



Diver Platform Product Suite™

AN ALL-INCLUSIVE, END TO END BUSINESS INTELLIGENCE AND INFORMATION DELIVERY PLATFORM



Gain Insight to Analyze and Work Your Business while Improving Your Bottom Line



The complex nature of the Beverage Alcohol industry often requires businesses to employ dozens of disparate data sources and information sets to satisfy operational needs. Assembling this data into a single, actionable set of information can be difficult, costly, and time-consuming, preventing key decisions from being made in a timely fashion. How can you dive in and find the answers you need? Business intelligence (BI), reporting, and analytics solutions, like **Diver Platform**, provide you with the insights you need to turn data into action.

DIVER PLATFORM PROVIDES:



Data Integration

Diver's powerful ETL (Extract, Transform, and Load) tool set can easily integrate all your enterprise internal / external data from multiple sources and in multiple formats, providing a validated and complete view of all information.



Interactive Dashboards & Scorecards

Diver ensures users are given timely access to business-critical metrics in a format that's meaningful to their specific roles, while acting as a reliable, centralized information access point.



Information Delivery & Multi-Screen Applications

Diver simplifies the information delivery process and ensures users are given timely access to business-critical metrics at the right time, on the right device in a format that is useful to their role. The Platform includes a BI server that handles user authentication and access control based on the user, group, and role—at the object, column, and row levels.



Data Engine

Spectre™ engine (columnar database) is a next-generation data engine which is engineered for speed. A columnar database (cBase) structure stores data in columns instead of rows, placing the information needed for each individual query in close proximity. The program is then run against the column-oriented data in memory, producing results at lightning speed. Spectre is highly scalable and can handle the largest data sets beverage alcohol distributors and suppliers produce.



Ad Hoc Analysis & Self-Service Reporting

Diver users have the ability to view information at a summary level and then “dive” directly into more detailed views to understand root cause. Diver enables users to dive in any direction they wish without the limitations of preset “drill paths” or hierarchical constraints.



Data Visualization & Analytics

We provide users with the ability to easily identify trends and exceptions within the data by utilizing data visualization features. Data can be presented to users in multiple ways: interactive maps, indicators, bullet charts, trend lines, and more.

INDUSTRY SPECIFIC APPLICATIONS

Program Advisor™ is an application that allows distributors to build, monitor, and see payouts on all programs across all suppliers, brands, and SKUs.

Pricing Advisor™ is a centralized application that allows suppliers to create price structures for all brands, SKUs, distributors, channels and chains while giving users the ability to do “what if” analysis and see trends and review chargebacks.

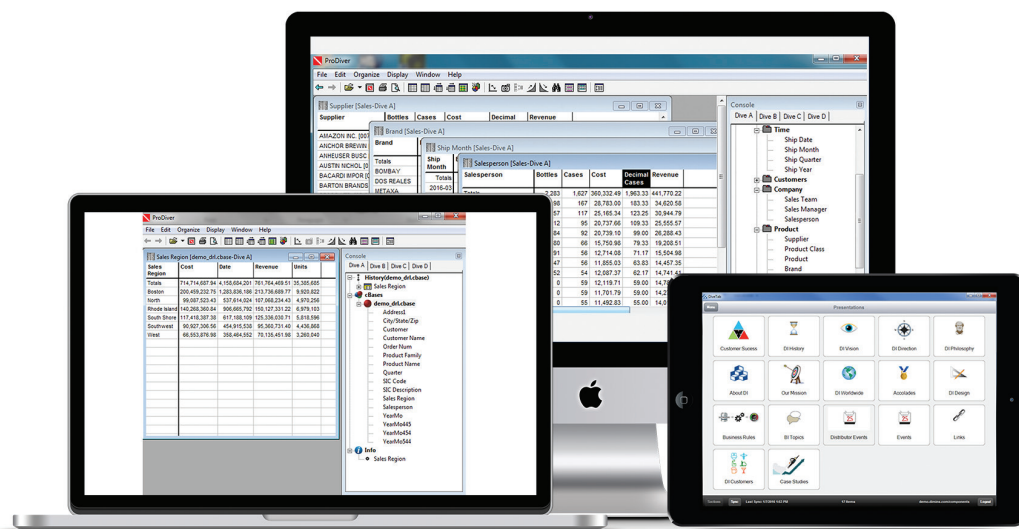
GL Advisor™ allows managers to see financial details behind general ledger entries for their departments. It eliminates the excess time it normally takes to understand where they are versus budgets while providing a secure environment to do this.

Survey Advisor™ provides the ability to create surveys, manage them, and see the results including photos that are time, location, and date stamped.

Sales Advisor™ provides a pre-canned set of reports on multiple devices that can be revised, analyzed, and exported. Users can also create ad hoc reports and can show presentations and videos, and access documents like sell sheets, price lists, tasting notes, and more.

DIVER PLATFORM USAGE FOR BEVERAGE ALCOHOL SUPPLIERS & DISTRIBUTORS:

- Brand / product / item / SKU reporting
- Depletions / RAD / Direct to consumer sales (suppliers) analysis and visualization
- Distribution channel focus
- Margin management
- Marketing analytics and reporting
- Minimization of stock-outs and overstocks
- See outstanding orders and shipments
- Brand and market performance / goals vs. actual
- Identify new placements / PODS
- Manage incentive programs
- Promotions management
- Rep scorecards
- Sales channel management and more



Diver provides the ability to access data—anytime, anywhere—to make informed decisions. Request screen views: marketing@dimins.com.

MULTIPLE DEVICES AND INFORMATION BEYOND DATA

DiveTab, our newest addition to **Diver**, allows users to interact and gain visibility to data and other information on an iPad®, Windows®-based tablet, PC and iPhone®, both connected and disconnected from the Internet. Providing the ability to create reports, dive into details, show videos, make presentations and store, read, export, and email documents gives everyone the flexibility they need to be successful.

Diver Platform Deployment Options:

- On-premise
- Cloud (SaaS)
- Mobile
- Hybrid capabilities
- Dashboards
- Scorecards
- Ad hoc analysis
- Exception reporting
- Alert notifications
- Data integration
- Data discovery

Hassle-Free Administration & Maintenance:

- Real-time alerts
- Event scheduling
- Automated report distribution
- Centralized account administration & security

ABOUT DIMENSIONAL INSIGHT

Dimensional Insight is a leading provider of business intelligence (BI) and information delivery solutions. We provide data integration, reporting, analytics, and dashboard capabilities embedded in our core BI platform as well as a portfolio of analytics-focused applications. These solutions enable suppliers and distributors to gain insight into their data, allowing them to make better decisions that improve productivity.

Founded in 1989, we have thousands of customers worldwide and we consistently rank as a top performing BI platform by customers and industry analysts in our core market segments. Our team of beverage alcohol experts apply their real-world experience to all our solutions to ensure that we are helping our customers meet the unique challenges of the beverage alcohol industry to increase efficiency, reduce operating expenses, and increase profitability.

ADDITIONAL BEVERAGE ALCOHOL APPLICATIONS OF DIVER PLATFORM:

Suppliers

- Production analysis
- Purchasing / operations
- Distributor reviews
- Sales velocity analysis & dashboards
- Surveys
- Pricing and program analysis
- Presentations
- Document storage

Distributors

- Purchasing analysis
- Sales team dashboards
- Supplier reporting
- Territory/brand management
- Surveys
- Pricing and program analysis
- Presentations
- Document storage

Gain measurable insights into brand, account, and overall performance with Dimensional Insight's applications and tools. Get the information you need anytime, anywhere to make informed decisions. Create presentations, view and export documents, and store diverse content on your iPad, Windows-based tablet, desktop, laptop, or iPhone in a single interface for connected or disconnected use at unprecedented speed.

CONSULTING & CUSTOMER SUPPORT

Dimensional Insight's professional services team offers an array of services that span the entire project life cycle—from needs assessment to system maintenance. Our consultants employ best-in-class project delivery practices to design, implement, and customize your Diver deployment. Our consultants draw on their extensive knowledge of beverage alcohol industry to deliver optimal results, faster implementations, and increased cost savings for our clients. We partner with each of our customers to ensure rapid implementation of all BI project initiatives. Our #1 objective is to provide the expertise and process knowledge to maximize return-on-investment and minimize risk.

TRAINING OPTIONS

Diver training helps users, developers, and IS/IT staff fully understand and benefit from the power of our Diver. Courses are delivered onsite at customer organizations or online. Courses can be customized to meet specific needs and organizational challenges.

DIVER IS A COMPLETE BI SOLUTION SET

Every implementation includes the installation of all back-end server and production components. There are no hidden costs or expensive third-party tools required to deploy additional features. Users access data through a number of interface options depending on their specific information viewing and analysis needs.

