THE BUSINESS CASE FOR ON-DEMAND SOLUTIONS

SALES/ MARKETING /INVENTORY

Nancy Berkowitz

Industry Director
Dimensional Insight

Sarah Elliman

Co-Founder
Submerce eBusiness

Welcome to the Outsourcing Panel !

- Overview of On Demand Software

- Why On Demand

- Implementation Considerations

- Delivery Considerations/ Requirements

- Real Life Examples

- Benefits/Results

- Success/Failure

Dimensional
I N S I G H T

Submerce™

What is On-Demand Business Intelligence for Wineries & Distributors?

- Delivery of actionable information

- Ready when needed

- Cost efficient

On-Demand BI is the Delivery of Actionable Information

- Sales/depletions
- Inventory
- Quota/goals vs. actual
- Supplier/distributor reviews
- Trends-pricing/sales
- Market penetration
- Survey information
- Placements-new and lost

On-Demand BI is the Ability to Have Instant Access t0 Business Critical Information

- Information ready when needed
- Available 24/7
- Web or disconnected
- Support/help-Internal and external
- Easy to export

Dimensional
INSIGHT

Submerce™

On-Demand BI is Cost Efficient

- Minimizes IS/IT resources
- Streamlined deployment
  - *Hosted*
  - *Web-based*
- Speeds ROI
  - *Easy Access*
  - *Easy to Use*
  - *Empowers effective decision-making*

Dimensional INSIGHT

Submerce™

Why choose the On-Demand model to meet your information requirements?

- Recent study:
  - *80% of "best in class" rate the delivery of actionable information top 10 priority*

- Rationale:
  - *Increase sales*
  - *Decrease excess inventory*
  - *Reduce cost of operations*
  - *Achieve marketing efficiencies*

Aberdeen *Group*
A Harte-Hanks Company

Dimensional INSIGHT

Submerce™

Why choose the On-Demand model to meet your information requirements?

- Recent study:
  - *Less than 12% planning to deliver information in excel and printed reports.*

- Rationale:
  - *See everything in one place, in one interface*
  - *Ease of use and training*
  - *Reduce duplication of efforts*
  - *Full time support*

Why choose the On-Demand model to meet your information requirements?

- Recent study:
  - *#1 issue for IT :   "perform despite budget constraints"*
  - *Organizations are looking for new approaches to implement BI software*

- Methodology:
  - *Hosted environment (SaaS: Software as a Service)*
  - *Cost vs. IT department/no IT department*
  - *Skill set*
  - *Project time*
  - *Security-back up*

Implementation Considerations

- On-Demand BI Tool
  - *Define usage for each department*
  - *Define each users needs, likes, dislikes, skill set*
  - *Define data sets and priorities*
  - *Determine cost savings for BI tool*
  - *Determine Budget*
  - *Set up evaluation and implementation team*

On-Demand 'Landmines'

- Hidden Costs- multiple modules, consulting
- Time to implement
- Personnel skill set - short and long term
- Availability of data needed/data volume
- Look and feel of output/reports
- Maintenance
- Future needs vs current needs
- Hardware needed-short and long term
- Cost to make changes
- Understand your business – learning curve

Dimensional
INSIGHT

Submerce™

Wineries

- Shipment & Depletion Analysis
- Purchasing
- Channel & Chain Analysis
- Shipping & Order Fulfillment Analysis
- Inventory Efficiencies
- Sold/unsold accounts
- Distributor reviews

Distribution

- Sold/unsold
- Chain and Channel Analysis
- Inventory Freshness
- Distribution reach, Customer counts
- Supplier Reporting
- Purchasing Trend Analysis
- Margin Management/Price Books

Warehouse Management

- Inventory Control/Management
- Bookings/Shipments/Backlogs
- Warehouse layout

Sales and Marketing

- Product Profitability
- Forecasting
- Program Tracking
- Sales/Brand/Distributor Analysis
- Broadcast Reporting

Dimensional INSIGHT

Submerce™

Case Study: Submerce

- Mission:

  Provide a cost efficient all-in-one solution for Point of Sale, ecommerce, wine club management and inventory control for established wine business with multiple locations.

Client's Requirements

- Fully manage ecommerce, wine club and Point of Sale system for wine merchant with two locations in two different cites

- Real time synchronization of all customer and order data across all sales channels

- Integrate with existing GL and shipping company

- Configurable role based security and access levels

- Real-time reporting of inventory and sales figures

Dimensional INSIGHT

Submerce™

Submerce Solution

- Full assessment of business processes
- Single Database Solution
- Migrate legacy customer records and order history from multiple platforms into Submerce
- Provided local and remote access through web based application
- Reduced order processing time
- Increased efficiency across entire operation
- Lower total cost of ownership

Case Study: Dimensional Insight

- The Diver Solution™

  Dimensional Insight's Diver Solution™ is an end-to-end business intelligence solution that specializes in reporting and analytics services for the wine & spirits industry. Over 80% of all beverage alcohol consumed in the United States is analyzed using Diver.

Large Winery Client

- Rationale:
  - *Technology customized to meet the specific needs of the wineries/beverage alcohol industry*
  - *Solution that provides an option for remote users to access information while disconnected from the network.*
  - *User interface that is suited to answer queries or just see reports*
  - *Supports large data set and business metrics/users*
  - *IT Department on overload*
  - *Data from multiple sources in high volumes*

Dimensional
INSIGHT

Submerce™

Large Winery Client

- IT Department on Overload
  - *Multiple projects, no personnel*

- Data Volumes
  - *Multiple data sources-NABCA, BDN, TD Linx, Nielsen AS400*
  - *600 million rows of data*
  - *Complex mapping*

- Cost Efficient
  - *Initial set up*
  - *Ongoing Maintenance*
  - *Implementation time*
  - *Environment*

Dimensional
I N S I G H T

Submerce™

Solution Customized to Meet Needs

- Industry Specific
  - *Project-Depletion and Account Sales Reporting*
  - *Needs defined by sales*
  - *Jump learning curve*
  - *Short implementation*
  - *Minimal training*

- Web Delivery, Disconnected Ability
  - *Portal Environment*
  - *Traveling Execs need access to "Dive"*

- Usage
  - *Suitable for all types of users*
  - *Ad hoc*

Dimensional
I N S I G H T

Submerce™

Benefits of On-Demand BI

- Allows IT department to focus on critical mass
- Eliminates IT doing report writing and support
- Cost Efficient-No new hardware, lower software cost
- Users have access to crucial data when needed
- Functionality available at fingertips for those in need
- High service level-support by software experts/industry experts

Dimensional
INSIGHT

Submerce™

Client Results

- Initial set up- 1/10th of estimated in house cost
- Implementation time cut in half
- Efficient Operations-ongoing maintenance 25% savings
- Secure environment
- Always on latest version of software/upgrades
- Streamlined issues

Dimensional
I N S I G H T

Submerce™

On-Demand BI: Checklist

- Understand internal needs/functionality

- Understand business (vendor/internal)

- Using their staff appropriately

- Communication with vendor and internally

- Insure cost accuracy/cost of ownership

- Short and long term goals met

Dimensional
INSIGHT

Submerce™

On-Demand BI: Checklist

- Data availability/cleanliness/volume

- Mapping implementation time line/SOW

- Training

- Proper evaluation before an after

- Have everything in writing

- Security

Dimensional
INSIGHT

Submerce™