



Democratizing Business Insights

What if your leaders could access critical business metrics simply by talking directly to the data?

A leading consumer goods company in Latin America did exactly that. With a GenAI-powered multi-agent ecosystem, business leaders can now access critical insights directly from enterprise data, with **80% response accuracy**.



Business Outcomes



OPERATIONS

- Moved from a static, analyst-dependent information process to a **faster, more autonomous AI-powered workflow**.
- **Reduced offline analytical rework by 30%**, enabling users to interact directly with the data.



RELIABILITY

- **Achieved 80% accuracy** across technical and business responses generated by the AI.



BUSINESS

- **Cut executive reporting turnaround from 2 weeks** to immediate, on-demand access to information.
- **Enabled business leaders to make strategic decisions** with direct access to the insights they need, without relying on technical teams.



Client Profile

A leading multinational consumer packaged goods (CPG) company in Latin America, with a complex distribution network and sales force.



Implementation Time

10 MONTHS



Situation

- **Critical dependency:** Business teams relied heavily on data analysts to access the strategic information they needed.
- **Limited access to insights:** Key data assets and business insights were not directly available to decision-makers.
- **Growing need for self-service:** The company needed to turn its data lakes and enterprise databases into efficient self-service tools for senior leadership.



Challenges

OPERATIONAL

- **Business-to-data language gap:** Business questions had to be manually translated into technical queries across complex data lakes, leaving leaders dependent on analysts.
- **Accessibility:** Information was locked inside complex technical structures, making it difficult for leaders to get fast, independent answers on demand.
- **Semantic context:** Conventional AI tools lacked the company-specific context needed to understand its terminology, brands, and business rules, leading to inaccurate responses.

EFFICIENCY / SILOS

- **High latency:** Manual processes created significant delays, with executive reports taking up to 2 weeks to consolidate.



Solution

GenAI-powered multi-agent ecosystem. Bluetab implemented a unified cloud architecture built around specialized agents, supported by an intuitive interface that allows users to interact with enterprise data in natural language, by voice or text.

FINANCIAL ASSISTANT

Response accuracy:

~80%

Interaction:

NATURAL LANGUAGE

Voice & Text

Capabilities:

- Automated report generation with structured charts

AD HOC ANALYTICS MODULE

Queries:

ON DEMAND / REAL TIME

Capabilities:

- Automated trend analysis, anomaly detection, and root-cause diagnosis

INTEGRATION

Direct access:

- Direct access to complex business metrics, such as gross profit by segment, without technical intermediaries.

NEXT STEPS

- **Adoption and maturity:** Launch an internal adoption campaign to support user adoption, gather feedback, and continuously improve the solution's effectiveness.
- **Evolution:** Integrate additional enterprise data sources and expand the agent ecosystem across other areas of the business.

READY TO TURN YOUR NEXT CHALLENGE INTO A SUCCESS STORY? LET'S TALK.

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