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**Why move your analytics
to the cloud?**

**The data you need to look for in the
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**How virtual reality is helping to
make surgery training safer and
more efficient**

Launching production from DivePort

**How millennial trends are changing
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July 2021



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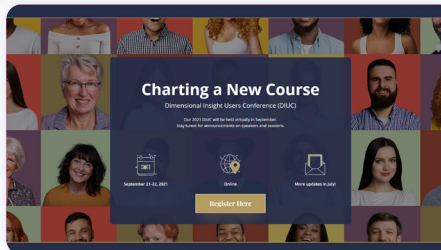
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CONTRIBUTORS



Rose Weinberger,
Senior Marketing Manager



John Sucich,
Contributing Writer



Lindsey Berke,
Contributing Writer



Raul Amez,
InterReport Consultant



Trevor Branch,
Marketing Writer

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Why move your analytics to the cloud?

If you ask most anyone about moving their software to the cloud, they'll not only know what you are talking about, more often than not, they will be doing so themselves. It's a trend that started long before the pandemic hit. But recently, the trend seems to have picked up its pace. In the "Flexera 2021, State of the Cloud Report," Flexera interviewed 750 "global cloud decision-makers" about their plans for the cloud, including asking how COVID-19 has impacted their plans. 9 out of 10 of these companies say the pandemic has accelerated their plans. It's no surprise the pandemic has accelerated their plans to move to the cloud. The pandemic caused many offices to close as employees began working from home, eliminating the need for (even the access to) on-premises hardware, software, and the staff to run them. Being able to access one's software in the cloud suddenly became very important.

Just how vital has moving analytics to the cloud become? Figure 1 from "Market Guide for 5G Network Ecosystem Platform Providers" includes this bar chart showing Enterprise CIOs expect analytics to be the number two "game changer" technology in 2021. Cloud follows immediately at number three. What about cloud analytics?

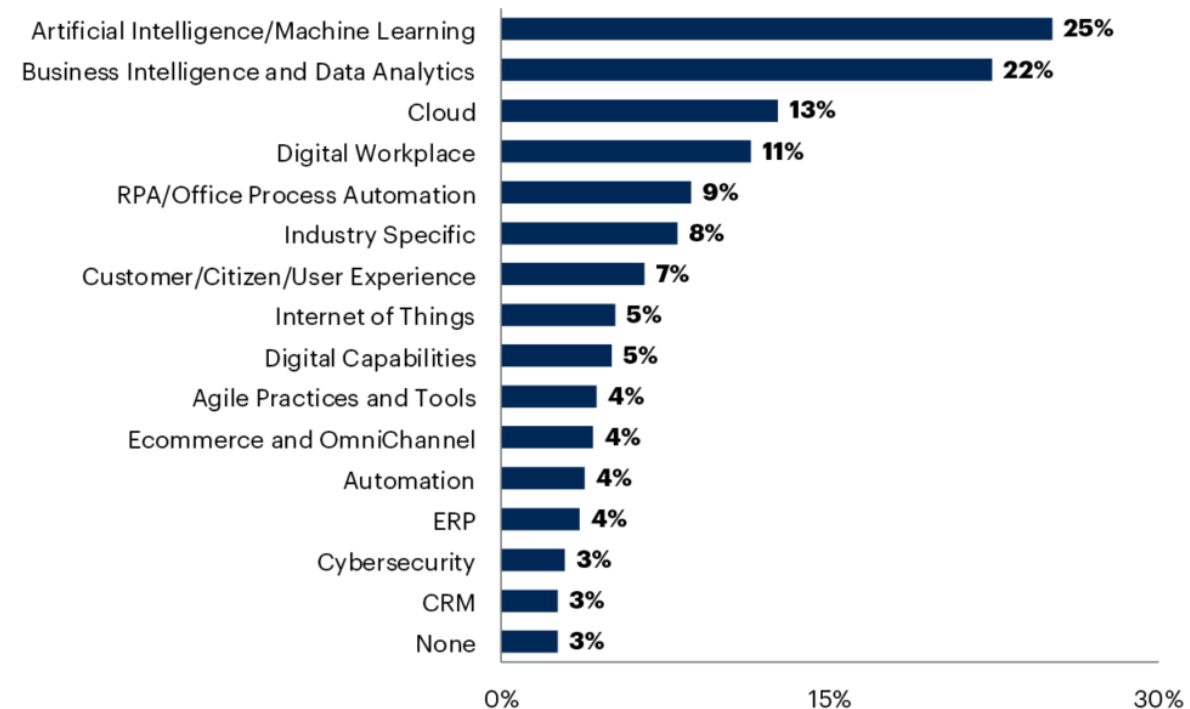
Rose Weinberger

Senior Marketing Manager
[LinkedIn](#)



Game-Changer Technologies

Percentage of Respondents



n = 1,790 all respondents, excludes "don't know/no answer"

Q: Which technology area do you expect will be a "game changer" for your enterprise in 2021?

Source: 2021 Gartner CIO Survey

Note: Showing technologies with at least 3% of respondents mentioning it as a game changer.

Coded open-text responses. Multiple responses allowed.

732877_C

Gartner

Figure 1

Laurence Goasduff predicted cloud analytics would be not just a priority but "essential." Here is an excerpt from his article "[Gartner Top 10 Trends in Data and Analytics for 2020](#)," 'Trend 6: Cloud is a given.'

"By 2022, public cloud services will be essential for 90% of data and analytics innovation.

As data and analytics move to the cloud, data and analytics leaders still struggle to align the right services to the right use cases, which leads to unnecessary increased governance and integration overhead.

The question for data and analytics is moving from how much a given service costs to how it can meet the workload's performance requirements beyond the list price.

Data and analytics leaders need to prioritize workloads that can exploit cloud capabilities and focus on cost optimization and other benefits such as change and innovation acceleration when moving to the cloud."

The pandemic caused many enterprise initiatives to be postponed but did not slow the trend to move analytics to the cloud. If you are questioning whether to move your analytics to the cloud or not, the following advantages to cloud hosting analytics may just convince you to act now.

Benefits

Figure 2 shows the pros and cons of cloud deployments, according to Gartner 2021 “Data and Analytics Essentials: Cloud.”

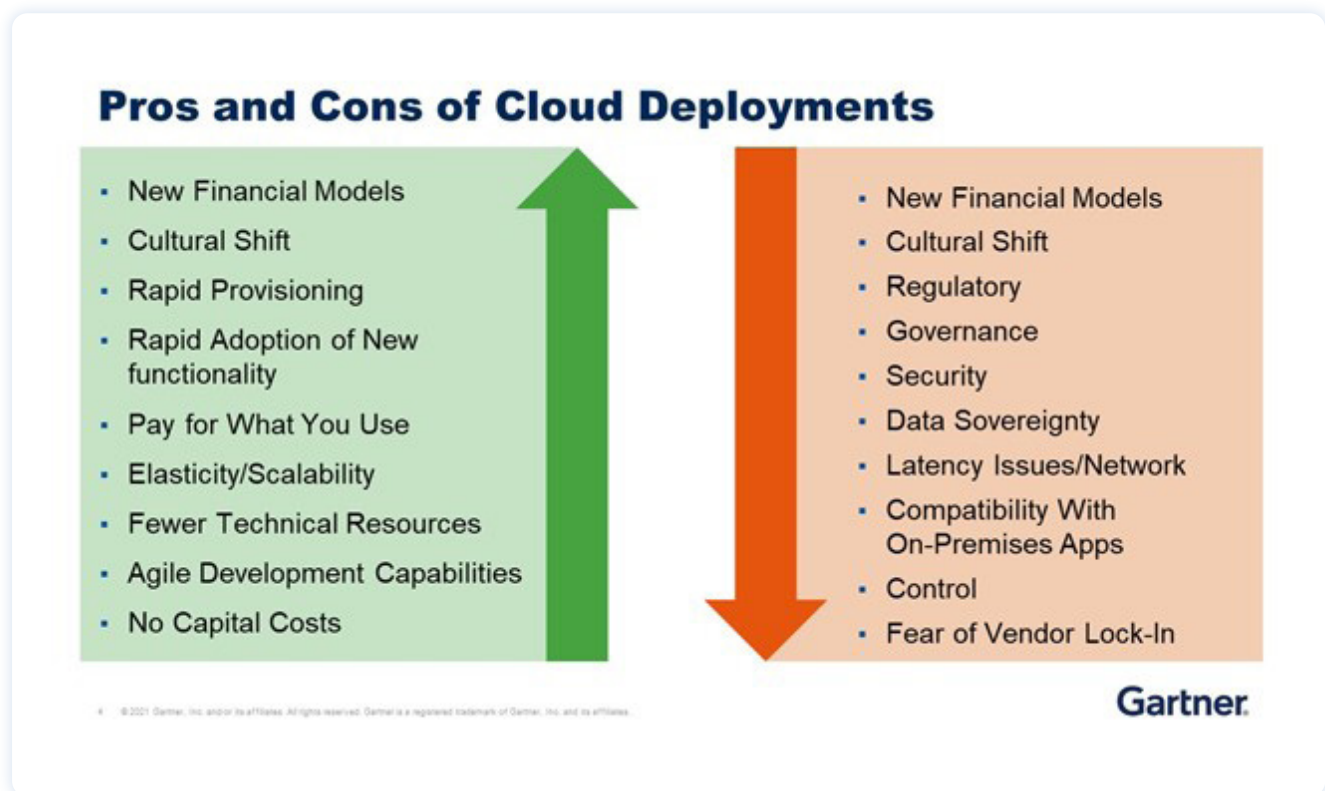


Figure 2

Items listed on the “Cons” side might be dealt with in the planning stage and via well-defined and flexible contracts with your CSP. Let’s look at some of the “Pros”—or advantages—in detail.

New financial models

Long-term hardware failures can cost hundreds of thousands of dollars in some cases. As owners of the server hardware that hosts your software, cloud service providers (CSPs) take the risk, and their customers relax. Companies that use cloud hosting no longer worry about outages. Accounting’s focus changes from capital expenditures to operating expenses.

Cultural shift

In a capital expenditure mindset, buying hardware and software upgrades consume a large portion of the budget. When companies move to cloud analytics, there is no longer an incentive to stay on old software versions to save money. Instead, CSPs keep hardware and software up to date, and subscribers pay incremental fees for these types of upgrades. Because of these changes, there is a cultural shift. Perceptions about what is fast and what is slow change. It is not a good use of time to work on an outdated system using outdated software. With their software in the cloud, employees can focus on innovation instead of just getting by.

Rapid provisioning

Time is money. CSPs have software and hardware experts working for you, so you can do what you do best: run your core business. And CSPs can provide server hardware and software configurations fine-tuned to run software in an optimized manner.

Rapid adoption of new functionality

Your IT staff is not required to do tasks associated with purchasing and maintaining hardware on-premises when you host in the cloud. Hosting in the cloud, therefore, frees up time for IT staff to focus on other work. Your staff works elsewhere as your cloud service provider does the job of keeping the hardware and software running.

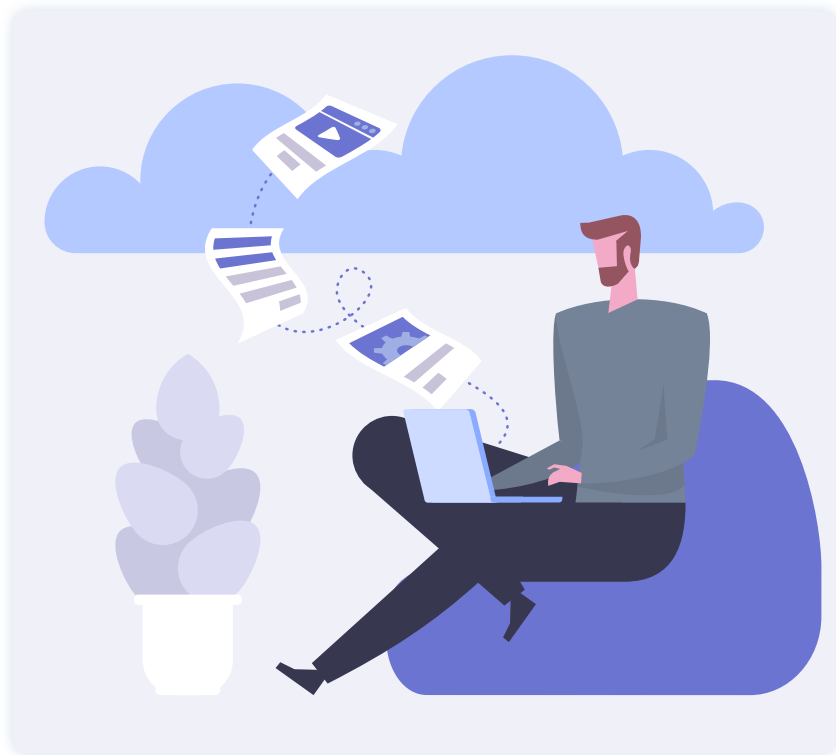
Installation time disappears for all intents and purposes. And your employees will spend no time on upgrades.

Pay for what you use

Figuring out how much computer memory and speed to buy for on-premises installations can be challenging. Determining this usage without having used new software can be even more difficult as users ramp up their understanding of the software and ability to use it. Buyers may attempt to start with small configurations and add on later, risking a situation where productivity halts as systems are overloaded. Or they may try to buy a more extensive setup that users will grow into, risking paying for unused resources. When companies move their analytics to the cloud, they can pay as they go and adjust capacity and cost on an as-needed basis.

Elasticity/scalability

The experiences of businesses over the past year and the pandemic are good examples of how quickly the business environment can change. Companies need to be agile to survive. In the cloud, your hosting services can promptly grow or shrink to adjust to your changing needs. When you move your analytics to the cloud, the size and performance of the server that hosts your software are flexible, providing agility and scalability. On the flip side, when you opt to host your data analytics software in-house, users may feel “stuck” and restricted by what you have purchased.



Fewer technical resources

Cloud analytics offload the responsibility for the configuration and operation of servers, storage, the network, and data centers. Offloading this responsibility allows staff to focus more time on essential objectives. At its simplest, the CSPs will enable you to continue to operate your software as you have before, just in the cloud instead of on-premises, freeing you of system maintenance tasks.

Agile development capabilities

It is expensive and time-consuming to build software testing and development infrastructure in-house. Cloud hosting services enable lower barriers to entry for this innovation and prototyping.



No capital costs

Hosting in the cloud costs less upfront than purchasing the hardware to host in-house. This kind of cost-saving occurs again when it comes time to upgrade or buy more hardware for expansion purposes. Companies that use cloud hosting do not have to outlay cash all upfront at these times.

Also, airflow and cooling are two significant concerns when planning a server room. The hardware used in a server room generates a lot of heat. To prevent this equipment from overheating, one must control the room temperature and humidity levels. Environmental control systems control the temperature and humidity—these can be expensive to operate. When you move to the cloud, you no longer have to pay to power on-premises servers nor pay to maintain their environment.

Are you ready to move to the cloud?

Dimensional insight has two options for the cloud: InterReport (SaaS) and DI Cloud (PaaS). With InterReport, our staff handles all tasks associated with operation and maintenance: data ingestion, ETL, content creation, standard reports, portal pages, and end-user application support. With DI Cloud, Dimensional Insight provides machines running Diver Platform, but customers have access to Workbench and are responsible for Diver Platform implementation, development, and administration. To learn more about Dimensional Insight cloud options, you can [read about them on our website](#) or download the [Dimensional Insight Hosting Services datasheet PDF](#) and read offline. 

Download Dimensional Insight Hosting Services datasheet

Download

The data you need to look for in the omnichannel era



by **John Sucich**,
Contributing Writer

A global semiconductor shortage. Bare supermarket shelves. Shipping containers backed up at ports. The focus on the supply chain over the past year-plus has been mostly on manufacturing and shipping—looking at whether companies were able to make their products in the same way, and then once they were made, getting those products to their destinations.

But the final step of the supply chain, where a product gets to a customer from the store, has undergone a major shift as well. Organizations have been forced to address the omnichannel trend, rethinking how they get their products to their customers and [the different ways they need to look at the data as a result.](#)



Changes to the supply chain

The pandemic caused many changes throughout the supply chain. Some organizations had plans in place because of previous disruptions, such as hurricanes or other natural disasters. Others learned on the fly where their weak spots were as they were forced to map out their entire chains for the first time. Still others found they could repurpose certain elements of their business, shifting goods bound for shuttered office buildings to supermarkets or other businesses that remained open.

Supermarkets and retailers, though, went through changes of their own as the omnichannel trend was accelerated. A CB Insights report shows that in the past year, [retailers have nearly doubled their investments in technology that make supply chain and logistics flow faster and more efficiently](#), spending \$8.6 billion. The report predicts organizations will incorporate even more technology to improve the shopping experience for customers both in-store and online.

Retail changes

In some cases, the pandemic forced retail stores to accelerate plans they already had to upgrade their digital shopping experience. Other times, they found it necessary to implement elements they otherwise wouldn't have. Curbside pickup, for example, was an experiment some retailers were exploring for the future that became a necessity almost overnight. There are a number of different ways a customer can obtain a product from a retailer, including shopping in person, having the product shipped to a person's home from the store, having the item shipped to the store to be picked up inside, and curbside pickup. **All of these have different impacts on profits.**

Another option—one of the most profitable from the retailers' point of view—is to ship directly from a distribution center. As a result, many organizations are building new warehouses in strategic locations. [The Lehigh Valley in Pennsylvania is one such area.](#) Major interstates are nearby that allow access to 30 percent of American consumers within a day's truck drive.



Data to consider

A September 2020 survey of 14,500 adults around the world by IBM's Institute of Business Value showed that just 27% of respondents would definitely visit a shopping mall post-vaccine. Even if that number is a low estimate, the fact is buying habits have changed and omnichannel is something organizations need to continue to plan for.

For many organizations, online shopping elements on their websites have not been a priority. They will need to follow the lead of companies that have found success with different approaches online, some from even before the pandemic. Stores like Lowe's and Home Depot began implementing a technology strategy in 2019, the end results of years of focus on supply chain and omnichannel. The visibility they

offer customers when they shop online, where they can see how much of a particular item is in stock and where exactly in a store it is located, is the kind of information customers are beginning to expect in an online experience.

For many organizations the shift from customers shopping in the store in person to shopping online means a shift in labor costs. As opposed to the customer doing the work in the store of picking an item from the shelf and checking out, with an online order retailers are shopping themselves and then either bringing the order to a curbside or readying it for shipping. Using data to identify how best to use workers and divide up tasks—rather than add a task to a worker’s already full plate—will help make the shift to omnichannel profitable. 

How virtual reality is helping to make surgery training safer and more efficient



by **Lindsey Berke**,
Contributing Writer

Virtual reality (VR) is best known for its headsets, goggles, and video games. But in healthcare, VR is making its statement in the OR. In this blog, we'll be exploring ways in which VR is helping to make surgeries—and more specifically, surgery training—safer and more efficient, including insight from Richard Vincent, CEO & co-founder of FundamentalVR and [Smarter Healthcare Podcast Episode 16](#) guest.

According to [Forbes](#), the global augmented reality and virtual reality market in healthcare is expected to reach \$10.82 billion by 2025, and one of the major ways that VR is being used in healthcare is through surgery training. Of course, textbooks and lectures are an essential part of learning, particularly in medical school, but there's nothing quite like visual and hands-on learning as it can help prepare individuals for realistic situations right on the spot.



Precision

FundamentalVR is one company that is helping to pave the way for safer training. [Richard Vincent says that his company began due to his interest in the application of virtual reality to the long-lasting problem of how surgery can be taught without damage to the doctor or patient.](#)

"Haptics at its simplest is the sense of touch," explains Vincent. "But it's so much more than that. What we're able to do through the technology that we use, and particularly with the haptics that we have within our system, which is that sense of touch, we're able to give vastly improved ranges of repetition. We can bring that experience to somebody at the point they need it in their location, particularly important in the world of COVID. And we can give them really, really precise feedback on the way that they're performing, how they're improving, where they have skills or knowledge or movement issues, and really to precisely develop their skills in a way that is difficult to do in traditional training techniques."



Vincent also further explains how such functions work: “Where and how you look at your patient in the surgical site is a good predictor of your confidence and your skill level. So, we measure your eye movement and we feed back on that. We can see as the validated studies have shown, if you’re experienced and confident and competent, then your eye movement is very small. And if you’re less so, then your eyes tend to be moving around a lot. Another example is telemetry. So your hand moves. We look at the efficiency of your hand movement and how your hands, whatever they happen to be holding at the time, whether it’s a scalpel or a drill or something else, how those move in and out of the field of surgery.”

With more practical and precise navigation, companies like FundamentalVR will definitely be paving the way for surgery enhancement techniques, whether that be in the OR or during medical school training.



Vision and costs

A surgeon’s field of vision is one of the most vital factors of completing a successful surgery, especially surgeries that are of long duration or for surgeons who have the OR booked back-to-back. Burnout is real, and [Proprio](#) is one company that is currently using their \$30 million funding to help improve the accuracy of surgical instruments, which makes procedures and training safer for both the surgeon and patient when necessary. Proprio’s technology “[augments how surgeons can operate on the spine and brain, which lets them see corners and enhance images for precise surgical tasks.](#)” Surgeons using Proprio’s tools can even lay out an entire procedure before the actual surgery so that they can practice and prepare for the general timeline of things that must be done during that time—of course taking into account the fact that surgeons should expect the unexpected. This planning is done using a 3D canvas of their patient’s brain and spine. Before such technological advancements, surgeons would

only get one chance to perform a successful surgery on their patient. But with technology like Proprio, medical professionals can practice their procedure as many times as they need before conducting the real thing. This can not only reduce stress and anxiety for the surgeon, but make it safer and more promising for the patient, and cut down costs significantly due to a decrease in “re-do’s.”

According to the [Association of American Medical Colleges](#), healthcare is under strain in the U.S. and is predicted to be short 23,000 surgeons by 2032 and “[a lack of training among residencies and fellowships for both quantitative technical assessment and qualitative hand-on practice can lead to deficiencies in critical skills.](#)” This makes it even more essential for new developments in VR technology that can give individuals more access and opportunities to practice procedures in a safe way—especially nowadays as we continue to live through a global pandemic.



Gabriel Jones, founder and CEO of Proprio, says that although his technology is still in the clinical trial phase, they expect FDA clearance within the next year. “Revision surgeries, or ‘re-do’s,’ on spinal surgery cost the U.S. health system over \$1 billion a year. That’s only in one category of surgery,” says Jones. “Those costs ultimately are borne by the patient in the form of insurance rates and co-pays. Ultimately, better accuracy leads to less revision surgery, healthier patients, happier surgeons, and lower costs.”

Virtual reality is a technology that is constantly advancing, and it is clear that it has a lot to offer in the healthcare industry. While the pandemic definitely sped up the need for such technology due to overcrowded hospitals, decrease in medical resources, and social distancing precautions, VR was showing promising results years before the pandemic as well. As Richard Vincent emphasized in the Smarter Healthcare Podcast, VR technology is not meant to replace current surgical techniques or to change the way surgery training is conducted, [but rather augment it](#) and help improve it. If there’s anything that can make surgery and training safer and more efficient, the healthcare industry will invest in it, and as we’ve seen, VR solutions are quickly climbing to the top. [□](#)

How Smart Hospitals Are Using their Data in the COVID-19 Pandemic

[Read white paper](#)

Launching production from DivePort

Raul Amez

InterReport Consultant

LinkedIn



Usually, modifications to data viewed in DivePort take place in Workbench using production scripts. But you can use DivePort to trigger production scripts. Starting scripts from DivePort is essential because some users will need up-to-the-minute data to make the right time-sensitive decisions. Waiting for IT to fulfill a change request or update data is not an option for these users. This article explains how to modify DivePort to launch production scripts that make these kinds of updates immediately.

There are three events in DivePort that can be modified to launch production scripts:

- 1. Logon/logoff
- 2. A page visit
- 3. Clicking a button

Let’s walk through the steps to modify each of these events

In the first example, we can add a production script to the “Portal Settings” in DivePort. Start with your DivePort window. In the upper right of the screen, you will see the word “Admin.” Click on Admin and then Portal Settings. Here, there are two form fields listed, one after the other, where you can enter your production script:

- 1. DI-Production Logon Script
- 2. DI-Production Logoff Script

These configurations trigger the production script to launch when a user logs on and before displaying the first page or after the user logs off.

Portal Settings

Locale	en_US
NetDiver URL	* /netdiver
DiveTab URL	* divetab.dimins.com/saleskit
SideBar Display	Compact
Default Interface	Simplified
Chart Animations (duration in ms)	no animation (recommended: 1000)
Session Timeout	60 minutes
DiveLine Server	_Admin@sandiego.dev.dimins.com:2130 v7.1 (18)
Web Server	Apache Tomcat v9.0.31 (Debian)
Java	OpenJDK 64-Bit Server VM v11.0.9.1
Thunderforest API Key	
DI-Production Logon Script	* project://supplier/update_logon.prd
DI-Production Logoff Script	
Text Print Footer	
HTML Print Footer	
HTML Print Footer Height (mm)	10

OK Cancel

Figure 1. Portal Settings dialogue box showing production script form fields

In Figure 1, you will notice the production script path includes “supplier” and “update logon.” The script filename contains these words as a reminder that the script updates the Supplier DivePort upon logon. Using a description of the script action to name the file is a best practice we recommend for anyone creating these production scripts. We recommend doing so for all your production scripts.

Let’s review how this production script looks in Workbench

This script has three parts:

- 1. A regular start node
- 2. A cBase build
- 3. An end node

We could add more parts to the script. However, you must keep in mind that this script will load every time a user logs on and impacts page load time. There will be a delay in loading other parts of the page while the production script is processed. You don’t want a massive production script running when someone logs on because longer production scripts take longer to load. A lengthy load time will irritate the user as they wait for the environment to populate with the DivePort window.

It is important to test the DivePort trigger to make sure it is operating correctly. We can test this trigger by logging out and then logging back into DivePort.

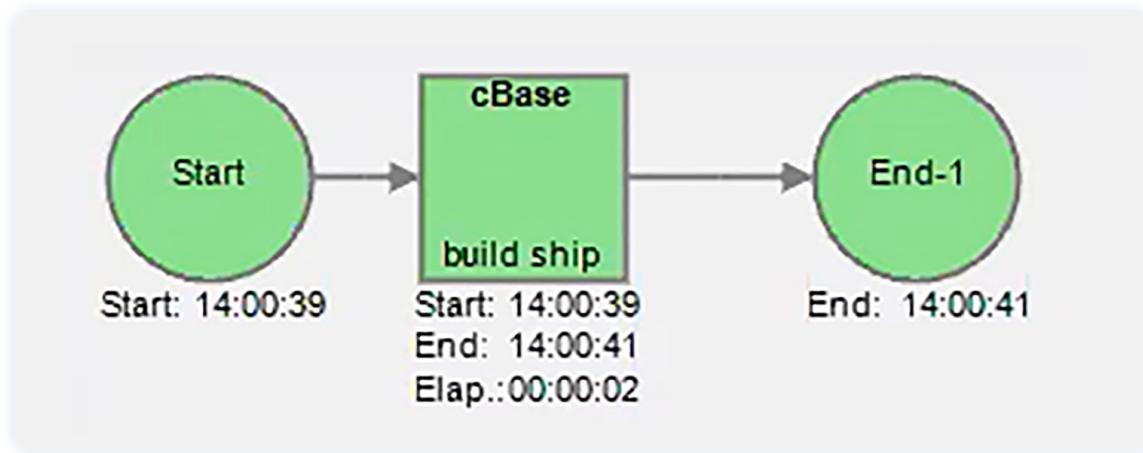


Figure 2. Simple production script

Let's look at the results of running this simple production script

History:

Start Time	Completed	Result	Run Configuration	Started By
✓ 2021-06-03 14:17:06	2021-06-03 14:17:09	Succeeded		Manual:ramez@dimins.com
✓ 2021-06-03 14:00:39	2021-06-03 14:00:41	Succeeded		Manual:ramez@dimins.com
✓ 2021-06-03 13:50:23	2021-06-03 13:50:26	Succeeded		Manual:ramez@dimins.com
✓ 2021-06-01 14:13:49	2021-06-01 14:13:52	Succeeded		Manual:ramez@dimins.com

Figure 3. Script logfile

We can see from the "History" shown in Figure 3 that the script ran correctly because the "Result" field is "Succeeded." If this were a live demonstration, you would notice that there was a slight pause upon logon. If it took much longer, you would've seen the loading indicator. The default loading indicator is a spinning image of the Dimensional Insight "cube pyramid" icon or what we call the "Loading DI Pyramid Indicator."

When you're setting up a production job to run on logon, you don't want something that runs, for example, four minutes at a time. Instead, you want a quick action that could perhaps be refreshing external QuickViews. Or maybe if you're logging into a specific dashboard and you want to update some particular values on that page. You can do that upon login.

Launching production from a specific page

Another way to launch production from DivePort is from a specific page. In this case, we can use "Edit this page > Settings" to launch a production job when a user loads the page. Keep in mind that this setting also launches the production job when reloading the page. Thus, any time a user visits the page, the script will load and be executed.

Let's examine the steps to create a production script trigger to launch from a specific page—that is, it will launch when a visitor goes to that page. It is easy to create this trigger:

1. Start with your DivePort page and click on the word "Edit" in the upper righthand corner of the page to start editing.
2. Go to "Settings," and in the list of settings is an item called "Page DI-Production Script."
3. Enter the project production script path to update inventory.

We can test the script by refreshing the page and then going to Workbench to review the "History" of the specific script we used. If the "Result" field is "Succeeded," the script ran successfully when we reloaded the page.

Now let's talk about the final kind of event that can launch a production script from DivePort, clicking on a button

The process involves adding a "Click Action" to an element on the DivePort page.

We will add the "Click Action" on one particular portlet within a page. Go to your DivePort page click "Edit" to start editing. Right-click on the page and click on "Add Portlet > Background Portlet," and the "Edit Background Portlet" dialogue box appears. In the lower-left of this window, there is a "Click Actions..." button. See Figure 4.

Clicking on the "Click Actions..." button will open the "Click Actions" dialogue box. See Figure 5.

As you can see in our example shown in Figure 5, there is already a click action with the label "Run DI-Production Script." Let's walk through the steps to show you how to create this click action. First, click "Add..." and another popup window appears. It is the "Edit Click Action" dialogue box shown in Figure 6.

There are several settings that you will need to define here. Start by defining the "Type" as "Run DI Production Script." You will notice that the "Label" setting auto-populates with this name, and the setting called "HTML" changes to a new setting, "Script." Leave the "Scope" setting as "Portlet" and type the pathway to your script in the "Script" settings box. Click "Okay."

Now that you have created the click action, you can click "Save" in the upper right of the page and return to the DivePort page as an end-user would see it.

To test what you have done, click on the click action button. Then, go back to Workbench and review "History" to see if the production script launched and ran successfully.

As I mentioned at the beginning of this article, launching production from DivePort is powerful, and you can do a lot using these methods. To get all the details of launching production scripts from DivePort, you can see this entire video online in [session 29](#) of the Knowledge Forum. 

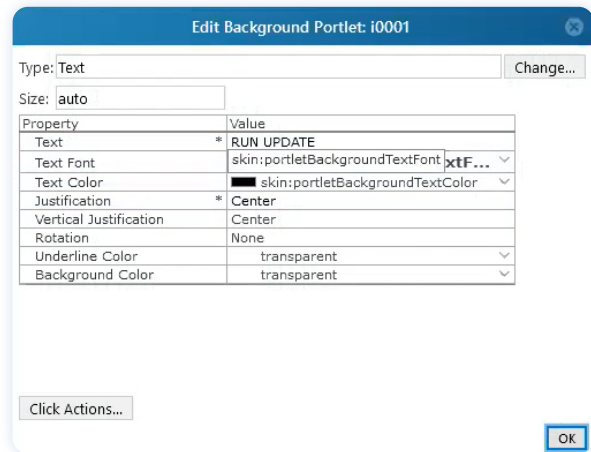


Figure 4. Edit Background Portlet

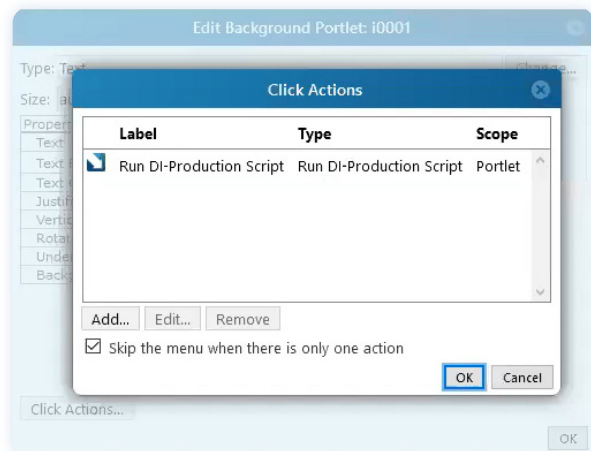


Figure 5. Click Action Dialogue Box

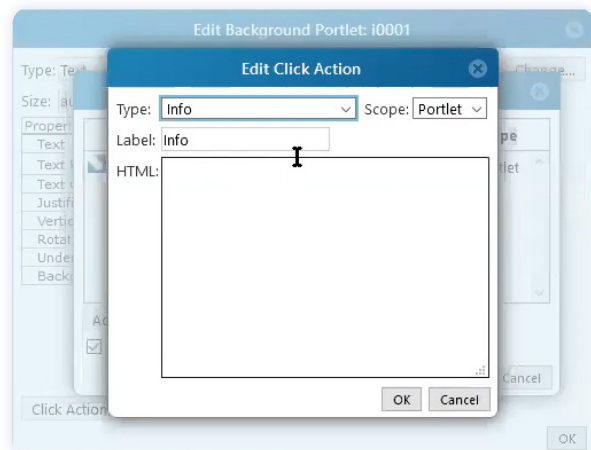


Figure 6. Edit Click Action dialog box

For more information:

Knowledge Forum

How millennial trends are changing beverage alcohol sales & marketing

Trevor Branch

Marketing Writer
[LinkedIn](#)



The recent pandemic had an unprecedented impact on the U.S. [wine and spirits industry](#), with many bars and distilleries having to [reimagine their business models](#) overnight. COVID accelerated many already-emerging trends, especially in the millennial demographic.

Compared to prior generations, millennials are more technically inclined, socially aware, and health conscious—all of which is reflected in their purchasing habits. In a [recent webinar](#) held by Dimensional Insight, industry experts discuss some of these habits and the effect they'll have on the wine and spirits market over the next several years. Here are some of the key takeaways from the panelists.

Premiumization

Due to a greater focus on healthy living and general awareness of the products they're using, millennials are turning to premium alcoholic beverages. A recent poll from [CGA](#) found that 64% of US consumers aged 21-34 and 52% overall are willing to pay extra for higher-quality drinks. This interest in healthy living has driven a significant increase in the sales of natural and organic wines and spirits.



Additionally, this trend extends to mixers and ingredients, with millennials demonstrating hyperawareness about labeling and what's going into their drinks. To accommodate this, more and more brands are introducing options that contain [reduced levels of sugar and alcohol](#).

Non-surprisingly, the demand for organic and natural products is also closely related to the recent interest in sustainable practices. Millennials want the brands they buy to consider the environment in their production. Millennials want brands with shared overall values. [Some distilleries](#) are seeing a significant increase in sales after taking environmental initiatives like going carbon neutral and promoting climate change awareness.



"Experiences" over "things"

Across all industries, millennials have demonstrated a preference for investing in unique and elevated experiences as opposed to buying objects. The craft nature of wine and spirits makes them ideally suited for this new trend in spending preferences.

Whereas alcohol tourism was once largely isolated to wine, millennials have started branching out and exploring the spirits industry in their search for novel authenticity. Many businesses are witnessing an increase in non-traditional drinking activities like distillery tours and whiskey dinners.

This desire for uniqueness and authenticity can also be seen in the products themselves, with millennials seeking out [local flavors and purchasing from craft distilleries](#). Younger consumers care about where and how their drinks are produced and have a desire for a "[story in a glass](#)" experience. Businesses are also witnessing an increase of direct-to-consumer sales as millennials try to connect with their favorite producers.



Image credit: lenscap50—tock.adobe.com

Ready-to-drink is here to stay

Ready-to-drink sales saw a huge spike during the COVID-19 pandemic as consumers adapted to social distancing and tried to replicate the cocktail experiences they were missing at bars. According to the [Distilled Spirits Council](#), ready-to-drink spirits sales increased by 125% over the past year, growing at a faster rate than any other category of alcohol.

Additionally, the millennial health and wellness trend generated a huge market for hard seltzers, growing a whopping 160.4% from 2019 to 2020, according to [NielsenIQ](#). Not only are hard seltzers emerging as a drink of choice for many homes, but they're also gaining serious traction in the on-premise market as consumers start returning to bars and restaurants.

With the onset of the COVID-19 pandemic, 35 states temporarily relaxed their alcohol laws and allowed the sale of cocktails-to-go. Now that the pandemic is finally winding down, [15 states](#) so far have voted to keep these amendments permanently, indicating a new trend in how establishments connect with their customers.

Increasing technological expectations

Unlike their predecessors, millennials grew up surrounded by technology and social media. This means that millennials have higher expectations from businesses when it comes to stream-lined shopping and technological convenience. Businesses are expected to deliver instant service, instant shipping, and accurate product selection.

One of the greatest challenges for businesses targeting the millennial demographic is adapting to the multi-platform approach to shopping. Distributors and retailers must be able to fulfill orders through a variety of ecommerce channels (like telephone, app, web-site, [Drizly](#), etc.) to meet the needs of their customers. Additionally, businesses have to optimize the many platforms their customers use for communication in order to maintain a record of dependability.

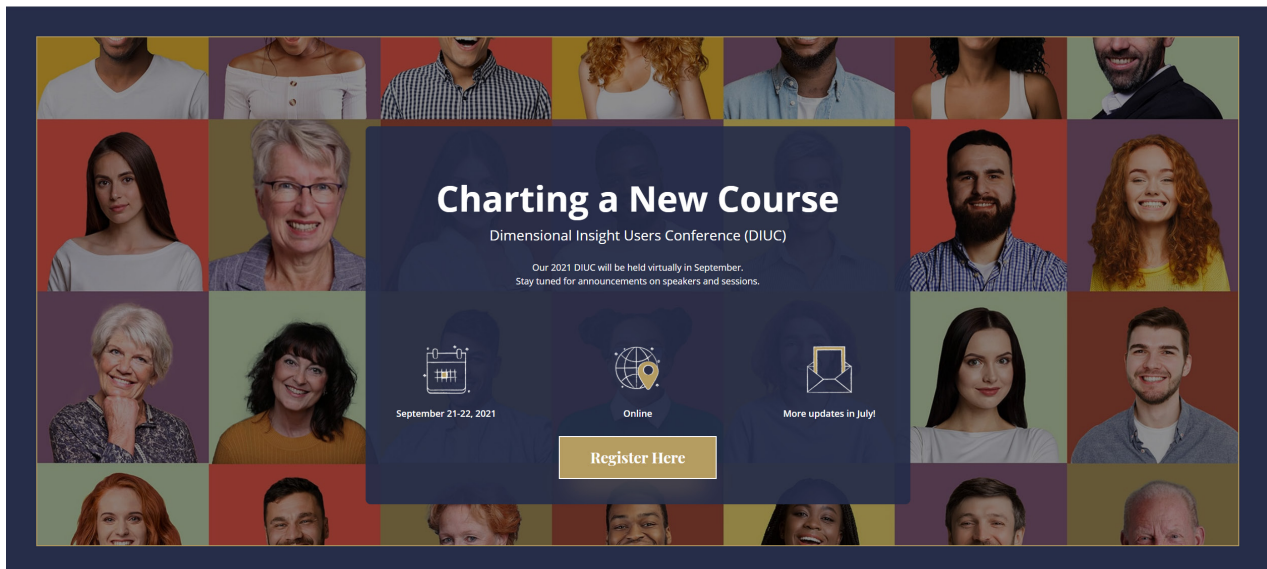
As of 2019, 90% of people aged 18-29 and 82% aged 30-49 use social media, according to [Pew Research](#). Businesses can no longer ignore the growing role social media plays in modern commerce, with millennials now viewing an active online presence as a standard brand expectation. Marketing budgets are also now geared mostly towards Google and Facebook ads as traditional forms of media like print and radio lose favor in the younger generations.



Conclusion

The largest generation to date, millennials are taking over the beverage alcohol market and forcing businesses to adapt to their novel shopping trends. To learn more about this trend, you can view the complete webinar, "[How Millennial Trends Are Changing Beverage Alcohol Sales & Marketing](#)." □

Please join us for this year's Users Conference!



We are now happy to announce the 2021 virtual Dimensional Insight Users Conference (DIUC21)!

Date: September 21-22, 2021

Time: 1:00-3:00 p.m. EDT (both days)

Mark September 21 and 22 on your calendars and look for more information about the conference in the weeks ahead. We've picked the dates and established a theme (Charting a New Course).

Now, we're working on the agenda and hope to announce it soon.

If you would like to get a jump start on the registration process, please go to our website and [sign up now](#).

Special Note

Last year, the conference was held over two days with identical content on each day. This year, we are trying something different, and each day will have separate content. So please plan to attend on both days if you can.

Charting a New Course

DIUC21

Register