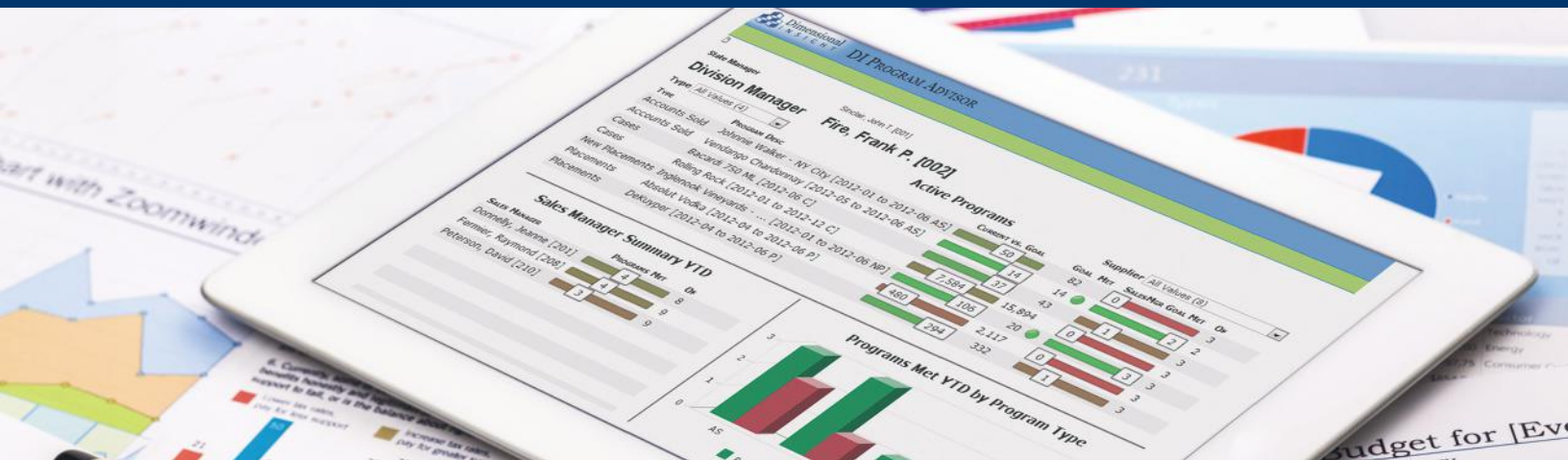


# Program Advisor™ for Beverage Alcohol



## PROGRAM MANAGEMENT HURDLES

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.

## PROGRAM ADVISOR

**Program Advisor** helps organizations manage programs and other goal-oriented initiatives more profitably and efficiently. Managers, sales reps and sales support staff gain self-service access to the information required to manage programs, promotions, incentives, placements and quotas.

## IMPROVE PRODUCTIVITY

**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.



*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

- Create programs in a centralized location with speed and easy entry in an automated manner
- Track more programs without incurring additional headcount
- Automate most time-consuming and error-prone program management tasks

## Sales Managers

- Provide immediate feedback and/or support to underperforming management and sales reps
- See program payouts throughout the life of the program
- Quickly identify where to focus efforts

## Managers and Sales Reps

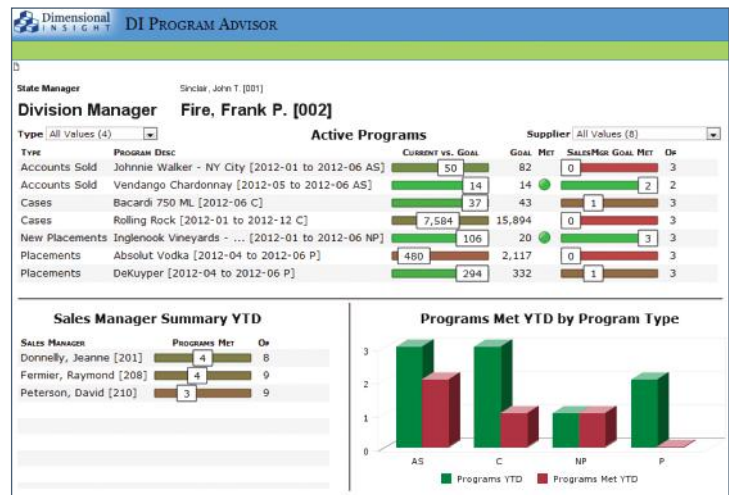
- Identify new accounts and existing account sales opportunities based on current and historic program data
- Determine current accounts executing well / poorly across programs, brands, price-points and quotas
- Identify marginal accounts based on poor performance against goals and quotas

## IT / Support Staff Requirements

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

## PROGRAM PAYOUTS

Most importantly see what your program payouts are and make decisions for action based on them.



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

## PUT THE POWER OF PROGRAM ADVISOR TO WORK FOR YOUR ORGANIZATION

Distributors can lower program execution costs and increase return-on-investment with timely, role-based delivery of program metrics. Managers and salespeople 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

leverages these insights to drive sales. Management can see payouts every step of the way. 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 and quotas based on historical patterns



**2017 Dresner Advisory Services**  
Wisdom of Crowds Business Intelligence Market Study  
Dimensional Insight Again Receives Top Rankings  
Scores 4.61 out of 5; strong in "Customer Experience"

## 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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