



## Gain Insight to Analyze & Work Your Business While Improving Your Bottom Line

### An All-Inclusive, End-To-End Business Intelligence & Information Delivery Platform

The complex nature of the beverage industry often requires businesses to employ dozens of disparate data sources and information sets to satisfy operational needs. Assembling this data into a single, actionable set of information can be difficult, costly, and time-consuming. This prevents key decisions from being made in a timely fashion. How can you dive in and find the answers you need? Business intelligence (BI), reporting, and analytics solutions, like Diver Platform, provide you with the insights you need to do just that.



## Diver Platform Provides:



### Data Integration

Diver's powerful ETL (extract, transform, and load) tool set can easily integrate all your enterprise internal/external data from multiple sources and in multiple formats. This provides a validated and complete view of all information.



### Information Delivery & Multi-Screen Applications

Diver simplifies the information delivery process and ensures users are given timely access to business-critical metrics at the right time, on the right device and in a format that is useful to their role. The platform includes a BI server that handles user authentication and access control based on the user, group, and role — at the object, column, and row levels.



### Interactive Dashboards & Scorecards

The web portal environment of Dimensional Insight's platform provides users with timely access to business-critical metrics in a format meaningful to their specific roles, while acting as a reliable, centralized information access point. All views are "live," meaning users can explore into the detail directly from any report, dashboard, or visualization.



### Ad Hoc Analysis & Self-Service Reporting

Diver users have the ability to view information at a summary level and then "dive" directly into more detailed views to understand root causes. Diver enables users to dive in any direction they wish without the limitations of preset "drill paths" or hierarchical constraints.



### Data Engine

Diver's next-generation columnar database engine (Spectre™) is engineered for speed. A columnar database (cBase) structure stores data in columns instead of rows, placing the information needed for each individual query in close proximity. The program is then run against the column-oriented data in memory, producing lightning speed results. Spectre is highly scalable and can handle even the largest data sets beverage distributors and suppliers produce.



### Data Visualization & Analytics

Data visualization features provide users with the ability to easily identify trends and exceptions within the data. Data can be presented to users in multiple ways:

- Interactive Maps
- Bullet Charts
- Heat Maps
- Indicators
- Trend Lines
- And more

## Usage For Suppliers & Distributors:

- Reporting for Brand, Product, Item or SKU
- Analysis & Visualization of Supplier Depletions, RAD, & Direct-to-Consumer Sales
- Distribution Channel Focus
- Margin Management
- Marketing Analytics & Reporting
- Minimization of Stock-Outs & Overstocks
- Insight into Outstanding Orders & Shipments
- Assessment of Brand & Market Performance, such as Goals vs. Actual
- Identification of New Placements/PODS
- Incentive Program Management
- Promotions Management
- Sales Rep Performance Scorecards
- Sales Channel Management
- And more

## Diver Platform Deployment Options:

### Places the platform can be deployed:

- On-premise
- Cloud (SaaS)
- Mobile
- Hybrid Capabilities

### Visualization types that can be used:

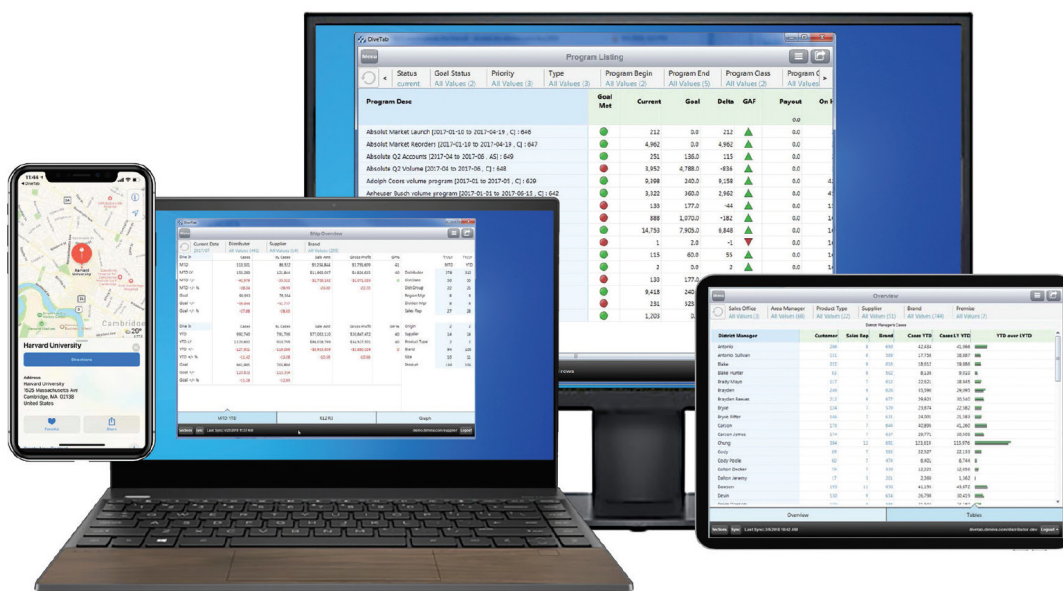
- Dashboards
- Scorecards
- Ad Hoc Analysis

### Ways to get the data:

- Exception Reporting
- Alert Notifications
- Data Integration
- Data Discovery

## Hassle-Free Administration & Maintenance:

- Real-time Alerts
- Event Scheduling
- Automated Report Distribution
- Centralized Account Administration & Security



*Diver provides the ability to access data—anytime, anywhere—to make informed decisions.*

## Beverage Industry Applications

**Distributor Advisor™** — Developed specifically for distributors in the beverage industry, Distributor Advisor arms your mobile workforce with precanned divable data reports, dashboards and scorecards — as well as documents such as:

- Financial & Sales Data/Metrics
- Promotion Performance Figures
- All Kinds of Collateral for:
  - Pricing
  - Merchandising
  - Promotions
  - Product Displays

Users get immediate, secure, and integrated access at any time and from anywhere — even in the field.

**General Ledger (GL) Advisor™** — GL Advisor allows managers to see financial details behind general ledger entries for their departments. It eliminates the excess time normally required to understand where they are versus budgets — all within a secure environment.

**Supplier Advisor™** — Supplier Advisor offers the same features and benefits that Distributor Advisor offers — designed specifically for suppliers. The mobile workforce gets access to precanned divable data reports, dashboards and scorecards — as well as documents such as:

- Financial & Sales Data/Metrics
- Promotion Performance Figures
- All Kinds of Collateral for:
  - Pricing
  - Merchandising
  - Promotions
  - Product Displays

Users get immediate, secure, and integrated access at any time and from anywhere — even in the field.

**Program Advisor™** — This application allows distributors to build, monitor, and see payouts on all programs across all suppliers, brands, and SKUs.

**Pricing Advisor™** — Pricing Advisor helps to ensure everyone knows what suggested price points are, that no money is left on the table, and margins are kept within target ranges.

## Multiple Devices & Information Beyond Data

DiveTab®, the mobile component of Diver, allows users to interact and gain visibility to data and other information on multiple devices, both connected and disconnected from the Internet. DiveTab delivers a powerful suite of information delivery, reporting and analytics capabilities available on your desktop, laptop, Windows®-based tablet, iPad®, or iPhone®. Users access any BI content in any format — all within a single interface for connected or disconnected use.

DiveTab gives everyone the flexibility they need to be successful, with the ability to:

- Create Reports
- Dive into Details
- Show Videos
- Make Presentations
- Store, Read, Export, & Email Documents

## Additional Uses

### Suppliers

- Production Analysis
- Purchasing/Operations
- Distributor Reviews
- Sales Velocity Analysis & Dashboards
- Surveys
- Pricing & Program Analysis
- Presentations
- Document Storage

### Distributors

- Purchasing Analysis
- Sales Team Dashboards
- Supplier Reporting
- Territory/Brand Management
- Surveys
- Pricing & Program Analysis
- Presentations
- Document Storage

Gain measurable insights into brand, account, and overall performance across the enterprise with Dimensional Insight's applications and tools. Get the information you need anytime, anywhere to make informed decisions.

Create presentations, view and export documents, and store diverse content on multiple devices in a single interface for connected or disconnected use at unprecedented speed.

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## Consulting & Customer Support

Dimensional Insight's professional services team offers an array of services that can span the entire project life cycle — from needs assessment to system maintenance.

Our consultants employ best-in-class project delivery practices to design, implement, and customize your Diver deployment. They draw on their extensive knowledge of the beverage industry to deliver optimal results, faster implementations, and increased cost savings for our clients.

We partner with each of our customers to ensure rapid implementation of all business intelligence project initiatives. Our number one objective is to provide the expertise and process knowledge to minimize your risk and maximize the return on your investment.

## Training Options

Diver training helps users, developers, and IS/IT staff fully understand and benefit from the power of our software. Training courses can be delivered onsite at customer organizations or conducted online. Courses can also be customized to meet specific needs and organizational challenges.

### Diver is a Complete BI Solution Set

Every implementation includes the installation of all back-end server and production components. There are no hidden costs or expensive third-party tools required to deploy additional features. Users access data through a number of interface options depending on their specific information viewing and analysis needs.

## 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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