

# Program Advisor™

Manage Programs Effectively and Profitably

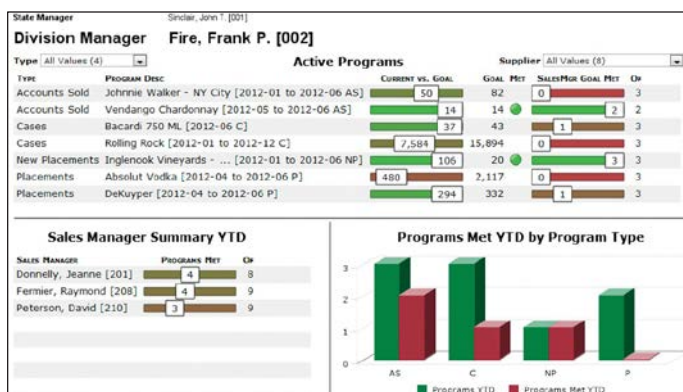
## Program Management Hurdles

Suppliers, distributors, and manufacturers commit significant resources to tracking and managing programs across hundreds of brands and product lines. 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.

## Manage Programs More Effectively

Program Advisor™ helps organizations manage programs and other goal-oriented initiatives more profitably and efficiently by delivering key program metrics to all members of their sales & support teams on a daily basis. Built on the Diver Platform™, Program Advisor helps sales reps and decision & sales support staff gain self-service

access to the information required to manage programs, promotions, incentives, placements and quotas. Program Advisor provides users with dashboard-delivered metrics that help them gauge progress against goals for any and all programs within their sphere of responsibility. Support for organizational hierarchies lets managers and directors see these metrics for all direct reports.



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

**Program Customers Overview**

Program: Inglennock Vineyards - ... [2012-01 to 2012-06]  
Division Manager: All Values (1)  
Sales Manager: Fermier, Raymond [208]

Sold/Unsold: Sold

CUSTOMER	PREMISE	DECIMAL CASES	BASIS PERIOD	PROGRAM PERIOD	CUSTOMER CHAIN
<b>Totals</b>	<b>Totals</b>	<b>1,914.00</b>	<b>0</b>	<b>39</b>	
THE FINCH GROUP HOT [05081]	On	550.00	0	39	
CONSEN INC [01290]	Off	4.00			
COSTELLO & OGAR INC [01320]	On	36.00			
ELIOTT NORTON [01712]	On	318.00			
FANTASIES UNCOOKED [01821]	On	38.00			
GOLDEN BUDDHA/CRF [02163]	On	36.00			
GROG SHOP INC [02237]	Off	7.00			
B J JASPER REST [00392]	On	68.00			
HILTON INN HARLEM [02389]	On	288.00			
ZORBA RESTAURANT-UP [05742]	On	42.00			ZORBA RESTAURANT
JEROPE, INC [02666]	On	142.00			
LIDO CAFE [03003]	On	80.00			
MING GARDENS [03420]	On	44.00			
BOBOLA ENTERPRISES [00625]	On	72.00			
THIRWOOD CLUB LTD [05146]	On	117.00			
WANG CENTER FOR THE [05519]	On	72.00			

Detail data is readily available and can be accessed directly from Program Advisor dashboards

## Role-based Information for Every Member of Your Sales & Support Teams

### *Sales Support Staff:*

- Track more programs without incurring additional headcount
- Automate the most time consuming and error prone program management tasks

### *Sales Managers:*

- Provide immediate feedback and/or support to underperforming sales reps

### *Sales Reps:*

- Identify new accounts and existing account sales opportunities based on current and historic program data
- Determine current accounts executing well/poorly across programs, brands, price-points, and quotas
- Identify marginal accounts for potential termination based on poor performance against goals & quotas

### *IT / Support Staff Requirements:*

- Decrease demand for IT report generation support requests especially at end of fiscal periods
- Provide safe, secure, role-based reports & dashboards that meet organizational security and information access standards
- Support expanded program coverage without purchasing additional hardware or adding headcount

## Put the Power of Program Advisor to Work for Your Organization

Suppliers, distributors and manufacturers can lower program execution costs and increase return-on-investment with timely, role-based delivery of program metrics. Sales reps and managers are able to meet sales goals and quotas more frequently by focusing on at-risk programs earlier in the program lifecycle. Program Advisor

helps identify the highest margin accounts, brands, and program types and leverage these insights to drive sales. IT and sales support teams can maintain more programs with minimal additional investment in hardware or human resources. Design smarter programs and set more realistic goals & quotas based on historical patterns.



2016 Dresner Advisory Services

Wisdom of Crowds Business Intelligence Market Study  
*Dimensional Insight Again Receives Top Rankings*

### 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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