaS platform. Implementing it well requires not just technical proficiency, but an understanding of how to design for scalability, governance, and long-term maintainability.

PFH Technology Group, Ireland's largest independent ICT solutions company, with over 800 professionals, and also part of the global **Ricoh Group** combines local expertise with international reach and resources. As a Microsoft Solutions Partner, PFH's team holds **certifications** across **Azure Fundamentals, Fabric Data Engineer, Power BI Data Analyst, Azure Data Scientist**, and **Fabric Analytics Engineer**.

PFH takes a distinctive approach to staying current in this space: new Microsoft Fabric capabilities are trialled on PFH's own internal systems first, and only brought to clients once they have demonstrated real business value within the PFH/Ricoh Group.

For Carbery Group, this meant partnering with a team that **had already proven the approach**, not one deploying it for the first time.

Equally important was the flexibility of the partnership. PFH provided access to a range of technical disciplines - business analysts, data architects, data engineers, and BI specialists, scaling the team up or down as the programme required. This gave **Carbery Group** the ability to draw on specialist expertise precisely when needed, without the overhead of building every capability in-house. Flexible commercials and a collaborative working relationship made it straightforward to adapt as priorities evolved.

PFH worked alongside **Carbery Group's** experienced in-house team throughout, accelerating the roadmap rather than creating dependency.

The Solution: A Unified Platform for Decision-Making

The solution centred on **Microsoft Fabric**, an end-to-end analytics platform that unifies data ingestion, transformation, storage, and reporting within a single environment. At its core is **OneLake**, a centralised data lake that eliminates the need to maintain multiple disconnected repositories. Data from across the business, whether from commercial systems, CRM, finance, or R&D operations, flows into one governed location, accessible to multiple analytics tools without duplication or manual movement.

For a global operation like **Carbery Group**, this architecture offers significant advantages. OneLake stores data in open Delta Parquet format, meaning the same underlying data can be queried by SQL analysts, data scientists, and business users through Power BI without creating separate copies for each use case. This reduces complexity, improves data consistency, and accelerates time-to-insight across every function and geography.

Key elements of the transformation included:

Global KPI Dashboards: Teams across the **Carbery Group's** global business now have real-time visibility into performance across markets, drawing directly from OneLake without the latency of traditional data imports. A single source of truth has replaced previously local or distributed reports, with global reports now actively used by finance, R&D, and sales teams in the US and beyond.



Integrated Commercial Data: CRM data has been connected with marketing and sales models, enabling the commercial team to link campaigns directly to outcomes. Data Factory pipelines automate the ingestion and transformation of data from multiple sources into a unified view.

✓ **Commercial Impact:**
Enabled clear storytelling and sales actions using visuals like waterfall charts to show drivers such as churn and pricing.

Centralised Actionable Reporting: Manual reconciliation has been replaced with consistent, centralised actionable reports, accelerating decision-making and freeing up colleagues to uncover insights.



✓ **Organisation-side adoption:**
Popularity has grown as the business sees the value and as this global platform has become their go-to centre for insights, including regular use from their CFO.

Production-Ready Platform: PFH provided the technical strengthening and governance frameworks needed to move from proof of concept to a secure, compliant, and scalable production environment.

Built-in governance tools through **Microsoft Purview** ensure **Carbery Group** can implement data security, compliance, and controlled access across the organisation as their data products mature.

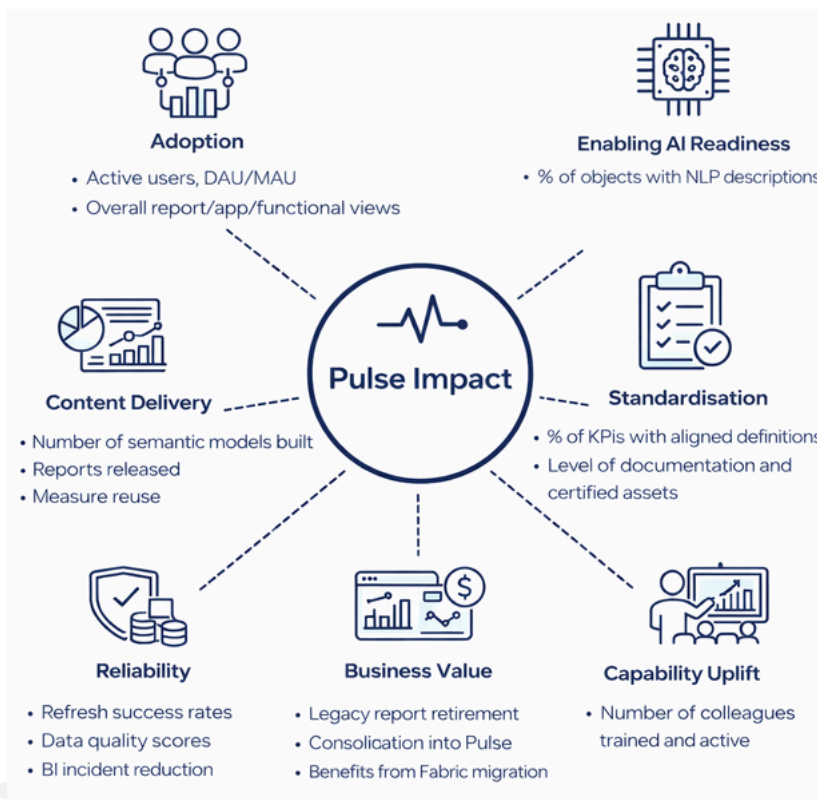
The Results

Across the global **Carbery Group** business, leadership and operational teams now have direct access to critical metrics that were previously distributed across multiple systems.



Decision-making has accelerated and the collaboration between PFH and **Carbery Group's** in-house team ensures the platform continues to evolve, with the next phase extending data engineering and reporting capabilities into the Irish dairy business.

This engagement was also designed to lay the foundation of the future roadmap of initiatives including **forecasting and AI**. Benefits summarised below.



The platform now in place is not a static deliverable. It is a foundation for continued growth, enabling **Carbery Group** to develop global self-service tools, embed analytical capability across the organisation, and turn data into sharper insights, faster decisions, and measurable commercial value.

About PFH Technology Group

PFH Technology Group is a multi-award-winning ICT solutions and managed services provider, supporting public and private sector organisations across Ireland and the UK. PFH delivers a comprehensive portfolio of services, including cloud solutions, cyber security, networking, modern workplace, managed IT services, logistics, and large-scale technology rollouts.

With a focus on outcomes, PFH helps organisations improve operational efficiency, strengthen governance and risk management, and enhance user experience - delivering scalable, secure technology that drives measurable results.

PFH holds ISO 27001, ISO 20000, and ISO 9001 certifications - independently verified standards that give clients confidence in how their data, services, and projects are managed.

Whether supporting a single initiative or an organisation-wide programme, PFH brings a consistent, customer-led approach that aligns technology decisions to operational requirements, regulatory expectations, and strategic objectives.



Our partnership with Ricoh/PFH has been a strong and collaborative one, supporting Carbery as we took our first steps with Microsoft Fabric and began modernising our BI landscape.

Ricoh's technical guidance and practical support along the way have helped us generate faster, more dependable insights, improve decision-making across the business, and drive genuine adoption of data and analytics across our global teams.

KIERAN O'MAHONY, GLOBAL ANALYTICS LEAD, CARBERY



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