Diver Platform®
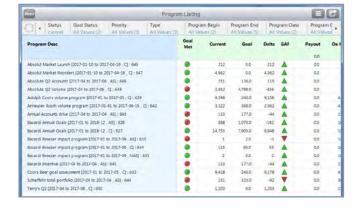## Program Advisor® for Beverage

Dimensional INSIGHT®

Create then Manage Programs with Ease — While Saving Time & Increasing Revenue

The Challenge

Distributors commit significant resources to tracking and managing programs across hundreds of suppliers, brands and SKUs. Too much time is spent entering data, compiling reports, and making sure that the right information gets distributed to managers and sales reps on a timely basis.

The Solution: Program Advisor

Program Advisor helps organizations create, manage, and track programs. It also helps organizations determine payouts more profitably and efficiently. Managers, sales reps, and sales support staff gain self-service access to the information required to manage case goals, promotions, incentives, placements, and more.

Saves Time & Increases Productivity

Users access their own dashboard-delivered metrics. This helps users gauge their own progress. They can create programs and track the ones they may not normally have time for, thereby increasing efficiency.

Program Advisor shows users a forecast for their sales based on trends and program time periods.

Support for organizational hierarchies lets managers and directors see these metrics for all direct reports.

Role-Based Information For Every Member Of Your Sales & Support Teams
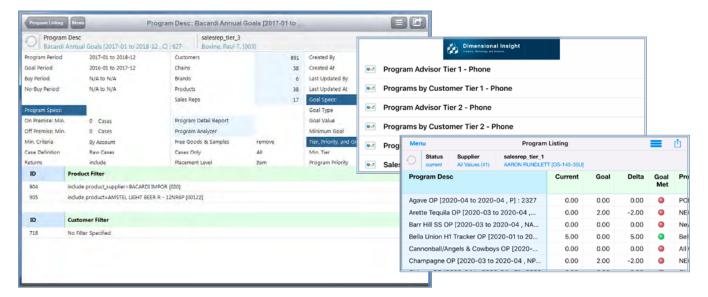
Sales Support Staff

- Create one — or hundreds — of programs in a centralized location, with speed and easy entry in an automated interface.
- Automate most time-consuming and error-prone program management tasks.
- Automate the creation of program reports and supplier charge-backs.
- Get coverage without purchasing additional hardware or adding headcount.
- Free-up time to do other tasks.
- Automate chargebacks.

Senior Management

- Provide immediate feedback and/or support to underperforming management and sales reps.
- See program payouts throughout the life of a program.
- Quickly identify where to focus efforts daily.
- Decrease the need for IT report generation and support requests — especially at the end of fiscal periods.
- Provide secure, safe, role-based reports, and dashboards.
- Support expanded program coverage without purchasing additional hardware or adding headcount.

Field Managers & Reps

- Identify new accounts and existing account sales opportunities based on current and historic program data.
- Determine current accounts that are executing well/poorly across programs, brands, price-points, and quotas.
- Identify marginal accounts based on poor performance against goals and quotas.
- Give access to all programs — large and small — so you don't miss an easy win, even for a little brand.

Role-based dashboards display key program metrics for every member of the sales organization.

Program Advisor Benefits Your Organization By:

- Saving substantial time and lowering program administrative execution costs
- Leveraging insights quickly to drive greater sales
- Seeing and attaining easy-to-reach goals such as non-focus brands to increase revenue
- Seeing payouts every step of the way
- Identifying at-risk programs early, allowing you to recalibrate and meet goals or quotas

- Aiding you with the data to set achievable goals or quotas and design smarter programs
- Identifing high margin accounts and brands

About Dimensional Insight

Dimensional Insight is a leading provider of integrated business intelligence and performance management solutions. Our mission is to make organizational data accessible and usable so everyone from analysts to line of business users can get the information they need to make informed, data-driven decisions.

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