



## United Liquors Drives Sales Forward with Dimensional Insight

United Liquors, Ltd., headquartered in West Bridgewater, MA, with offices in New Hampshire, Vermont, North Carolina, and Virginia, runs Dimensional Insight on Microsoft Windows NT. Seventy-five users, including the CEO, president, vice presidents, managers, and salespeople, access data Models from Microsoft Windows clients every day. United Liquors, with an annual revenue of 250 million-dollars, sells seven thousand items to over ten thousand customers. This presents a very complex, high volume data scenario.

United Liquors primarily uses Diver to track detailed sales trends. Data Models include three years worth of sales, financial (including gross profit), and inventory data, and information such as number of accounts, cases, and dollars. They analyze spirits, wine, beer, and nonalcoholic beverages by brand, label, and size. Local and national chain codes, vendors, SKU performance, geographic areas, on/off premise, competitors, salesperson performance, and time periods are also analyzed. Ultimately, they identify successful programs faster than their competitors.

### Discovering Lost Business

Since Models contain three years worth of sales data, United Liquors is able to set appropriate expectations for business moving forward. If a customer orders fifty cases, when they should be buying one hundred cases based on their history, a salesperson will revisit the account quickly to find out why. United Liquors knows where they lost business within a day, because sales Models are updated daily. Michael Tye, President of United Liquors, says, "Diver allows us to analyze sales data quickly and stay on top of our business faster than our competitors." The data was available in the past, but the old method (circling information on printed reports) took too long to interpret. "We can usually figure out exactly why we lost the business, and then figure out how to get it back, and the fact that it is updated daily and portable on laptops is crucial," says Tye.

### Targeting Customers

United Liquors uses Diver to market new products, and sell more of their stock products. When a product is part of a brand that is already distributed, United Liquors will generate a list of customers that buy the brand, by sales territories. The salesperson is able to point out to the customer that if, for example, they've had success with a particular brand of Zinfandel, maybe they should try the same brand's new Merlot.

Another way to sell this new Merlot is to transport it to a market where similar wines have had success. Users can analyze on-premise customers, and determine which of those on-premise customers are white tablecloth restaurants, have an Italian theme, and what wines they sell by the glass. This brings to view customers who sell similar wines by the glass, and helps to target potential customers for the new product.

Alan Tainsh, Director of MIS, creates Markers (electronic reports that are automatically updated as the data Models are updated) for salespeople. He describes one Marker used to target customers, which includes customer, brand, and territory information. "If a customer is buying imported

vodka, for example, they should probably be buying Stolli. I'll break a list down for all the salespeople with all of their accounts that buy imported vodka, so they know where they should be selling Stolli, and this can be broken down further by flavor," explains Tainsh. "With Diver, we are able to target our sales. Before Diver we couldn't, because we only had a one dimensional look at the data."

### Supply Chain Management

United Liquors provides information to suppliers and retailers using Diver. When salespeople meet with a customer, they have three years worth of buying history and information to refer to on their laptops. This allows the salespeople to focus on each customer's buying trends and it allows the customer to see how their purchasing activities have fared over time. "One weekend with Diver and I already think it is the most important sales tool I've received since I was given a pager sixteen years ago," says Keith Dixon, United's salesperson for Martha's Vineyard.

David Roberts, CEO, of The United Group, uses Diver to make presentations for suppliers, as well as sales analysis. "Suppliers want to deal with fact-based information," says Roberts. "They may want to track a size across all brands, or compare last year's sales with this year's sales by the number of accounts or the number of cases. We can easily provide them with that information... or by town, or zip code by account class... there is not a question that we can't answer."

### Improving Shipment Routes

Tainsh explains how United Liquors uses Diver to make decisions on moving routes and delivery schedules: "We have city and state information built into the Models, and use Diver extensively to help us in our shipping operation. Zip codes are categorized by high, low, and very low traffic. We look at how many cases we are selling in a particular city and how many times we go there in a week to determine the most efficient delivery schedule." By the 15th of every month prior, distributors and retailers in the spirits industry have access to price lists for all distributors. Because of multiple distributor alignment, they must maintain loyal customers by offering better service, and more on-time delivery.

### Competition

In a controlled state market, such as New Hampshire, the state owns the retailers, so the state essentially sells the product, including spirits and wine. According to Joe LaRocca, President, COO of United Beverages, Inc., "We have a monthly picture of the total market, including competitive data available to monitor our business programs by account on and off premise." Worth Dunn, President, COO of Hanna & Dunn LLC says, "although we are the newest addition to the United Team, we are already able to use Diver as a business tool, particularly in Virginia where we have access to account level information on and off premise. David Roberts says, "I have total availability to all Diver information at my desk for all markets in an easy to get to format."

### Return on Investment

Tye adds, "I swear by Diver. It's the best thing I've seen, not only because it slices and dices information, because I've seen that before, but it does it quickly, and allows users to do it in any format they want. We have received a total return on investment in the three years we have been involved. Diver has made a major difference in driving our sales forward."

## About Dimensional Insight

Established in 1989, Dimensional Insight (DI) is a privately held company specializing in the development and marketing of multidimensional data visualization, analysis, and reporting software. Our products enable decision makers across all levels and functional areas of an organization to access and analyze data quickly and intuitively. People worldwide use our technology to identify new opportunities, improve their business operations, and increase their profits.

Dimensional Insight is privately held and consistently profitable, with no debt or venture capital. As a result, DI can focus 100% on satisfying customers - unlike many publicly-quoted software vendors that are distracted by stockholders' regular quarterly demand for consistently higher sales and higher earnings.

## Contact Us

Corporate Headquarters  
111 South Bedford Street  
Burlington, MA 01803  
Tel: 781.229.9111  
Fax: 781.229.9113

Customer & Technical Support Office  
317 West Walnut Street  
Green Bay, WI 54303  
Tel: 800.379.5899  
Fax: 877.774.4535

[www.dimensionalsinsight.com](http://www.dimensionalsinsight.com)  
email: [info@dimensionalsinsight.com](mailto:info@dimensionalsinsight.com)