



Campari America Case Study

The Diver Solution™

Staying Ahead Of The Competition

The Challenge

In a U.S. spirits market filled with more than 4,000 brands – and new ones being introduced at an unprecedented rate – past success doesn't guarantee future results. That's why Campari America, one of the ten largest players in the beverage alcohol industry, is always looking for new ways to stay ahead of the competition. A key challenge was providing their employees and agency partners with easy access to business-critical information – brand performance, market performance, and inventory levels. “At the time, we could see only isolated, summary-level information from each distributor,” says David Lee, Campari America's Director of Analytics and Consumer Insight. “What we needed was a consolidated but detailed view of the entire sales environment.”

Selection Process

Campari America's Vice President of Sales, Matt Davenport, recommended The Diver Solution™ (Diver) from Dimensional Insight. Campari America selected Diver because it provided:

- A single resource for all sales reports and ad-hoc analysis needs
- The ability to integrate product movement and brand performance data from Beverage Data Network (BDN) and National Alcohol Beverage Control Association with shipment, financial, purchasing, and inventory data stored in their SAP transactional system
- Field sales personnel with an account-level view of what is happening with each brand
- Easy, intuitive navigation

Quick Facts

Industry: Beverage Alcohol

Product Portfolio: Super-premium and luxury vodkas, whiskies, cordials, aperitifs, liqueurs, rum, cachacas, and tequilas.

Company Description: Campari America is a wholly-owned U.S. subsidiary of Davide Campari-Milano S.p.A., the 6th Largest Premium Spirits Company in the World. Unrivaled in its quality, innovation, and style, the Campari America portfolio is a top choice among distributors, retailers, and consumers. Its key brands include SKYY Vodka, Wild Turkey, and Campari.

Headquarters: San Francisco, CA

Website: www.campariamerica.com

Solution: The Diver Solution

“Diver provides us an easy way to view historical data—so we can more effectively plan, execute the plan, and measure our performance against it.”

- David Lee, Director of Analytics & Consumer Insight

- Individualized reports for each respective internal (sales and marketing) and external (agency partner) user
- Web access to dashboards and reports
- A Software as a Service (SaaS) delivery option – to avoid buying and maintaining hardware and installing software updates

Implementation

Dimensional Insight worked closely with Campari America's marketing and sales teams to:

- Identify their reporting needs – including who needs which reports, over what time frame
- Provide user training
- Load data from various sources into Diver

“It was a smooth implementation,” says Lee, “thanks to Dimensional Insight's attention to detail, strong technical expertise, and in-depth understanding of wine & spirits environments.”

New Capabilities

Using Diver, Campari America is able to:

- Provide the field sales team with standard reports on brand performance, depletions, and distributor inventories – by state, region, market or account type
- Manage brand transitions: “There are a lot of working parts in a brand transition,” says Lee. “You have to understand the current product mix in the marketplace, fulfill contractual obligations, and balance production – all at one time. We rely on Diver to get a high-level view of data residing in our various transactional systems, as well as BDN data on case sales between our distributors and their customer, then drill down into the details as needed.”
- Analyze and track all goals, promotions, and special incentive programs – enabling the company to make evidence-based decisions on where to invest future promotional dollars
- Provide the marketing team with intuitive dashboards with real-time access to distribution, velocity, and trends data
- Understand the inventory positions of the supply chain – from the market level (using BDN data) down to the distributor and SKU level – and use this information for volume forecasting

- Provide marketing and sales with the ability to gauge the impact of a change in go-to-market strategy on case sales for a particular brand – by channel and by customer
- Work with agency partners to develop and create promotions – using information pulled into Diver from the agencies’ account databases. “With Diver, we are doing a much better job connecting with our customers,” says Lee.

Results

“After just one year of using Diver, we saw our case volume and associated revenues jump significantly,” notes Lee. “Tying sales and marketing initiatives directly to the data in Diver has been a turning point for the company, enabling us to make a successful transition to a consumer-based planning process.”

About Dimensional Insight

Dimensional Insight, Inc. is a leading provider of BI solutions with our BI platform and family of purpose-built applications. Our data integration, modeling, reporting capabilities, analytics, portals, dashboards, and applications empower users throughout the enterprise to make timely, data-driven decisions. Thousands of worldwide customers choose Dimensional Insight solutions for flexibility, ease of integration, and rapid time-to-value. Dimensional Insight consistently ranks as a top performing BI vendor in customer satisfaction.

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- David Lee, Director of Analytics & Consumer Insight



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