



NABCA and Dimensional Insight

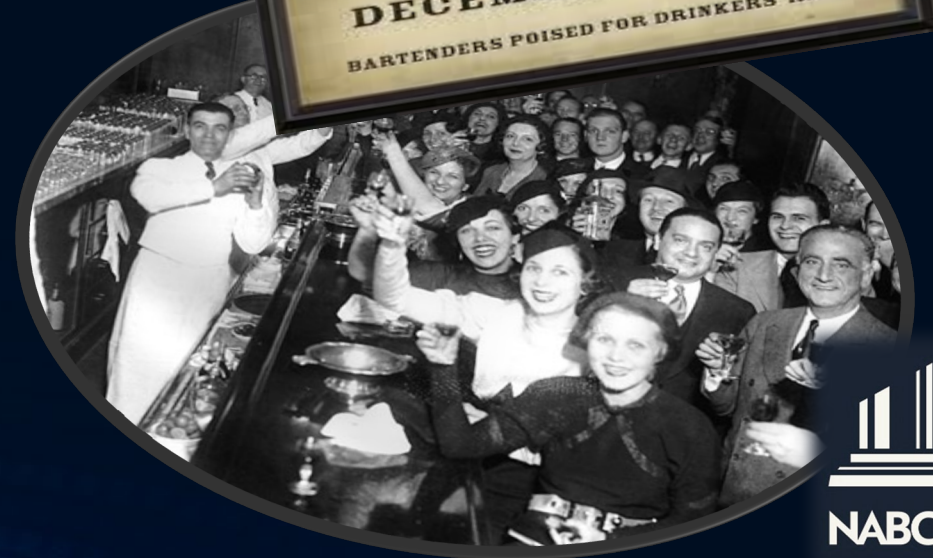
A SUCCESSFUL PARTNERSHIP!

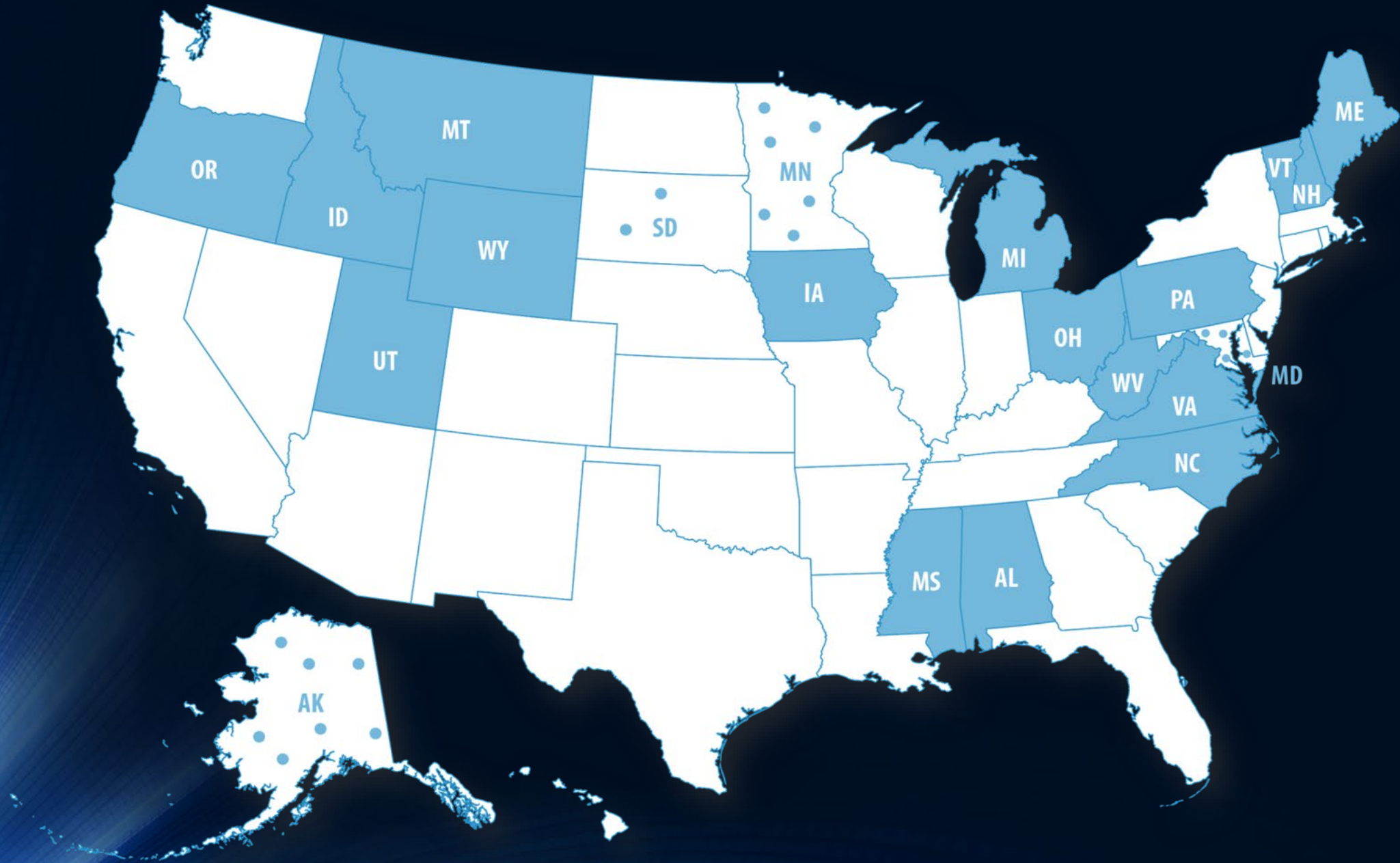
Who is NABCA?

- National trade association representing Control Systems in the U.S.
- Established in 1938 for two purposes
 - Host an Annual Conference
 - Collect Pricing Information
- Our mission today is to support member jurisdictions in their efforts to protect public health and safety and ensure responsible and efficient systems for beverage alcohol distribution and sales
- Collect and distribute member jurisdiction sales, inventory, and pricing data to governmental entities, industry, public health, and other organizations

What are Control Systems?

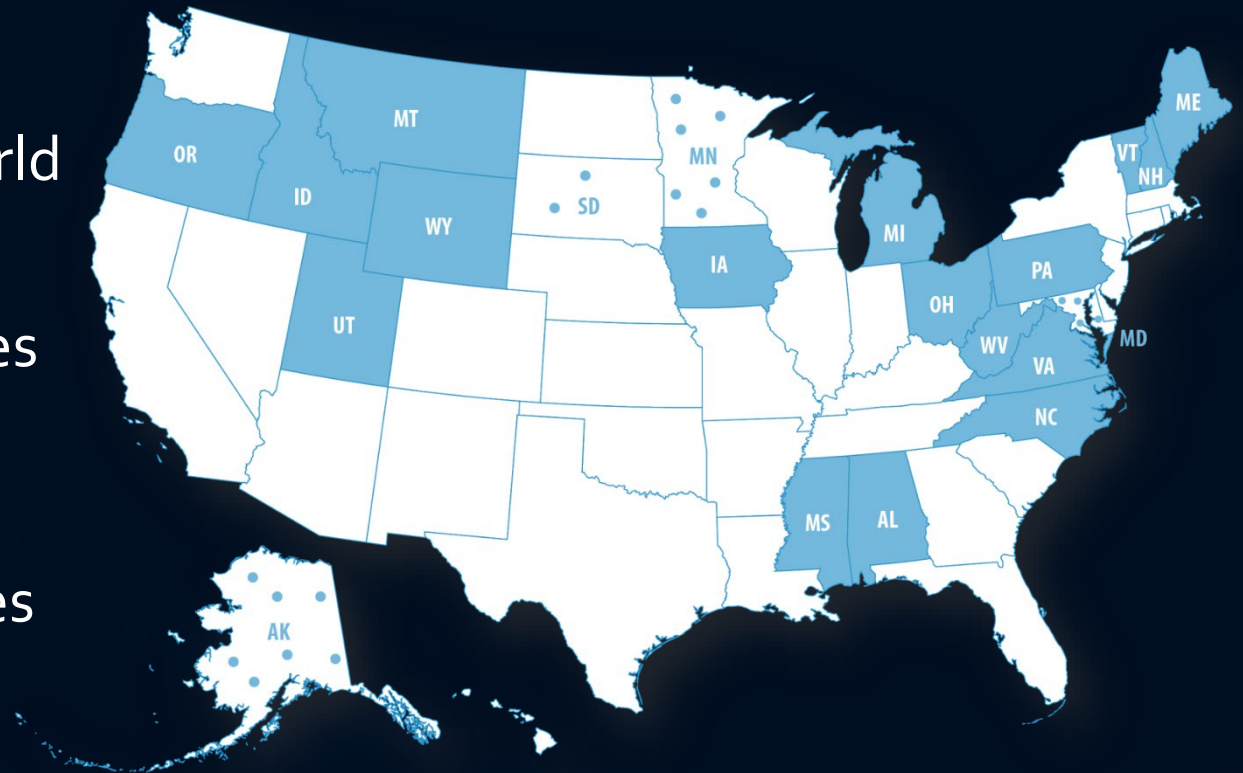
- The 18th Amendment established Prohibition in the U.S. in 1920
- The 21st Amendment repealed the 18th Amendment and ended the Prohibition experiment in 1933
- Regulation of beverage alcohol sales and distribution was granted to the states
- All states have some form of regulation, but control states control the sale and distribution of beverage alcohol in their respective states
- Some states, like Alaska, Maryland, Minnesota, North Carolina, and South Dakota allow counties and municipalities to decide on beverage alcohol regulation





Control Systems by the Numbers

- 18 Control Jurisdictions
- 4th Largest Market in the World for Distilled Spirits
- In 2021, sold 62+ Million Cases of Distilled Spirits for nearly \$13 Billion
- In 2021, sold 18+ Million Cases of Wine for over \$2 Billion



NABCA and DI Start Relationship in 2002

- Monthly summary level sales for all 18 control jurisdictions
- Daily warehouse inventory for 12 control jurisdictions
- Monthly account level sales for 17 control jurisdictions
- DI-Atlantis Integrator and Model Design
- DI-Diveline
- One Developer and One System Admin – NABCA
- Roger Williams - DI

ProDiver Go-Live October 2003

- Diveline 5.0/ProDiver 5.0
- 48 Divebooks with over 500 *.mdl files
 - 18 SKU Level Monthly Sales Divebooks
 - 12 SKU Level Daily Inventory Divebooks
 - 17 Account Level Monthly Sales Divebooks
 - 1 District Sales Divebook
- 10 users – Business/Data Analysts

Timeline

- October 2003 - Diveline 5.0/ProDiver 5.0
- October 2010 – Diveline 6.0/ProDiver 6.0
- December 2011 – Diveline 6.3/ProDiver 6.3/DivePort 6.3
- January 2014 – Diveline 6.4/ProDiver 6.4/DivePort 6.4
- March 2019 – PQRS (DivePort-IN)
- June 2020 – Diveline 7.0/Spectre 7.0/ProDiver 7.0/DivePort 7.0
- July 2021 – Diveline 7.1/Spectre 7.1/ProDiver 7.1/DivePort 7.1
- September 2022 – Diveline 7.1/Spectre 7.1/ProDiver 7.1/DivePort 7.1/Gateway 7.1

ProDiver/DivePort/DivePort-IN (PQRS)/ Spectre/DiveTab/Gateway – September 2022

- Diveline 7.1/ProDiver 7.1/DivePort 7.1/Spectre 7.1/DiveTab/Gateway
- 84 Divebooks with just under 200 cBases
 - 18 SKU Level Monthly Sales Divebooks
 - 18 SKU Level Daily Inventory Divebooks
 - 25 Account Level Monthly Sales Divebooks
 - 18 Account Level Daily Sales Divebooks
 - 5 Special Custom Divebooks
- 750+ users – Business/Data Analysts, C-Suite, Managers, Compliance Officers, Salespeople

What DI's Relationship Means for NABCA

- Creative Solutions for Difficult Problems
- Intangibles
 - Understands beverage alcohol industry
 - Extension of our IT, MIS, and Help Desk departments
- High ROI
- Helps us understand/know what's available
- Art of the possible

DI Solves Business Problems with Creative Solutions

- 80+ Alcohol Beverage Companies with various subscription levels
 - Managed via Member Management Portal in [DivePort](#)
- Nearly 200 Lookup Tables Across 20+ Subscribers
 - Managed via Lookup Management Portal in [DivePort](#)
- Nearly 200 DIAL Jobs Across Multiple Projects
 - Managed via DIAL Management Portal in [DivePort](#)

DI Creates Cost-Effective Price Quotation Submission Tool (PQRS)

- Four Control Jurisdictions
- 200+ Compliance Officers
- Submit Price Quotation Forms using DivePort-IN
- Adding two more Control Jurisdictions H1-2023

What's Available/What's Possible?

- ProDiver – Power Users/Business/Data Analysts
- DivePort - C-Suite
- ProDiver and DivePort - Advanced and Regular Business User
- DivePort-IN - Compliance Departments
- DiveTab/Gateway - Salespeople

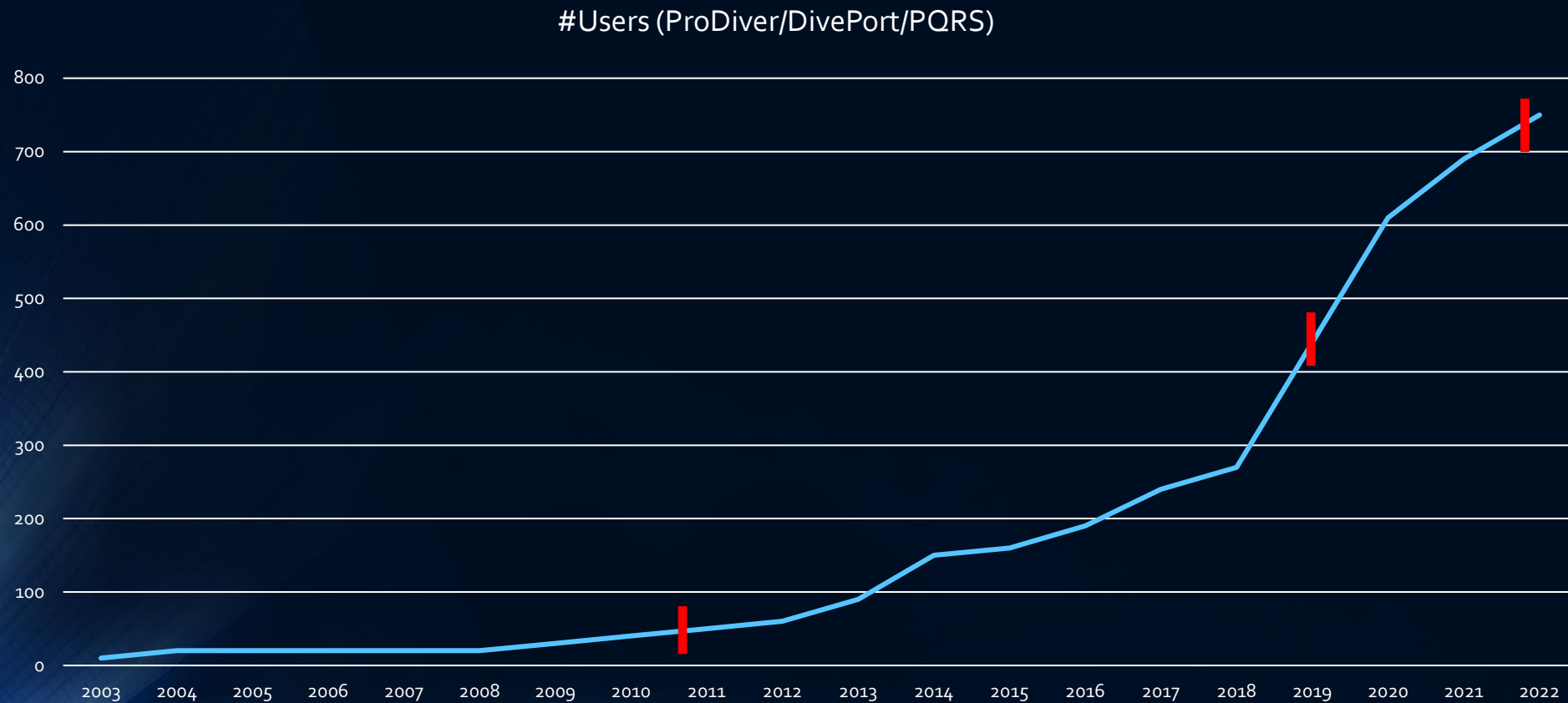
NABCA Gateway

- Mobile Access via iPad to NABCA's Daily Sales and Analytics Reports
- Data Synced Daily from Central Server Hosted by DI
- Market Share
- Product Tracker
- Gap Report

NABCA's and DI's Relationship Tells a Story

- NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and ensure responsible and efficient systems for beverage alcohol distribution and sales
- DI's platform provides us all the tools need to effectively display beverage alcohol sales in each state no matter who our audience is
- Ultimately, combining alcohol sales with public health and crime data to show that Control Systems help protect public health and safety

Number of Users over Time



Thank You!