

CASE OVERVIEW

How STATXO Mapped a Global Supply Chain to Prove Out a New Processing Technology

A leading water processing technology firm had built a non-thermal technique to concentrate and rehydrate coconut water, but no way to know if farmers, producers, distributors, and retailers would actually adopt it. STATXO built a supply chain intelligence engagement anchored by SupplierXO, turning four untested viewpoints into one confident, margin-backed decision.

Markets: Europe, North America, South America

Sourcing: Thailand, Vietnam & Philippines



OBJECTIVE

Determine whether the new non-thermal technique improves margins for every stakeholder in the chain.



SCOPE

Supply chain and margin intelligence across four stakeholder groups, delivered through SupplierXO.

ENGAGEMENT SNAPSHOT



4
Stakeholder groups mapped, farmers to retailers



3
Sourcing Countries: Thailand, Vietnam & Philippines



3
Markets covered: Europe, North America, South America



Brix 3-10
Product characteristics benchmarked across the range

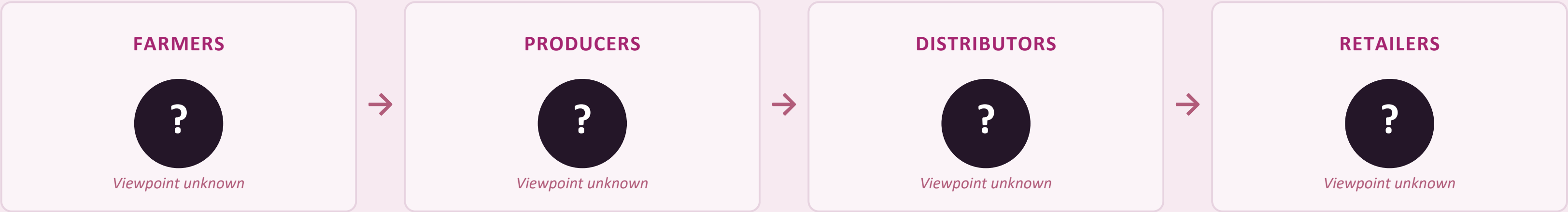
A New Technology, but No View of Who Would Actually Adopt It

The technology worked in the lab. Whether farmers, producers, distributors, and retailers would gain enough to adopt it was still an open question.



BUSINESS RISK

A technically sound innovation the supply chain has no financial reason to adopt.



Four stakeholder groups, three continents, and a technology decision resting on none of their input

RC ROOT CAUSES

- A new non-thermal concentration technology had never been tested against real stakeholder economics.
- Producers, distributors, and retailers each had different margin structures that had never been compared side by side.

Four stakeholders, one unanswered question. None of their perspectives on the new technology were on record.

How STATXO Connected Every Link in the Supply Chain

SupplierXO became the intelligence layer behind the engagement, connecting sourcing, production, distribution, and retail into one supply chain view.



Thailand, Vietnam, and the Philippines: raw coconut supply from farmers and agents.



Concentration and processing capacity across Europe and North America.



Company-owned and independent distribution networks.



Primarily based across Europe and North America.



Margins, costs, and adoption willingness synthesized across every stakeholder.



Non-thermal processing confirmed as margin-positive for the full chain.

WHY SUPPLIERXO

A margin decision that touches four stakeholder groups across three continents cannot live in separate spreadsheets. SupplierXO was selected to hold every producer, distributor, and retailer relationship in one place, so the adoption case could be argued with evidence, not intuition.

Reading Stakeholder Economics Before Making the Case for Adoption

SupplierXO scores every stakeholder group across the dimensions that determine whether they adopt the new technique.

	Margin Impact	Transportation Cost Impact	Adoption Willingness
Farmers	Stable	Minimal	Neutral
Producers	Positive	Reduced	High
Distributors	Positive	Reduced	Moderate
Retailers	Positive	Minimal	High

BUSINESS DECISIONS ENABLED BY STATXO

Does the concentrate technology actually improve producer margins?

Which packaging and Brix combination minimizes transportation cost?

Which distributors are most likely to adopt the new technology?

Where should the client launch first?

Margin comparison across traditional and non-thermal processing, by Brix level

Transportation cost modeling across Brix levels 3 to 10 and packaging types

Distributor-level analysis of ownership structure and switching economics

Market-level view of retailer readiness across Europe and North America

The Evidence Supply Chain and Strategy Leaders Now Stand On

4

Stakeholder groups analyzed

3

Sourcing countries covered

Brix 3-10

Product range benchmarked

3

Markets assessed: EU, NA, SA

BEFORE VS. AFTER

Stakeholder view:	Untested assumption	→ Validated across farmers, producers, distributors, retailers
Margin analysis:	Not quantified	→ Compared across Brix levels 3 to 10
Transportation cost:	Unknown impact	→ Modeled by Brix level and packaging type
Technology adoption:	Uncertain business case	→ Confirmed margin-positive for the full supply chain

The margin evidence did more than validate a technology. It gave every stakeholder in the chain, from farmer to retailer, a reason to say yes to adoption.

Improved Profit Margins

Optimized Logistics Costs

Confident Packaging Decisions

The Team Closest to the Problem, on What Changed

“

Thanks to STATXO's supply chain analysis and their comprehensive analysis, especially in margin comparison and transportation cost assessment, gave us the confidence to make informed decisions that positively impacted our profitability.

— Director, Supply Chain

ENGAGEMENT TYPE

Supply Chain Intelligence, powered by SupplierXO

FUNCTIONS INVOLVED

Supply Chain · Strategy · Operations

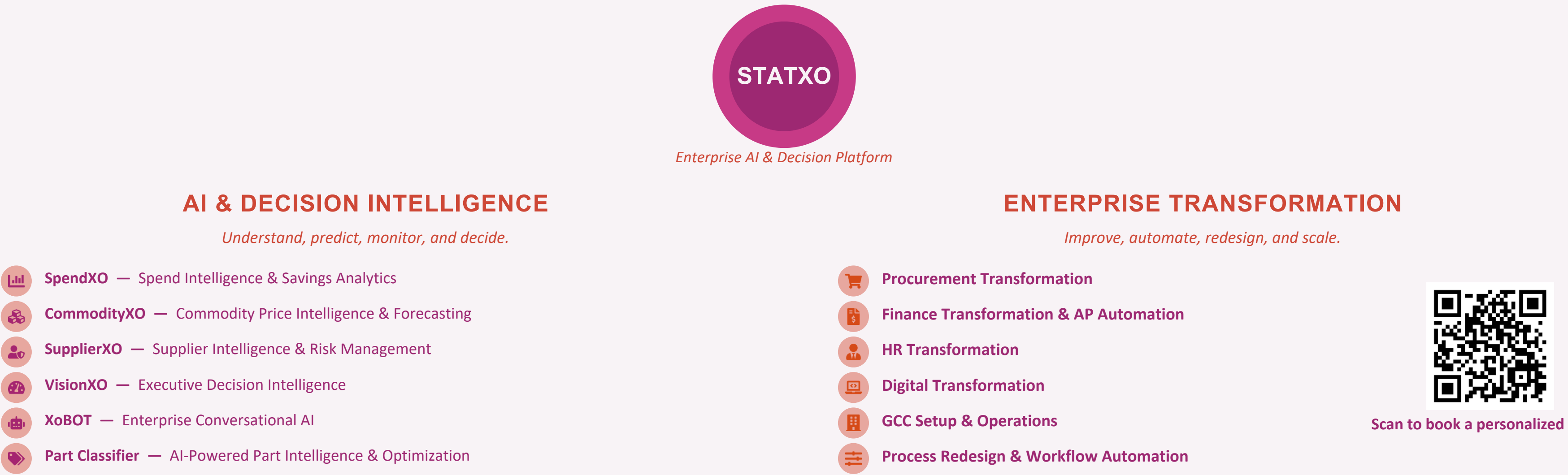
INDUSTRY CONTEXT

Water Processing Technology, Global

WHY IT SUCCEEDED Margin evidence from every stakeholder in the chain, not just the client's own numbers, made the business case impossible to argue with.

Explore the Complete STATXO Intelligence Ecosystem

AI-powered products and enterprise transformation solutions designed to help organizations understand, predict, optimize, and transform business decisions at scale.



Ready to Solve Your Next Business Challenge?

Explore the complete STATXO ecosystem to discover how our AI-powered products and transformation services help enterprises make faster decisions, optimize operations, and deliver measurable business outcomes.

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