

## **Diver Platform®**



# Program Advisor®

Create programs, track goals, and forecast trends from any device

Program Advisor is an enterprise-wide sales application, providing individuals at every level of your company with access to crucial role-based information.

## Empower your sales strategies

Users can create, share, and manage programs of any size across your entire organization, all from one central location. Although everyone has appropriate access to the same centrally located data, each individual user only sees the dashboards most relevant to their role.

Through these dashboards, users have access to real-time data related to goals, promotions, incentives, and blitzes. These metrics help users gauge their progress towards individual benchmarks, while simultaneously allowing higher-ups to see all the individual metrics they need to manage direct reports.



## Flexible functionality with widespread use



### Access at any time, from any location

Program Advisor can be run on PCs, iPads, tablets, and iPhones, providing users with 24/7 access. Sales reps no longer have to wait until they are in the office for the latest information—they can view the data they need regardless of where they are, or the time of day.



### Automate to save time and headaches

Built-in automation provides users with substantial time savings. By handling the complex calculations of goals, actuals, and payouts, Program Advisor frees up time for sales and management to focus on the tasks that matter.



### Forecast and plan

Users can access historical data to analyze trends and identify high-margin accounts and brands. Likewise, users can utilize future views to show projections and forecast for the future.



### Visualize your data

Employees can easily visualize and understand their data through user-friendly reports and dashboards. And there's no need to tie up valuable IT time to obtain these either—users can pull their own reports and setup their own dashboards.



### Personalize with self-service functionality

Users can choose from a wide variety of reporting and dashboard options to ensure they're looking at information in a way that serves them best. This allows users to save time and get the answers they need, when they need them.

## The Program Advisor difference



Improved focus and insight



Substantial time savings



Management and sales efficiencies



Increased revenue



Risk reduction



Real-time data

Program Desc: Benziger On Premise [2021-03 to 2021-08, CJ : 2226]		salesrep_tier_5 DI-Demo Company [001]	Segment ID 2226
Program ID	118	Customers	3,270
Program Period	2021-03 to 2021-08	Chains	49
Goal Period	2020-03 to 2020-08	Brands	1
Buy Period	N/A to N/A	Products	64
No-Buy Period	2020-01 to 2020-12	Sales Reps	105
Program Specs:		Program Report	
On Premise: Min.	2 Cases	Program Analyzer	
Off Premise: Min.	Cases	Customer Prod Detail	
Min. Criteria	By Account	Salesrep Prod Detail	
Case Definition	9L Cases	Free Goods & Samples	remove
Returns	include	Cases Only	All
Initial Order Only	N	Placement Level	Item
		Combo Definition	Detail only
ID	Product Filter		
111	include product_supplier=THE WINE GROUP [057];product_brand= BENZIGER [06069]		
ID	Customer Filter		
13	include customer_premise=On Premise		



PROGRAMS



GOALS



PROMOTIONS



INCENTIVES



BLITZES



DISTILLED SPIRITS COUNCIL  
OF THE UNITED STATES



Gartner  
Peer Insights™



### 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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