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September 2021



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VP of Mrketing



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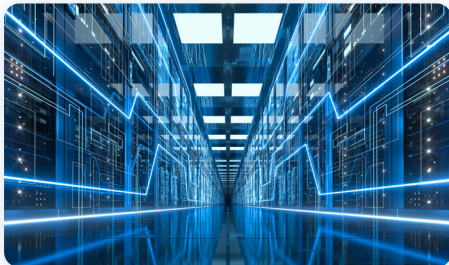
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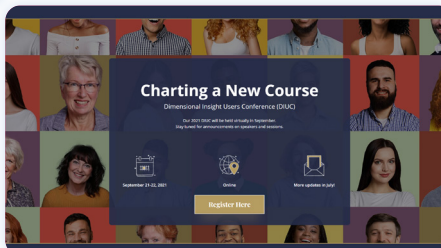
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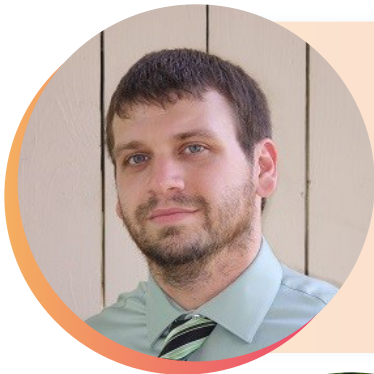
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# DIUC 21 look who's talking!

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This year's Dimensional Insight Users Conference includes four customer case studies. Here's what you will see when you [register](#) and log in to the virtual conference:



**Colby Lutz,**

*Senior BI Analyst*

**Customer case study: UPMC Western Maryland**

Learn how UPMC Western Maryland uses DivePort's input technology to transform a previously manual process. The process combines census data with physician rounding data automatically. Stamps, matrix portlets, and other types of dashboards can use the resultant data.



**Gina DellaVedova,**

*VP, National Sales*

**Customer case study: Banville Wine Merchants**

See how Banville Wine Merchants is educating its sales team and providing them access to data to be more fact-based sellers.



**Bjørn Algrøy,**

*Senior Advisor, BI*

**Customer case study: Posten Norge AS**

See how Posten Norge AS uses Dimensional Insight's stamps and matrix technology to provide users with a valuable sales and financial dashboard.



**Jason Vegotsky,**

*Co-founder and CEO*

**Customer case study: Petalfast**

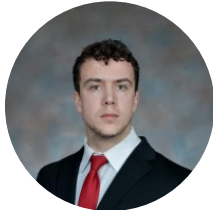
Learn how Petalfast is using its experience with Diver Platform from the wine and spirits industry and using it to gain insights on consumer metrics in the quickly emerging cannabis industry.



# Data's role in starting a spirits brand without a distillery

Trevor Branch

Marketing Writer  
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*A lot has changed in the spirits industry over the past few decades. Whereas most large companies once produced their own alcohol, many of today's brands no longer rely on having their own distillery. Through outsourcing and improved industry collaboration, businesses are now able to focus more of their attention on building their brand as opposed to production and distribution. For example, George Clooney's famous [Casamigos](#) tequila brand started out in the [same distillery](#) responsible for two other tequila giants: [Avión](#) and [Clase Azul](#).*

The key to a complex network of outsourced services lies in the use of effective business intelligence tools. Through the implementation of modern advances in analytics, upcoming spirits brands can manage their entire operations from conception to the moment it hits store shelves.



## Automated financial reporting systems

At the end of the day, a spirits brand is still a business, and that means its primary focus is bringing in revenue for stakeholders. And just like any business that relies heavily on outsourcing, finances can get very complicated, very quickly. Managing financial systems with so many moving parts requires a tool that can track and display consistent information across multiple departments.

Financial data tools such as [Dimensional Insight's General Ledger Advisor™](#) allow spirits brands to investigate expense and revenue data. With up-to-date key metrics, managers and department heads can better control costs, improve cash flows, and increase productivity. These tools also drastically reduce the amount of time (and resources) required by accountants to process invoices and expenses by automating many of the required tasks. Additionally, advanced analytics ensures that users from different departments like management, accounting, and sales all have access to the same data. As a brand's financial network grows increasingly complex, it's crucial that available data is consolidated and made readily available to those who need it.






## Optimized logistics and supply chain management

At the core of any spirits brand is, of course, a quality spirit. But there are a lot of variables involved when it comes to product development. Not only do you have to account for the actual distilling, but also the bottling, procurement, branding, labeling, and more. Some integrated distilleries provide multiple services bundled into one package, but you are often solely responsible for managing the logistics and supply chain of your product.

This is where the importance of an effective data analytics software becomes evident. An encompassing data tool like the [Diver Platform®](#) can track data from multiple sources and provide real-time information necessary for making important decisions. By channeling relevant data from warehousing, supply chain, distribution, etc. into one tool, you can drastically reduce both the time and staff required to access key information.

The advantages of an optimized supply chain are critical across the entire company. Keeping too much inventory due to a logistical failure increases storage costs and may result in shelf-life issues, reducing profits and wasting valuable resources. Likewise, too little inventory can result in stockouts and upset customers, compromising the brand's image, and creating a challenge for sales and marketing.

## Conclusion

Advanced data analytics, while key to any spirits brand, is particularly critical for those who lack their own brick and mortar distillery. There is little room for inefficiency in the modern world as customer expectations continue to grow amidst the advancing world. To learn more about the real-world effects of data analytics in the beverage alcohol industry, check out some of our [case studies](#). 

## Targeted sales and marketing

The main priority of any business is, of course, selling its product. But garnering market support for your brand requires diligence in multiple channels, namely sales and marketing. Whether or not your product succeeds depends largely on the organization and efficiency of your front-end staff. And when so much of your bottom-line is dependent on ensuring that your product is reaching its targeted audience, there's no room for poor decision-making.

Data analytics tools are responsible for providing front-end teams with the information necessary to define target market opportunities and evaluate the underlying drivers of success. For example, companies can use data analytics to adjust their market approach based on the trends of different geographic locations. Up-to-date market data also allows sales teams to keep up with their competition by setting target retail prices based on competitive unit economics. Outside of sales, marketing teams can use analytics tools to facilitate product promotions and analyze brand performance.

# 4 Ways to use the Wisdom of Crowds BI Market Study in your buying research

Kathy Sucich

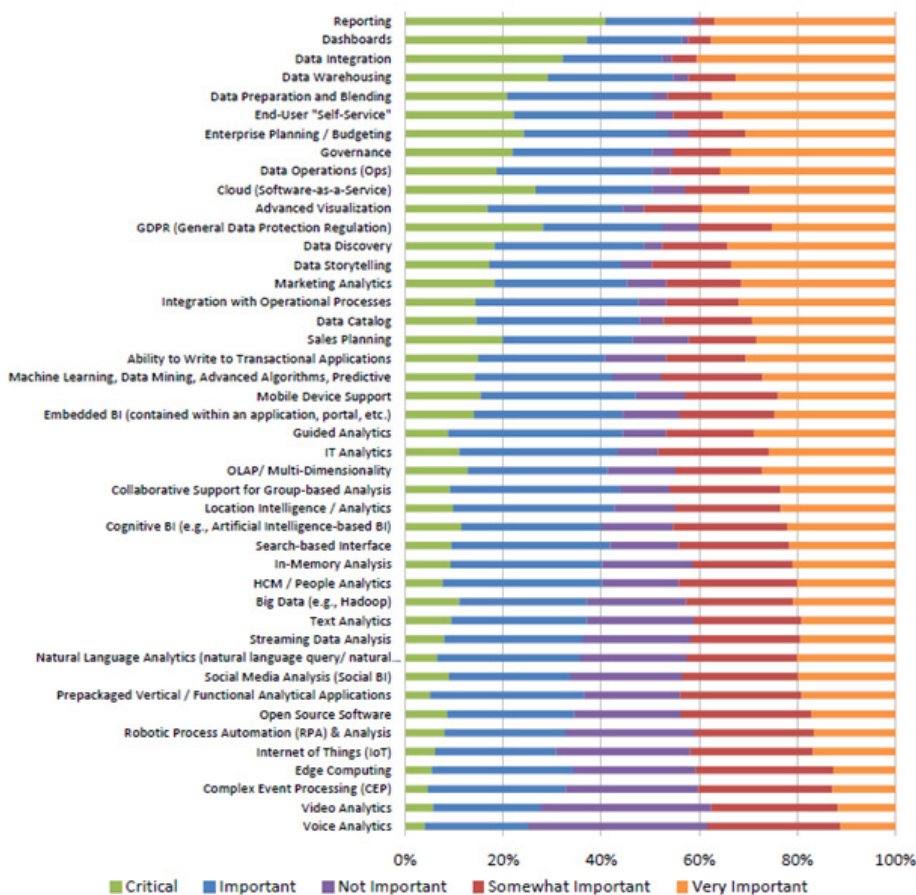
VP of Marketing  
LinkedIn



The annual [Wisdom of Crowds Business Intelligence Market Study](#) by Dresner Advisory Services was released this week, and as always, it delivered compelling insights into the state of [business intelligence \(BI\)](#) and [analytics](#) in businesses.

For organizations that are considering augmenting or replacing current analytics solutions, the Wisdom of Crowds report can be a useful resource to help in your efforts. Here are 4 ways you can use the report to help in the buying process.

## Technologies and Initiatives Strategic to Business Intelligence



## 1. How do your analytics priorities compare to others'?

As part of the Wisdom of Crowds report, respondents are asked to rate 44 business intelligence and analytics topics in terms of strategic importance. This provides a useful guide for buyers to compare their priorities to others, as they can validate their own priorities ("I'm on the right track since this is also of critical importance to others") or it can help them critically assess their priorities ("Others say this is a priority, but I didn't rank it as such—am I missing something?")

In 2021, reporting, [dashboards](#), and [data integration](#) are listed as the technologies and initiatives most strategic to business intelligence. Areas that are lowest ranked are complex event processing, video analytics, and voice analytics.



## Business Intelligence Achievement by CDO / CAO Presence



## 2. What are the latest BI and analytics trends?

Similarly, the Wisdom of Crowds report provides a look at the latest business intelligence trends, and how they have changed over time. This allows buyers to better understand the market and the issues that are influencing purchase decisions.

For example, the report sheds light on the percentage of organizations that have chief data or chief analytics officers, how that has changed over time, and how these organizations rate “success” with business intelligence. Organizations with CAOs/CDOs generally report greater achievement.

## 3. How do customers rate their analytics vendors?

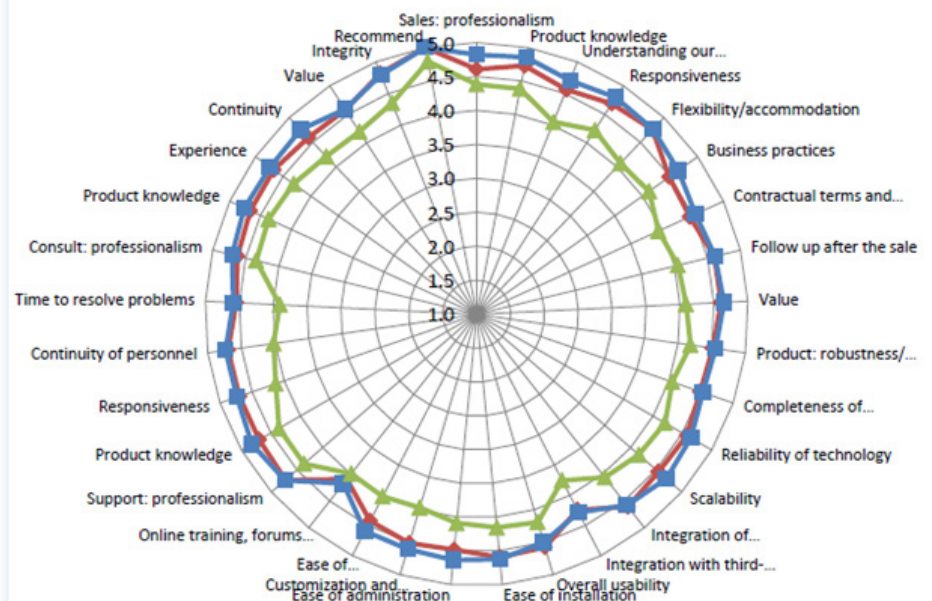
One feature of the Wisdom of Crowds report is that business intelligence and analytics users rate the vendors they use on 33 different dimensions, such as:

- Value
- Reliability of technology
- Ease of installation
- Recommend

The report also visually shows how each vendor compares to its score from the previous year, and how the vendor compares to the overall sample. Buyers can use this feature of the report to look up specific vendors and quickly gauge if they have positive or negative momentum, as well as if they are above or below average performance.

For example, you can see Dimensional Insight’s 2021 performance is generally above its 2020 performance, and its scores are well above the overall sample.

## Dimensional Insight

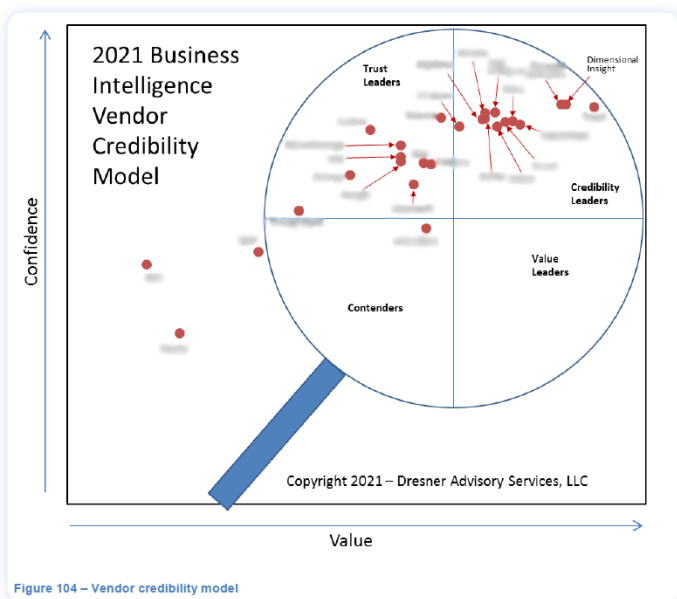
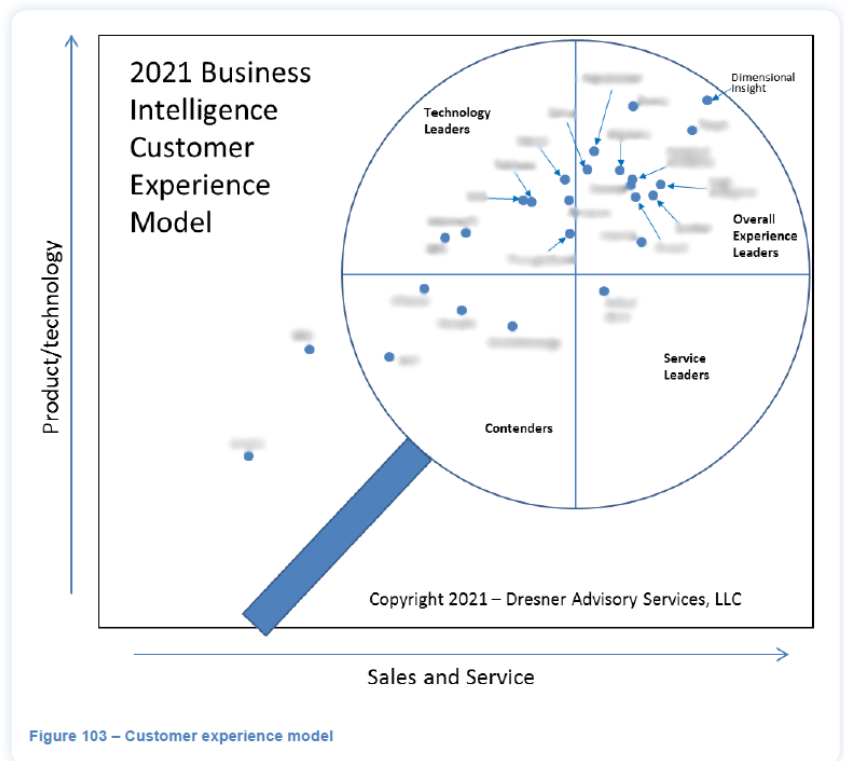


#### 4. Which vendors stand out as overall leaders?


Finally, business intelligence and analytics buyers can use the Wisdom of Crowds report to quickly see which vendors stand out as overall leaders and use that to develop a short-list for further investigation. In addition to the individual vendor results and write-ups, the report also includes two models that plot aggregated user sentiment into x and y axes. Vendors are placed into quadrants, meaning buyers can quickly assess which vendors stand out in the models due to their top-right placement in the quadrants.

For example, below is the Customer Experience Model, which considers the real-world experience of customers, plotting sales and service measures on the x-axis versus product/technology measures on the y-axis. To see the complete vendor placement in addition to Dimensional Insight, you will need to [download the full report](#).

The vendor credibility model in figure 104 considers how companies feel about their vendor, plotting value on the x-axis versus confidence on the y-axis.



#### Conclusion

When buying new business intelligence and analytics software, it's important to use many different types of sources to research individual products and compare them to each other. The Wisdom of Crowds Business Intelligence Market Study is one tool in your buying belt, providing a good source of information on BI and analytics trends, as well as user feedback on vendors. 

Interested in learning more? Download a copy of the report

**2021 Dresner Market Study**



# Rethinking logistics and how the government is getting involved



by **John Sucich**,  
Contributing Writer

*Over the past year-plus, the supply chain has seen a remarkable number of changes. Organizations have had to adjust to various disruptions, and many have used those adjustments to re-think how they handle their logistics.*

*More changes could be on the way, because now governments are getting involved. In the United States, the Biden administration is taking steps to decrease reliance on other countries for certain products. Across the Atlantic, the European Union is setting climate goals that will impact a number of industries. [Data will play an even more important role in logistics moving forward.](#) Here's what your organization needs to know about the latest changes impacting the supply chain.*

## Disruption after disruption

The past year has forced industries to deal with a number of worst-case scenarios in the supply chain. A global pandemic shut down factories and transportation at different times in different parts of the world. When products were ready to be made and shipped there were backlogs at ports. Those backlogs were compounded when a major shipping route was blocked by a huge container



ship running aground in the Suez Canal. And on top of all that, extreme weather—like winter storms in Texas—further disrupted some production.

[The automaking industry is a good example of how all of those factors combined to have a negative impact.](#) Since cars are made up of thousands of parts, there are many opportunities for disruption. The Texas storms, for example, resulted in shortages of resin, used for plastics in cars. And a global semiconductor shortage has forced manufacturers to produce fewer cars than usual. Jeoff Burris, the owner of a Michigan consulting firm advising the auto industry and other manufacturing firms on their supply chains, told the New York Times, “In the 30 years I’ve been in automotive supply chains, we’ve seen sustained periods of downturn or sustained periods of upturn. What we have not seen is 16 months of one type of problem after another.”



## Government response

The semiconductor shortage was one of the factors that the Biden administration was looking to address when it created a task force in June that will work to make the United States more self-sufficient in certain industries. Though producing semiconductors domestically might not be possible anytime soon, the administration hopes to identify sites where critical supplies—like lithium—could be mined and production of new technologies could be done in a way that reduces reliance on imports.

The administration also hopes that some of that production can be done using cleaner energy, which is also what Europe is working towards. [The European Union announced a plan to reduce its greenhouse gas emissions by more than half by the end of the decade.](#) While the plan is not specifically driven by the supply chain, the moves that help the union achieve its goal will impact industries all throughout the chain.



## Relying on data

With the work of its task force, the United States is not conducting itself much differently than many businesses are. There are, of course, political motivations to relying less on other countries, but in examining what it can produce at home, the country is weighing how much more it is willing to pay for the ability to have more control over production. Organizations do that all the time as they try to find the most efficient and cost-effective way to get a product made and then get it to consumers.

That calculus might change, though, as regulations change. The European Union's plan might be the most aggressive, but it is certainly not an isolated case. Other countries, and many industries, are looking at how to change the way they do business in order to be more environmentally friendly.

That means some of the most important data to companies right now could be emissions data—whether that's from factories or from the shipping means an organization uses. Organizations can also look through their supply chains for opportunities to use more environmentally friendly materials. [For some cement producers](#), for example, it might cost more to use lower-emission products and processes, but some of that cost can be made up through faster construction since the cement dries more quickly.

There might be a lot of change happening in the supply chain, but that part of the equation is one that remains constant. There are trade-offs involved in keeping up with what's new...but the advantages from those trade-offs come from examining the data. ◻



# How to get better control of data processing on the server

Deniz Karabakal

Business Intelligence  
Consultant  
[LinkedIn](#)



*Administrators of Diver Platform® can use production scripts in Workbench to control the flow of data processing on the server. The control offered by doing so can speed up working user environments or make shared information available at certain times of the day.*

Usually, the initial Diver installation has a small number of production scripts. However, over time that number invariably grows. In addition to the quantity of scripts tending to increase, production scripts tend to take longer to run as the volume of data grows. And when the initial production scripts take longer to run, they may interfere with how later production scripts perform—and vice versa. Production scripts created later—secondary production scripts—might rely on a previously created script being finished running before the secondary scripts start. But you have no way of guaranteeing this if you have a cluster of scripts scheduled to run at a certain hour of the day. The interference may be challenging to detect. However, it is something to be aware of if one of your current production scripts fails. So let's look at how we can fix such issues or even prevent them from happening.

In the first example, we have a production job that uses data from another job. So how can we make sure the first job has finished before the second job runs? The answer is by using a Manager Production Script to fix sequencing dependency issues. So what does this mean? Let's start with an example.

Status	Project	Script	Run Configuration	Schedule	Last Run	Duration
✓				1 Days/Wk at: 08:00:00	Succeeded on 2021-08-03 08:00:...	1:00:12:06
✓				1 Days/Wk at: 08:45:00	Succeeded on 2021-08-05 08:45:...	00:15:14
✓				1 Days/Wk at: 14:00:00	Succeeded on 2021-08-04 14:00:...	00:00:00
✓				1 Days/Wk at: 17:00:00	Succeeded on 2021-08-05 17:00:...	00:00:00
✓				1 Days/Wk at: 18:00:00	Succeeded on 2021-08-04 18:00:...	00:32:04
✓				2 Days/Wk at: 09:09:00	Succeeded on 2021-08-08 09:09:...	01:39:13
✓				2 times per hour	Succeeded on 2021-08-09 15:30:...	00:00:00
✓				2 times per hour	Succeeded on 2021-08-09 15:30:...	00:00:00
✓				2 times per hour	Succeeded on 2021-08-09 15:30:...	00:00:00
✓				2 times per hour	Succeeded on 2021-08-09 15:30:...	00:00:00
✓				2 times per hour	Succeeded on 2021-08-09 15:30:...	00:00:53
✓				Daily at: 00:01:00	Succeeded on 2021-08-09 00:01:...	00:00:14
✓				Daily at: 00:01:00	Succeeded on 2021-08-09 00:01:...	00:12:43
✓				Daily at: 00:15:00	Succeeded on 2021-08-09 00:15:...	00:11:07
✓				Daily at: 01:00:00	Succeeded on 2021-08-09 01:00:...	00:00:24
✓				Daily at: 01:00:00	Succeeded on 2021-08-09 01:00:...	00:00:21
✓				Daily at: 02:00:00	Succeeded on 2021-08-09 02:00:...	00:00:29
✓				Daily at: 03:15:00	Succeeded on 2021-08-09 03:15:...	00:01:05
✓				Daily at: 03:15:00	Succeeded on 2021-08-09 03:15:...	00:29:41
✓				Daily at: 04:03:00	Succeeded on 2021-08-09 04:03:...	00:03:08
✓				Daily at: 04:45:00	Succeeded on 2021-08-09 04:45:...	00:12:24
✓				Daily at: 04:45:00	Succeeded on 2021-08-09 04:45:...	00:21:37
✓				Daily at: 05:00:00	Succeeded on 2021-08-09 05:00:...	00:00:02
✓				Daily at: 05:30:00	Succeeded on 2021-08-09 05:30:...	01:09:52
✓				Daily at: 05:45:00	Succeeded on 2021-08-09 05:45:...	00:01:46
✓				Daily at: 06:00:00	Succeeded on 2021-08-09 06:00:...	00:07:32
✓				Daily at: 06:04:00	Succeeded on 2021-08-09 06:04:...	01:14:02
✓				Daily at: 06:05:00	Succeeded on 2021-08-09 06:05:...	00:00:01
✓				Daily at: 06:55:00	Succeeded on 2021-08-09 06:55:...	00:00:03
✓				Daily at: 07:00:00	Succeeded on 2021-08-09 07:00:...	00:02:02
✓				Daily at: 07:00:00	Succeeded on 2021-08-09 07:00:...	00:17:23
✓				Daily at: 07:15:00	Succeeded on 2021-08-09 07:15:...	00:00:03

Figure 1. Scheduled Production Job Scripts



Figure 1 shows a screen capture of the list of production scripts one might be running. A long list of production scripts is probably familiar to most administrators of Diver. Maybe when your organization started with Dimensional Insight, you had just a few nightly production scripts and perhaps several projects. But over time, you had many more projects and production scripts and maybe applications. You can schedule some of the newer scripts to run at any time. But when some new scripts run, there are issues. So let's say two production processes use the same programs, such as Integrator build scripts. If you call them at the same time and the same Program is called, they're going to collide with each other. As a result, the scripts are going to fail. Also, sometimes a later production script relies on data that is the output of an earlier production script.

Let us say that initially, you scheduled the second production script to run half an hour after the first script. Initially, that might be okay because the first production script only takes a few minutes to run. However, over time as the first script gathers more and more data volume, it will take longer and longer to run. Eventually, the second script may run before the first one ends, resulting in some problems. How do we resolve this issue? What I recommended is to create a Manager Production Script. I want to point out this is not a new feature or new technology—it is a best practice to make sure everything runs smoothly.

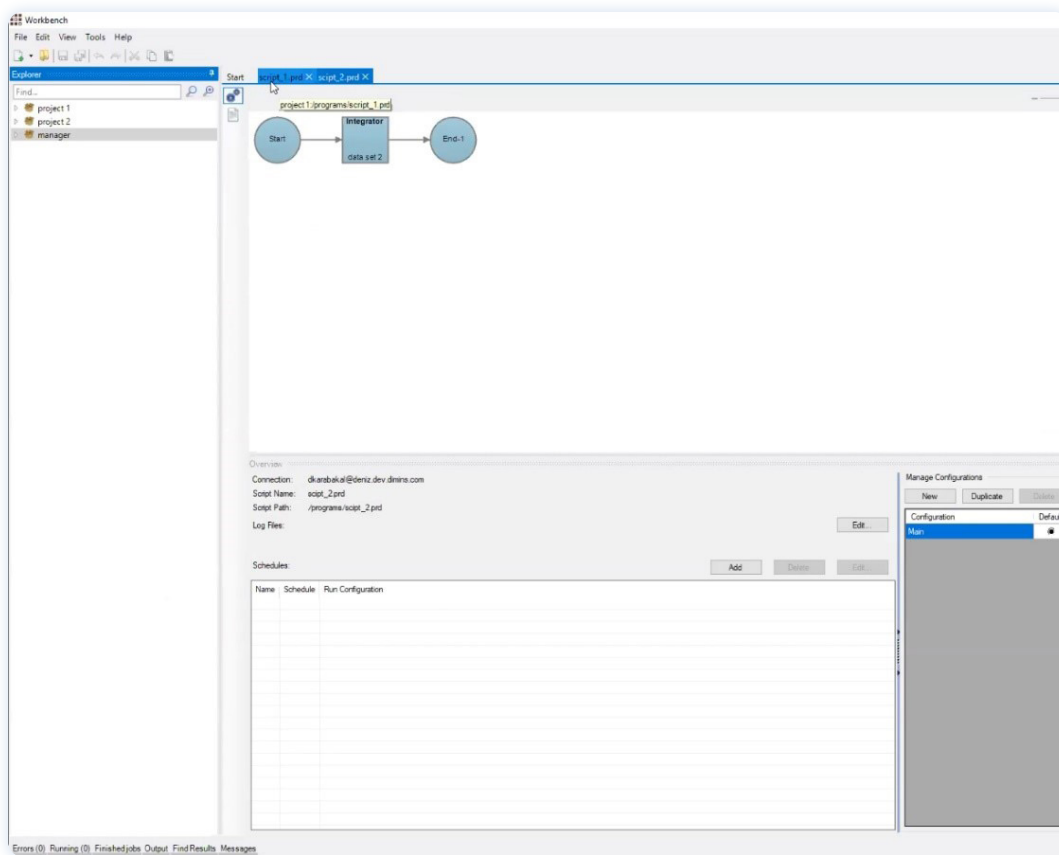


Figure 2

Let us look at this example in Workbench. Figure 2 shows two scripts where the second script relies on the output of the first one to run. If we run this Project, script two will fail because it will start before script one has finished. To solve this error, I've created a Manager Project.

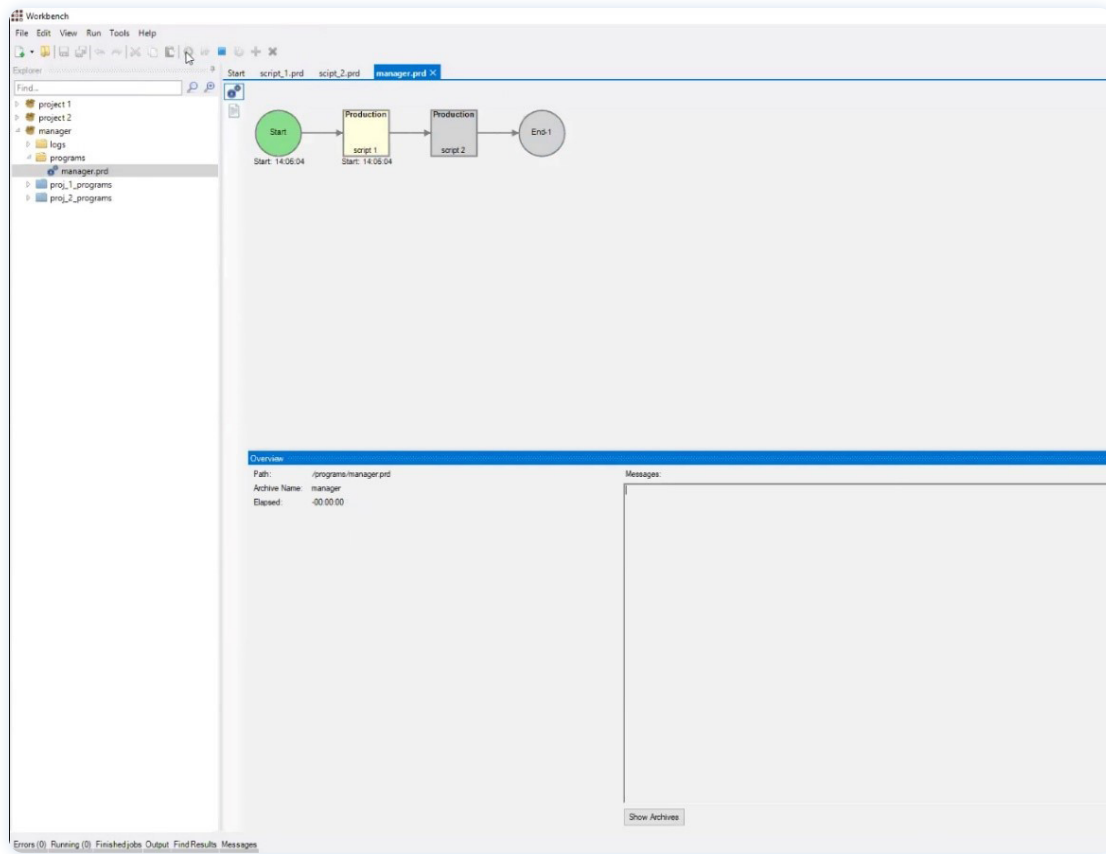


Figure 3

Figure 3 shows the new Project. As you can see, there are Project alias folders that point to the programs folder of all the projects whose production scripts it uses. Our first example is a super simple manager project. Yet, although it is simple, it is powerful. The Manager Production Script guarantees that the first production script runs before the second one. Because of this sequence control, we are not going to have any dependency issues.

Debugging issues caused by colliding scripts can be complex. For example, it may look as though two scripts have finished successfully. Therefore, whenever one script relies on the output of another script, it is crucial to guarantee that the first script completes successfully before the second script begins.

The Manager Production Script helps in these situations to make everything run smoothly. That was a super simple example—just two scripts.

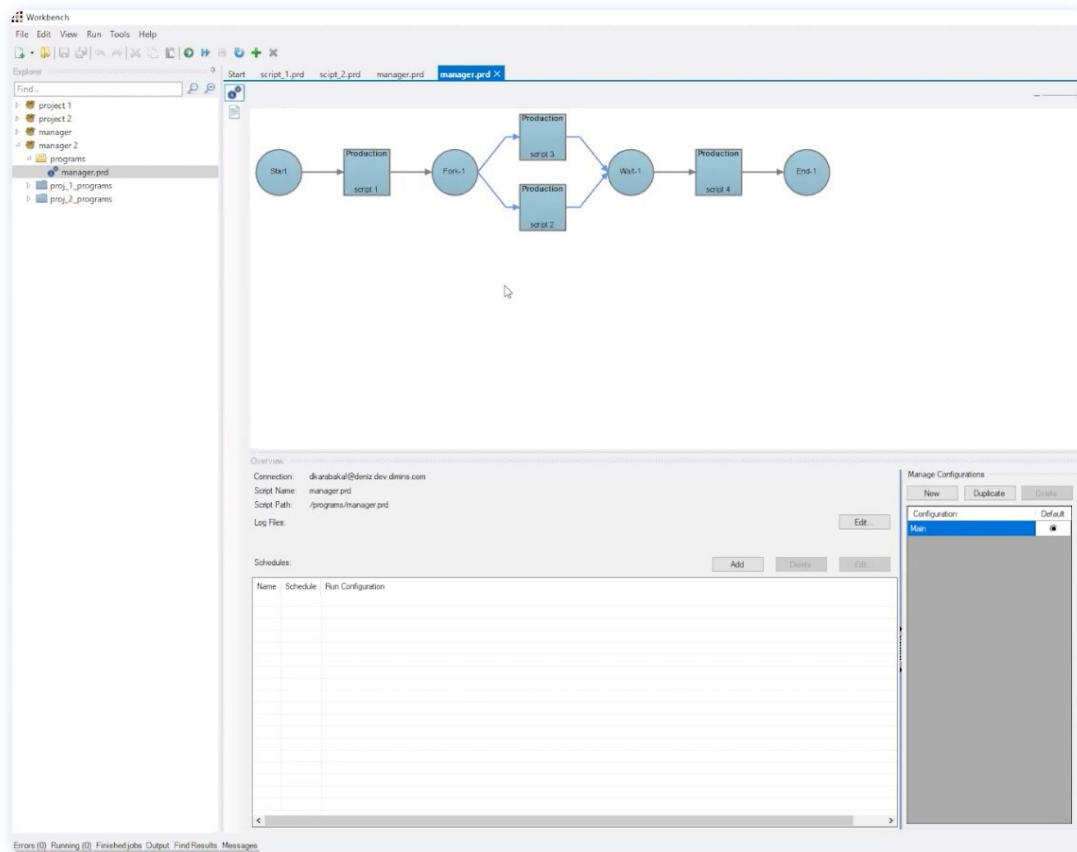


Figure 4

We have a more complicated example that is more akin to a real-life situation. In the example shown in Figure 4, the scripts in the middle—scripts two and three—rely on the first script. However, scripts two and three are independent of each other. We can use ‘fork’ and ‘weight’ nodes in Production to allow scripts two and three to run concurrently. That will make the process more efficient. Script four relies on scripts two and three and executes after scripts two and three run.

What is especially lovely about the Manager Production Script is it makes everything visually intuitive. We know what comes first and what comes later from left to right and what can run simultaneously. The visual aid helps when you have many different scripts. If you want to add a new script, you can see where it can fit in visually in the whole process by looking at the visual display of the entire Manager Production Script.

The steps to creating a Manager Production Script are:

- Create a new project.
- Create project alias folders to the locations of all your dependent production scripts.
- Create a script that calls for dependent production scripts sequentially.

If needed, use ‘fork’ and ‘wait’ nodes to run scripts simultaneously. Also, if you have some scheduled production jobs that run daily and some that run hourly, use a different Manager Production Script for each frequency. In other words, create a Daily Manager Production Script and an Hourly Manager Production Script and schedule each one independently. ◻

**If you’d like to learn more about this topic, go to:**

**Scheduling production scripts**

**Fork control node**



# Upcoming events

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**Dimensional Insight Users Conference (DIUC)**  
*Virtual Conference*  
September 21-22

Register here



**St. Jude Walk/Run**  
*Virtual Event*  
September 25

Walk with us!

