



BeverageLink™, The Next Generation Data Collection Platform

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Where You are Today: Limited Data Options Available

	Monthly (Other Vendor)	Daily (Other Vendor)
Aggregate data	✓	✓
Historical view when data can be or was collected	✓	✓
Use existing analytics & reports	✓	
Account coding	✓	✓
Control over mapping		
Validation & auditing	✓	✓
Transparency		
Collaborate with Distributors		

Next Generation Data Platform: BeverageLink

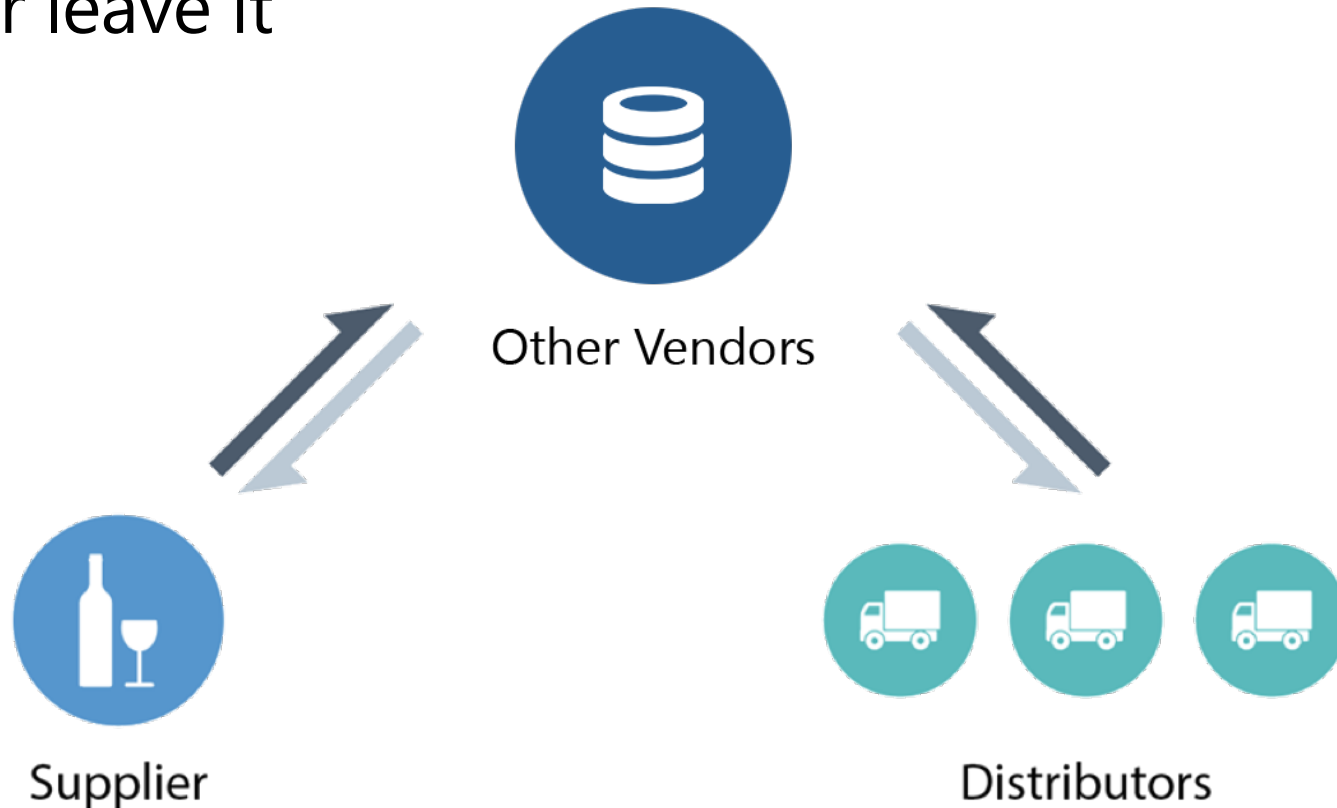
	BeverageLink Platform Invoice level data
Aggregate data	✓
Historical view when data can be or was collected	✓
Use existing analytics & reports plus new ones	✓
Reliable Account coding	✓
Control over mapping	✓
Validation & auditing	✓
Transparency	✓
Collaborate with Distributors	✓
Ownership and control	✓



A New Approach

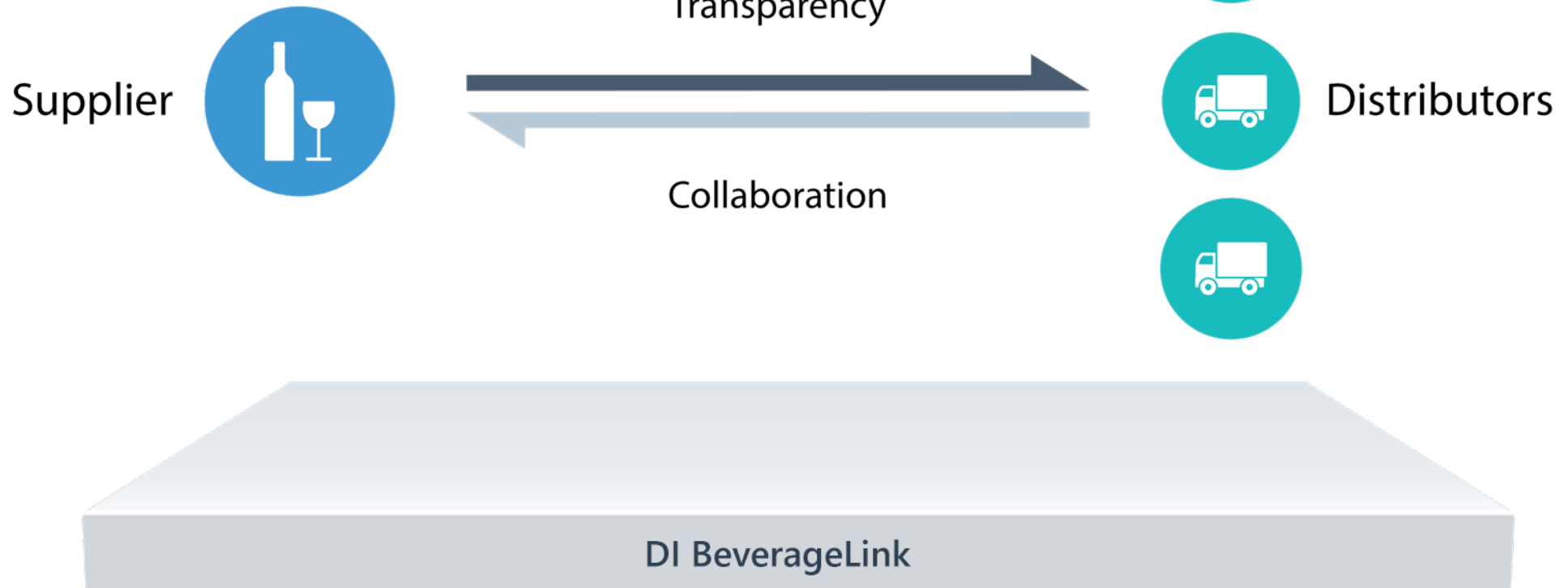
Other Vendors Model

- Centralized control of data and communication
- Take it or leave it



BeverageLink Model

- We provide technology and data access
- You own the data and mapping
- A partnership



Responsibilities – BeverageLink

- Hosting site
- Data standardization
- Software for data validation processes
- Data issue notifications to Distributor and Supplier
- Provide mapping tools, interfaces, and transparency for Suppliers to standardize:
 - Account names (ensure accuracy)
 - Product names
 - Chains
- Execute mapping and produce output data feed
- Exception reporting
- Collaboration portal
- Analytics & reporting

Responsibilities - Supplier

- Maintain product and account mappings with tools provided
- Maintain Supplier's master files and customizations
- Contact Distributors directly with data problems

Responsibilities – Shared: Global Account Master

- Suppliers help maintain, DI advises of updates from distributor data
- Suppliers may have new sources of data
- DI standardizes address data, geocodes

BeverageLink Benefits:

- Easy to have reporting you want
- More accuracy because you maintain QA
- Transparency and collaboration with distributor through our system.
- You can group accounts the way you want to
- You can use your naming conventions
- Economical

Current Status:

Working with first major wine supplier:

- Several distributors have sent data for this supplier
- Approaching remaining distributors for this supplier over next two months
- Processing data and testing software
- Validating data

Proposed Actions:

Speak with other vendor for timing of their collection
(Daily Data?)

- Dimensional Insight (DI) to present BeverageLink details in August

FAQ:

- What is pricing?
 - Monthly fee, no sticker shock, very attractive
- What types of data are collected?
 - Invoice level, summarized by month, broken out to daily level
 - Inventory
 - What other data we can put in DI solutions?
 - TD Linx, NABCA, Nielsen, IRI, DISCUS if member/bought
 - Input above and any of your own data into our Diver Products
- Can you collect from my distributors?
 - Send us your current distributor list
- Can you handle small distributors that other vendor can't?
 - Yes if they can send in excel or a readable format



DI's Motivation

Why Are We Doing This?



JOHNSON BROTHERS

Tito's



- Support our long-standing customers
- Maintain integrity of this industry
- Opportunity to offer something superior
- Maintain and grow our long-term presence in the industry

**Beverage
Alcohol**

Why Dimensional Insight?

- Domain experts
 - Have worked with dozens of different ERP systems
 - Extensive familiarity with supplier and distributor data feeds
- Long, productive history with supplier partners
- Strong data management technology
- Integrity and service focus

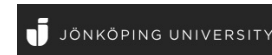


About DI

Industry Focuses



JOHNSON BROTHERS



Linnéuniversitetet



Beverage
Alcohol

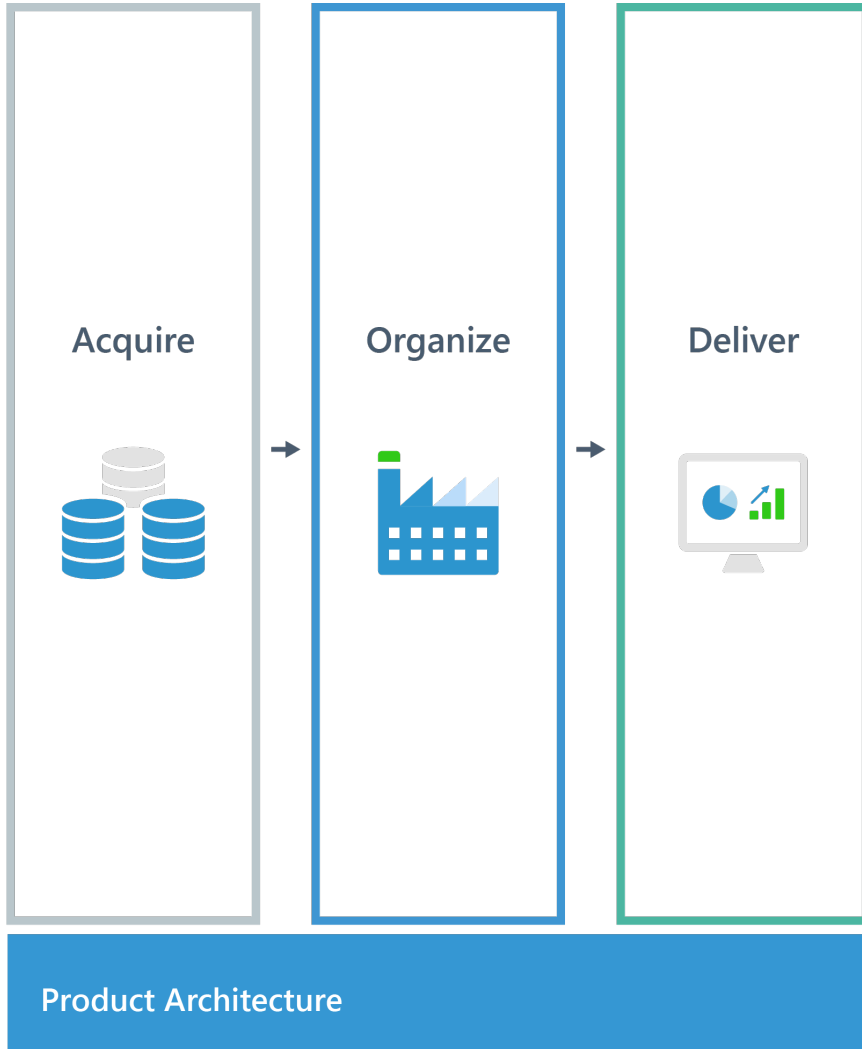
Healthcare


Manufacturing

Education

Financial
Services

About DI



Global Presence  Offices  Distributors



A collage of six photographs showing various cityscapes and urban environments, representing the locations of Dimensional Insight's offices and distributors.

Burlington	Cambridge	Green Bay	San Diego	Coral Springs	
Netherlands	Germany	Norway	Panama	China	Hong Kong

Guiding Principles

Mission

Get the **right information** to
the **right person**
at the **right time**
and on the
right device

Philosophy

We believe that by
supporting the
customer and employee
the customer and employee
will support
Dimensional Insight

Motto

Simplicity
plus
consistency
equals
goodness
∞