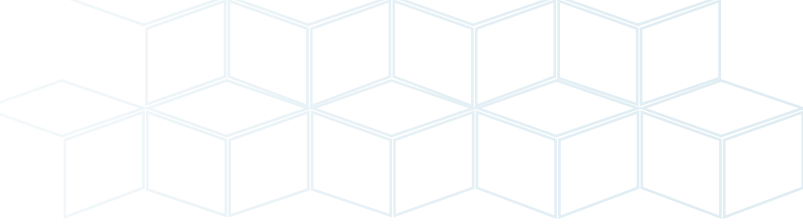


Case Study: **MERCER ESTATES**

Using Diver Platform to Help Manage
Fast Growth in the Wine Industry



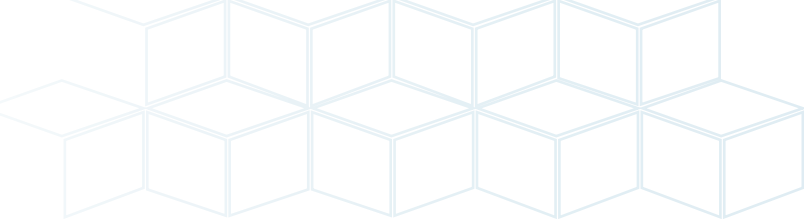
DIVER FOR SALES AND MANAGEMENT

Almost half of the workforce at Mercer Estates uses Diver, primarily those staff in sales and management. One of the main uses for the sales team is to gain insight into distributor inventory levels. If inventory levels are low, then the sales team needs to take action on that. The sales staff also uses Diver to dive deeper into the numbers. "One of my sales people recently was inquiring about getting points of distribution reports set up and I was able to use NetDiver to set up some reports that showed that for those markets," says Ochs.

For the management team, Diver offers a way to make better business decisions as well as a way to keep everyone accountable.

Diver allows managers to see another level of the three-tier system that they previously didn't have insight into. Ochs says the company used to only be able to see what the distributors were buying from Mercer Estates, but could not see which stores the distributors were selling to.

"Now we can see another level beyond. Not only can we see what we are selling to these distributors but also what and how much we are selling to all of these retail locations and where they are located," he says. "Our management team feels more confident in the quality and depth of our data, and they can make better business decisions based on that."



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About Dimensional Insight

Dimensional Insight is the 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 an informed, data-driven decision.



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