DEMOHOP

CONNECTING TEAMS, AMPLIFYING IMPACT

How Southern Glazer's Wine & Spirits built momentum and unity across a dispersed team of technologists with DemoHop — bringing its OneTech together.

Southern Glazer's Wine & Spirits (Southern Glazer's) ranks among America's largest private companies, generating approximately $26 billion in annual revenue with a dispersed team of technology professionals working across North America. Its "OneTech" organization unites IT and Digital teams under a single structure for faster collaboration and shared visibility. DemoHop has become the virtual stage that brings teams together — turning quarterly in-person 'product fairs' into engaging, company-wide showcases that connect, inform, and inspire.

The Challenge

With teams spread across North America, the Southern Glazer's OneTech function needed a better way to stay aligned and connected. In-person "product fairs" or "demo days" were costly, complex, and often missed key participants. Fasen says DemoHop created a more transparent, repeatable rhythm for teams and stakeholders to stay aligned on priorities and progress. When the company merged its IT and Digital functions into OneTech, the need for scalable connection grew even more urgent — and regular in-person gatherings for hundreds of people were no longer practical.

The DemoHop Solution

Before DemoHop, Southern Glazer's product fairs were in-person events that required weeks of planning, complex logistics, and large travel budgets. Even with that effort, key voices were left out, and events were vulnerable to last-minute cancellations or changing priorities.

To address this issue, Fasen's team experimented with virtual alternatives, stitching together Confluence, Zoom, and Microsoft Teams in what he calls a "Frankenstein experience." It worked in pieces but lacked cohesion and simplicity.

That's when DemoHop became the obvious choice — a single, intuitive platform to showcase technical work, share updates, and spark cross-team visibility without coordination chaos.

"It's been the most engaging and cost-effective way to build a shared understanding of what we're doing, why, and what's next," says Fasen.

The first OneTech-wide DemoHop included Digital, HR, Corporate Systems, and Supply Chain groups — bridging groups and strengthening connections.

TECH TEAM
2,000+ technology professionals

SCOPE
Software Development, Infrastructure, Security, Corporate Systems, Analytics, and Digital Product

GEOGRAPHIC FOOTPRINT
South Florida, Dallas, Minneapolis, Atlanta, Pacific Northwest + offshore teams (India / South America)

MISSION
Unite dispersed teams to build connectivity and shared understanding across the enterprise

KEY STATS
▸ 600 average attendees per DemoHop event (expected to double next year)

▸ ~12 large team events annually

▸ Virtual format avoids the multi-million-dollar travel footprint that large in-person events would require

"DemoHop helped OneTech feel like one team — everyone moving together."

— Neil Fasen, VP of Portfolio Excellence

Connection, Clarity, and Engagement

Southern Glazer's most recent DemoHop earned an **exceptional Net Promoter Score (NPS) of 70** on a −100 to 100 scale — a world-class rating that reflects how strongly participants valued the experience. Each subsequent event has seen its NPS rise, demonstrating the platform's compounding impact as engagement and adoption grow.

The virtual format not only broadened visibility but also created a lasting reference. Booths, handouts, and recordings let employees "hop on and off" and revisit content long after the event — turning each DemoHop into an ongoing source of learning and connection.

"Such a great way to hop around and see all the wonderful things everyone is working on… bite-sized and action-packed, easy to navigate and circle back to what you missed."

"I gained valuable insight into areas I rarely see and now understand how our teams contribute to overall success."

Participant Voices

Quantified ROI for Southern Glazer's

By hosting its major events virtually through DemoHop, OneTech avoids the multi-million-dollar travel footprint that comparable in-person gatherings would require. The ability to hold more frequent, high-impact events — without the cost or complexity of travel — has created a sustainable rhythm of collaboration across the organization. Beyond travel avoidance, DemoHop eliminates coordination overhead and lets teams focus on content, connection, and outcomes. Engagement features like leaderboards, shout-outs, and built-in analytics continue to drive rising participation across OneTech portfolios and stakeholder groups.

IMPACT AT A GLANCE

▸ **NPS 70 —** rising with each event

▸ **1,000+ employees** connected across North America

▸ **Dozens of teams** collaborating and sharing ideas

▸ **Multi-million-dollar** travel footprint avoided

The Next Stage

Looking ahead, Southern Glazer's plans to extend DemoHop beyond showcases into **quarterly planning, training on new features, and hackathons.**

DEMO DAY → **QUARTERLY PLANNING** → **HACKATHONS** → **CONTINUOUS CONNECTION**
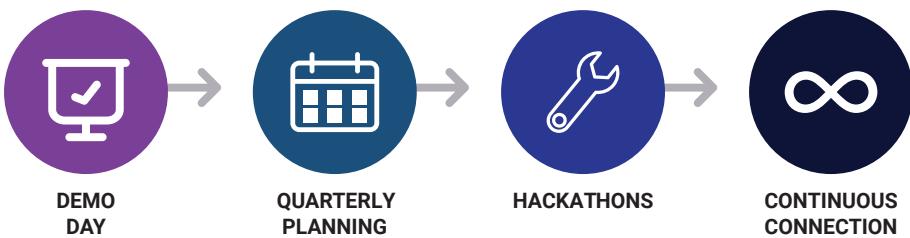
The goal is to establish a predictable heartbeat of connection throughout the year. DemoHop's archive and versioning capability ("time travel") will let teams trace progress across sprints and retain institutional knowledge — creating a continuous feedback loop between teams, stakeholders, and leadership.

"With DemoHop, we can host any kind of event — planning sessions, demos, hackathons — without worrying about logistics or travel budgets. It's become our go-to way to connect the entire OneTech organization."
— Neil Fasen

DemoHop