



Fedway Case Study

The Diver Solution™

Fedway Associates Gains Faster Insight Into Key Metrics With Dimensional Insight

Fedway Associates is a privately owned wholesale liquor distribution company headquartered in Kearny, New Jersey. Sales and marketing managers use Dimensional Insight's The Diver Solution™ (Diver) to monitor sales, inventory levels, and other key metrics throughout the organization.

Fedway fulfilled their original objective when they converted to the AS/400: to provide a secure, solid platform for a growing database that would allow the business to operate better. But when sales needed a report, John Kievit, Director of Off-Premise Sales, explains, "we had to go down to the Information Systems (IS) department and say 'Warren, could you make this report for me?' And Warren either told us no, or he would do it within two days."

Sales and marketing needed answers to questions, but IS was legitimately busy. Questions such as what a particular customer bought last year or how many cases of a particular product were sold throughout the month required RPG programming, a twelve hour printout, and a person sitting down and going through 600 pages of information. "The information was all there, but there were a lot of things that were basically not looked at because it required too much mechanical effort," recalls Bob Crestfield, Director of Special Projects. In an industry where the price of the product is set and published once a month, and customer service equals customer loyalty, the reporting process was too slow and inflexible.

Quick Facts

Organization: Fedway Associates, Inc.

Dimensional Insight Customer Since: 2000

Employees: 500+

Industry: Wine & Liquor Distributors

Description: Privately owned liquor distribution company

Headquarters: Kearney, NJ

Website: fedway.com

Business Intelligence Platform: The Diver Solution

"As processing power and disk space became cheaper, the decision to provide multidimensional analysis became easier. It wasn't a question of if, but a question of when," says Crestfield. Dimensional Insight offered the most efficient and cost-effective multidimensional data analysis solution. Fedway now runs Diver, updating Models from extracts every night. Models are used to standardize access to corporate data and are presented to users in a format ready to be analyzed. The Dimensional Insight solution was faster than creating a semi-generic way to run SQL, and it was tailored to fit the needs of the Sales and Marketing Departments.

Now managers can analyze corporate data from their desktops, cross-referencing any combination of 36 data dimensions (salesperson, customer, supplier, label, month, year-to-date, county, etc.) and generating ad hoc reports as often as necessary. Reports and graphs

Critical Issues

- Information Systems was generating 600 page paper reports that were hard to extract key information from
- Provide web-based reporting and analytics to suppliers and an expanded internal user community
- Satisfy demand for new reporting and analytics applications platform
- Data Integrator: Dimensional Insight's Extract, Transform, and Load (ETL) tool featuring powerful data manipulation capabilities
- NetDiver™: Javabased zero-footprint interface that resides on a Web Application Server
- DivePort™: Web portal that delivers a single point of entry to reports, charts, and analytical applications

Results

- Replaced paper-based reports with self-service reporting and analytics platform
- Enables users to analyze any combination of 36 different data dimensions including salesperson, customer, supplier, label, month, and year-to-date
- Deploying Diver paid for itself in a matter of months due to increasing productivity and faster time to information

can be viewed live on screen in a matter of moments and users can click on data to display the underlying detail. Analyzing 8,000 customers by zip code or chain, and 6,000 products by size, flavor, or proof, requires less labor. Tracking statistics and promotions for sold/unsold accounts, profit, and percent of change is faster, easier, and more productive.

Diver increases the value of data by supplying quick answers to questions that were previously unaskable. Comparisons, for example, between sales of one day this year to one day last year were not available in the past. Kievit uses the mapping feature to look at hot spots as well as areas where products aren't selling. "With Diver we are able to identify a marketplace and point our sales force in a specific direction as opposed to going everywhere, let's hope the results are what we want," says Kievit. Also, since implementing Diver, salespeople can show customers their own buying trends.

Suppliers have started asking Fedway for Diver reports and they're also asking why other wholesalers don't have this information. The Purchasing Department, in order to estimate the number of cases to buy, now asks Sales and Marketing to show an account of the results from previous years.

When asked about return on investment, Kievit replied, "The sales are up and Marketing has daily sales and information. We feel the project probably paid for itself this past holiday season." Now that Fedway has witnessed the power, speed, flexibility, and ease of use with Diver, they plan to take advantage of Dimensional Insight's scalable architecture and expand with Dimensional Insight's 100% Java interactive Web-client that allows information to be shared on corporate Intranets without straining the server. A general release will allow more people to query the database from their desktops and understand their part of the business better.

About Dimensional Insight

Dimensional Insight, Inc. is a leading provider of business intelligence (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, datadriven 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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*- John Kievit,
Director of
Off-Premise Sales,
Fedway Associates*



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