

Diver Platform® Distributor Advisor™ for Beverage



Improve Productivity & Be More Efficient

The Challenge

Sales and management people have a difficult job. It is especially tough when tools are scattered across devices and networks. But tools for sales and management are vital for getting the data analysis and content needed to do their jobs effectively. There are other data analysis and content delivery solutions on the market. But customizing these solutions for distributors is time-consuming, costly, and for some solutions — just impossible to do.

The Solution: Distributor Advisor

Distributor Advisor was designed for fast and easy access to data and files from anywhere. It was developed specifically for distributors in the beverage industry. Because of this, users can get up and running fast and cost effectively. This allows users to focus on what is important to them.

Distributor Advisor is an application built to access, sync and store information on a multitude of devices:

- Desktops
- Windows®-based tablets
- Laptops
- iPads®

Distributor Advisor's intuitive user interface makes it easy to navigate around presentations, data, and metrics.

Users have everything they need at their fingertips. They can review the business performance down to account levels from anywhere and focus on capitalizing on new opportunities.

Distributor Advisor gives your team the most up-to-date information when and where they need it. Using DiveTab mobile technology, Distributor Advisor users have immediate and secure access to the latest metrics

at any time, from any location. This empowers teams to base their management and product promotion decisions on the most recent data, regardless of their location. Content typically stored in Distributor Advisor includes:

- Marketing Material
- Presentations
- Financials
- Product Sales
- Analytics
- Inventory

It is all stored in one application, Distributor Advisor.

Distributor Advisor is built on the award-winning Diver enterprise platform and the DiveTab component. Diver provides role-based privileges, ensuring that the right people have access to the right information. Managers can push approved sales presentations or proposals out to make sure the entire team has the right version of content available at their fingertips.

Increase Sales Productivity

Distributor Advisor’s interactive sales dashboard allows teams to quickly access specific information. Users conduct sales data analysis and review KPI sales metrics. They can securely review the latest sales metrics, financial data, and promotion performance figures. With this kind of information access, users can improve product and account management to capitalize on growth opportunities.

Access Any Type of Content

With Distributor Advisor, your entire mobile workforce can gain access to information from anywhere, anytime they need it. Users are able to bring together sales data with all types of content:

- Merchandising Collateral
- Promotional Collateral
- Price Sheets
- Product Displays
- Event Pictures

Connected or Disconnected Mode

The application is synced while its device is connected to the Internet — either wired, wirelessly, or over a data plan. Synced information is stored locally on the device for offline use. This allows users to securely access marketing material, price sheets, presentations, and analytics from anywhere. Having this kind of access increases effectiveness of customer meetings and presentations.

Month to date, last year Same Day Compare							Sales Organization	
Dive In	Cases	9L Cases	Accts	Gross Sales	Gross Profit	GP%	TY/LY MTD	TY/LY YTD
MTD	160,948	154,291	3,975	\$20,227,724	\$4,130,659	20.42%	6	6
MTD LY	159,698	144,744	4,300	\$17,932,449	\$3,370,826	18.80%	3	3
MTD +/-	1,250	9,547	-325	\$2,295,275	\$759,833	1.62%	9	9
MTD %	0.8%	6.6%	-7.5%	12.8%	22.5%		68	68
New	53,850	51,027	1,955	\$5,846,813	\$1,158,634		66	66
Lost	52,640	47,378	2,280	\$5,511,414	\$1,092,545		418	429

Year to date, last year Same Day Compare							Product Class	
Dive In	Cases	9L Cases	Accts	Gross Sales	Gross Profit	GP%	TY/LY MTD	TY/LY YTD
YTD	3,772,492	3,505,754	12,095	\$427,836,720	\$86,785,650	20.28%	165	183
YTD LY	3,513,558	3,147,502	13,064	\$392,796,544	\$81,196,321	20.67%	51	51
YTD +/-	258,934	358,252	-969	\$35,040,176	\$5,589,329	-0.39%	614	721
YTD %	7.4%	11.4%	-7.5%	8.9%	6.9%		62	63
New	175,667	166,521	1,432	\$19,980,411	\$3,875,874		1,817	3,420
Lost	143,783	125,473	2,401	\$15,993,110	\$3,546,385		6	6

Distributor Advisor overview of all sales activity.



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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