



Case Study:  
**BRESCOME BARTON**

**Meeting Business Challenges Efficiently:**  
with Program Advisor®

Brescome Barton is the largest distributor of wine, spirits, and beer in the state of Connecticut. The company began using Dimensional Insight's Diver Platform in 2011 when it was looking for a more user-driven product for its analytics.

**Quick Facts:**

- Organization:** Brescome Barton
- Industry:** Beverage Alcohol
- Location:** North Haven, CT
- Customer since:** 2011
- Solutions:** Diver® Platform, Program Advisor®
- Website:** [brescomebarton.com](http://brescomebarton.com)

**Company Description:**

Brescome Barton is a wine, spirits, and beer distributor. It has been in business since 1933

**HOW PROGRAM ADVISOR WAS IMPLEMENTED**

Program Advisor is a Diver-based application that helps beverage alcohol companies meet goals and quotas. It provides complete visibility into programs in one centralized location, and enables organizations to better understand where new revenue opportunities exist.

"Programs was one of the more difficult areas for the company to track," says Kevin Kranzler, the Chief Operating Officer at Brescome Barton. "We were basically tracking programs in spreadsheet form and we didn't have daily program updates—they were weekly and mostly monthly. We just didn't have the day-to-day visibility."

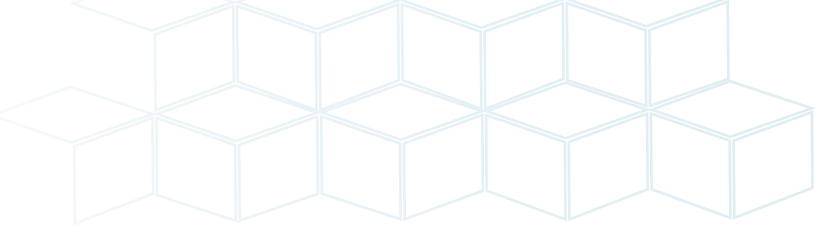
With Program Advisor, the company was able to meet its business challenges. Program Advisor helped Brescome Barton link goals and sales in the same system. In addition to receiving daily updates on the progress of programs, the fact that the updates were automated saved the business analyst team from putting the numbers together every day. This allowed them to focus their attention on other revenue-

generating opportunities. Program Advisor also allows Brescome Barton to set goals in meaningful ways for its sales team. With Program Advisor the company is able to have a set rule of standards for setting goals for individual representatives. "There's just a lot more transparency with Program Advisor," says Naomi Malay, Brescome Barton's business analyst manager. "As far as what should be made for the month versus a basic priority versus a payout program—the transparency has really helped us to outline our business."

Consultants from Dimensional Insight® carefully implemented Program Advisor at Brescome Barton. The business analyst team was the first group to have access to the application. They tested the system for about two months as they used it to track their goals, priorities, and incentives. When they were satisfied that everything looked the way it was supposed to, Program Advisor was rolled out to the sales team. "Everyone was happy at that point to jump in to a system that was much easier to use and they were seeing the numbers they wanted to see," says Malay.



*Brescome Barton spent months identifying their BI requirements, and subsequently made the decision to use Diver. Within a year, Brescome Barton was also using Dimensional Insight's Program Advisor application to help manage its promotional programs.*



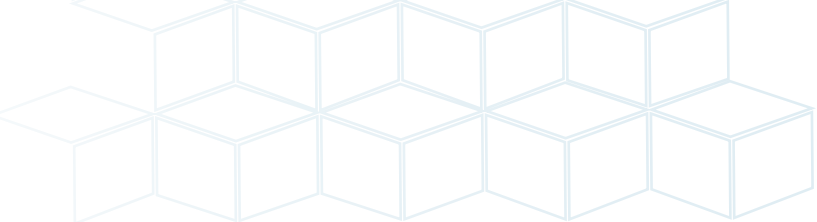
## TRACKING NEARLY 1,000 PROGRAMS EACH MONTH

Brescome Barton has about 175 people in the company using Program Advisor and the company can see up to 1,000 programs in a month. The business analysts are responsible for the accuracy of the programs that are entered into the application. They work with the trade development team to properly define exactly what the goals are for each program, what the period for setting goals should be, and what the requirements are to meet each of those goals.

On a typical day, the senior data solutions architect makes sure the daily updates are available first thing in the morning to users, and the business analysts work each morning to make sure the goals are accurate.

Brescome Barton's suppliers and sales force receive the automated reports each morning. This is again where the transparency of Program Advisor is so beneficial.

"You can really get any answer you want," says Barry Severs, Brescome Barton's Senior Data Solutions Architect. "I think that's the nicest thing for all of our users, even me, where I concentrate on the back end, I can answer any question anybody asks me about Program Advisor because it's all there. We can say, 'What does this program entail?' Or a sales rep can come to me and say, 'Why did I not meet this goal?' And I can show them in two clicks. All the details are right at their fingertips now."

**DRESNER**  
ADVISORY SERVICESINDUSTRY EXCELLENCE AWARD  
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## About Dimensional Insight

Dimensional Insight® is a leading provider of analytics, data management, and performance management solutions, offering a complete portfolio of capabilities ranging from data integration and modeling to sophisticated reporting, analytics, and dashboards. Founded in 1989, Dimensional Insight has thousands of customer organizations worldwide. Dimensional Insight consistently ranks as a top performing analytics organization by customers and industry analysts in its core market segments including healthcare, manufacturing, and beverage alcohol. For more information, please visit <https://www.dimins.com/>.

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