Technology foresight for off-premise sales

Global beverage business / Research & use-case discovery

Experience and business relevance

The experience centers on translating emerging technology research into opportunities relevant to an off-premise sales function. Commercial leaders can use a structured opportunity portfolio to compare ideas before committing to implementation.

Documented contribution

Technology foresight research; Off-premise sales use-case portfolio.

Business mandate	Information & systems	Delivery scope	Validation & ownership

Design questions for a comparable engagement

01 Which sales activities could benefit from new capabilities?

02 What evidence supports each technology hypothesis?

03 Which dependencies should a pilot test first?

Proposed delivery path

Define the commercial brief and technology horizon. Research relevant capabilities and document the evidence. Describe and prioritize use-case hypotheses. Agree what to test, monitor, or defer.

A concrete starting point

An assessment of one function or a defined enterprise scope. Confirm the sponsor, selected systems and data, access boundaries, and acceptance measures before implementation.

Relevant MorrowScale capabilities

Data & AI strategy / Technical foresight

Bring a similar priority. We will help define the right engagement.

Prior professional team experience. Client identities are confidential. The proposed delivery path describes a new engagement, not additional historical project claims.

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