



DISTRIBUTION COMPANY, **FEDWAY**, ENJOYS
FASTER DATA ACCESS AND ANALYSIS WITH
DIMENSIONAL INSIGHT

Fedway Associates, Inc. is a privately owned wholesale liquor distribution company headquartered in Kearny, New Jersey. Twenty-five employees, mostly sales and marketing managers, use DI-Diver and DI Solution at their desktops to extract what they need from corporate data.

The people at Fedway fulfilled their original objective when they converted to the AS/400: to provide a secure, solid platform for a growing database that would allow the business to operate better. But when the sales-people needed a report, John Kievit, Director of Off-Premise Sales, explains, “we had to go down to the computer department and say ‘Warren, could you make this report for me?’ And Warren either told us no, or he would do it within two days.”

Sales and marketing needed answers to questions, but IS was legitimately busy. Questions such as what a particular customer bought last year or how many cases of a particular product were sold throughout the month required RPG programming, a twelve hour printout, and

a person sitting down and going through 600 pages of information. “The information was all there, but there were a lot of things that were basically not looked at because it required too much mechanical effort,” recalls Bob Crestfield, Director of Special Projects. In an industry where the price of the product is set and published once a month, and customer service equals customer loyalty, the reporting process was too slow and inflexible.

“As processing power and disk space became cheaper, the decision to provide multidimensional analysis became easier. It wasn’t a question of if, but a question of when,” says Crestfield. Dimensional Insight offered the most efficient and cost-effective multidimensional analysis solution. Fedway now runs DI Solution and DI-Diver, updating



DATA → INFORMATION → ACTION



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John Kievit
Fedway Associates, Director of Off-Premise Sales

Models from flat text files every night. Models are used to standardize access to corporate data and are presented to users in a format ready to be analyzed. The Dimensional Insight solution was faster than creating a semi-generic way to run SQL, and it was tailored to fit the needs of the Sales and Marketing Department.

Now managers can manipulate corporate data from their desktops, cross-referencing any combination of 36 categories (salesperson, customer, supplier, label, month, year-to-date, county, etc.) and generating ad hoc reports as often as their thought processes require. Reports and graphs can be viewed live on screen in a matter of moments and users can click on data to display the underlying detail. Analyzing 8,000 customers by zip code or chain, and 6,000 products by size, flavor, or proof, requires less labor. Tracking statistics and promotions for sold/unsold, profit, and percent of change is faster, easier, and more productive.

DI-Diver and DI Solution increase the value of data by supplying quick answers to questions that were previously unaskable. Comparisons, for example, between sales of one day this year to one day last year were not available in the past. Kievit uses the mapping feature to look at hot spots as well as areas where products aren't selling. “With Diver we are able to identify a marketplace and point our sales force in a specific direction as opposed to go everywhere, let's hope the results are what we want,” says Kievit. Also, since implementing Diver, salespeople can show customers their own buying trends. Suppliers have started asking Fedway for Diver reports and they're also asking

why other wholesalers don't have this information. The Purchasing Department, in order to estimate the number of cases to buy, now asks Sales and Marketing to show an account of the results from previous years.

When asked about return on investment, Kievit replied, “The sales are up and Marketing has daily sales and information. We feel the project probably paid for itself this past holiday season.” Now that Fedway has witnessed the power, speed, flexibility, and ease of use with DI-Diver and DI Solution, they plan to take advantage of Dimensional Insight's scalable architecture and expand with DI-WebDiver, a 100% Java interactive Web-client that allows information to be shared on corporate Intranets without straining the server. A general release will allow more people to query the database from their desktops and understand their part of the business better.

ABOUT DIMENSIONAL INSIGHT: Dimensional Insight offers business intelligence solutions that put you in command of your business. Companies worldwide use our technology to target opportunities, track performance, and increase profits. Our flagship product, DI-Atlantis, offers powerful reporting and multidimensional analysis. Navigating through data with DI-Diver is simple for non-technical users, enabling decision-makers across all functional areas of a corporation to access data quickly and intuitively. The solution provides flexible, scalable architecture, secure report distribution, and quick implementation. We also offer specialized solutions for wholesale/distribution, healthcare, manufacturing, and publishing.