

Diver Platform[®] Program Advisor[®] for Manufacturing



Create then Manage Programs with Ease — While Saving Time & Increasing Revenue

The Challenge

Distributors commit significant resources to tracking and managing programs across hundreds of suppliers, brands and SKUs. Too much time is spent entering data, compiling reports, and making sure that the right information gets distributed to managers and sales reps on a timely basis.

The Solution: Program Advisor

Program Advisor helps organizations create, manage, and track programs. It also helps organizations determine payouts more profitably and efficiently. Managers, sales reps, and sales support staff gain self-service access to the information required to manage case goals, promotions, incentives, placements, and more.

Nenu Program Listing										
<	Goal Status All Values (2)	Priority All Values (3)	Type All Values (3)		im Begin lues (2)	Program End All Values (5)	Program Class All Values (2)		Program C All Values	
Program Desc				Goal Met	Current	Goal	Delta	GAF	Payout	On
Absolut Market Launch (2017-01-10 to 2017-04-19 , C) : 646					212	0.0	212		0.0	
Absolut Market Reorders [2017-01-10 to 2017-04-19 , C] : 647				۲	4,962	0.0	4,962		0.0	
Absolute Q2 Accounts [2017-04 to 2017-06 , AS] : 649				۲	251	136.0	115		0.0	
Absolute Q2 Volume [2017-04 to 2017-06 , C] : 648				۲	3,952	4,788.0	-836		0.0	
Adolph Coors volume program [2017-01 to 2017-05 , C] : 629				0	9,398	240.0	9,158		0.0	
Anheuser Busch volume program [2017-01-01 to 2017-06-15 , C] : 642				۲	3,322	360.0	2,962		0.0	
Annual Accounts drive [2017-04 to 2017-04 , AS] : 643					133	177.0	-44	A	0.0	
Bacardi Annual Goals [2017-01 to 2018-12 , AS] : 628				۲	888	1,070.0	-182		0.0	
Bacardi Annual Goals [2017-01 to 2018-12 , C] : 627				۲	14,753	7,905.0	6,848		0.0	
Bacardi Breezer impact program [2017-01 to 2017-09 , AS] : 633				۲	1	2.0	-1	•	0.0	
Bacardi Breezer impact program [2017-01 to 2017-09 , C] : 634				•	115	60.0	55		0.0	
Bacardi Breezer impact program [2017-01 to 2017-09 , NAS] : 635				•	2	0.0	2		0.0	
Bacardi Incentive [2017-04 to 2017-04 , AS] : 645				۲	133	177.0	-44		0.0	
Coors Beer goal assessment [2017-01 to 2017-05 , C] : 632					9,418	240.0	9,178		0.0	
Schieffelin total portfolio [2017-04 to 2017-04 , AS] : 644					231	323.0	-92	•	0.0	
Terry's Q2 [2017-04 to 2017-06 , C] : 650					1,203	0.0	1,203		0.0	

Saves Time & Increases Productivity

Users access their own dashboard-delivered metrics. This helps users gauge their own progress. They can create programs and track the ones they may not normally have time for, thereby increasing efficiency.

Program Advisor shows users a forecast for their sales based on trends and program time periods.

Support for organizational hierarchies lets managers and directors see these metrics for all direct reports.

Role-Based Information For Every Member Of Your Sales & Support Teams

Sales Support Staff

- Create one or hundreds of programs in a centralized location, with speed and easy entry in an automated interface.
- Automate most time-consuming and error-prone program management tasks.
- Automate the creation of program reports and supplier charge-backs.
- Get coverage without purchasing additional hardware or adding headcount.
- Free-up time to do other tasks.
- · Automate chargebacks.

Senior Management

- Provide immediate feedback and/ or support to underperforming management and sales reps.
- See program payouts throughout the life of a program.
- Quickly identify where to focus efforts daily.
- Decrease the need for IT report generation and support requests especially at the end of fiscal periods.
- Provide secure, safe, role-based reports, and dashboards.
- Support expanded program coverage without purchasing additional hardware or adding headcount.

Field Managers & Reps

- Identify new accounts and existing account sales opportunities based on current and historic program data.
- Determine current accounts that are executing well/poorly across programs, brands, price-points, and quotas.
- Identify marginal accounts based on poor performance against goals and quotas.
- Give access to all programs large and small — so you don't miss an easy win, even for a little brand.

Program Bacardi	Desc Annual Goals [2017-01 to 2018-1	salesrep_tier_3 .2 , C] : 627 Bovine, Paul T.	[003]					Dimensional Insight Company, Technology, and Seudores					
Program Period	2017-01 to 2018-12	Customers	891	Created By									
Goal Period	2016-01 to 2017-12	2016-01 to 2017-12 Chains		38 Created At Program Advisor Tier 1 - Phone									
Buy Period	N/A to N/A Brands		6	6 Last Updated By									
No-Buy Period	N/A to N/A	Products	38	38 Last Updated At Programs by Customer Tier 1 - Phone									
		Sales Reps	17	Goal Specs:									
Program Specs:				Goal Type	Pi Pi	rogr	am Advisor Tie	er 2 - Phone					
On Premise: Min.	0 Cases	Program Detail Report		Goal Value	P	roar	ame by Custor	nor Tior 2 - Phone					
Off Premise: Min.				Programs by Customer Tier 2 - Phone									
Min. Criteria	By Account	Free Goods & Samples	remove	Tier, Priority, and Gr	P P	rog	Menu	Program	n Listing			=	Û
Case Definition			Min. Tier		- 3	Status Supplier salesrep_tier_1							
Returns	include	Placement Level	Item	Program Priority	💌 S	ales	* current	All Values (41) AARON RUNDLE	FT [OS-145-35U]				
ID	Product Filter			<u></u>	-	Program Desc Current Goal				Delta	Goal	Pre	
904	include product_supplier=BACARDI IMPOR [020]										Met		
905	include product=AMSTEL LIGHT BEER R - 12NR6P (00122)						Agave OP [2020-04 to 2020-04 , P] : 2327 0.00 0.00 0				0.00	•	PC
							Arette Tequila	OP [2020-03 to 2020-04 ,	0.00	2.00	-2.00	•	NE
ID	Customer Filter					Barr Hill SS OP [2020-03 to 2020-04 , NA 0.00 0.00 0				0.00	•	Ne	
718	No Filter Specified							Tracker OP [2020-01 to 20	5.00	0.00	5.00	0	Be
								-		0.00		•	All
								gels & Cowboys OP [2020	0.00		0.00	-	
							Champagne O	P [2020-03 to 2020-04 , NP	0.00	2.00	-2.00	0	NE

Role-based dashboards display key program metrics for every member of the sales organization.

Program Advisor Benefits Your Organization By:

- Saving substantial time and lowering program administrative execution costs
- · Leveraging insights quickly to drive greater sales
- Seeing and attaining easy-to-reach goals such as non-focus brands to increase revenue
- Seeing payouts every step of the way
- Identifying at-risk programs early, allowing you to recalibrate and meet goals or quotas
- Aiding you with the data to set achievable goals or quotas and design smarter programs
- · Identifing high margin accounts and brands

About Dimensional Insight

Dimensional Insight is a leading provider of integrated business intelligence and performance management solutions. Our mission is to make organizational data accessible and usable so everyone from analysts to line of business users can get the information they need to make informed, data-driven decisions.



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