



Build vs Buy?

Choosing the Ideal Beverage Selling Software Solution

May 2015

Confidential and Proprietary

The Problem

- Beer, wine and spirits producers and distributors need to grow and compete
- Need on-demand, web-based and mobile access to critical data
- Cloud-based solutions now blur lines of build complexity, potentially oversimplify

Build or buy – this is a familiar issue to most companies who are considering a new software solution. In fact, with the rapid growth of cloud-based software solutions and the increasing availability of on-demand, web-based software in the last few years, every company will face this issue. Should you buy an industry leading solution that meets all of your needs, or should you try to build your own application?

The Question



Buy commercial off-the-shelf beverage industry software that meets all of your needs, or build your own software application?

Cloud computing has made it possible for smaller software companies to leverage existing cloud platforms such as Salesforce, Amazon and others to create niche industry solutions that are quite thorough and very industrial grade. As cloud ecosystems like Salesforce continue to grow, these industry solutions are becoming more specialized.

Companies in a wide variety of industries, especially the beverage industry, are still tempted to rush into a custom-built software solution before considering every important factor.

Factors to Consider

TOTAL COST OF OWNERSHIP

A true comparison between a custom-built solution and a commercial solution includes the raw cost to build an equivalent vendor solution using internal or 3rd-party resources, maintenance costs over the life of the solution, the cost of future improvements and deployment costs.



BUDGET EXPENSE

GreatVines is offered at a compelling SaaS price model and, thanks to modern accounting techniques, you can treat it as an operating expense instead of a capital expenditure, which is the case for custom-built solutions.



RESOURCE USAGE

Internally-built solutions require continual IT involvement. Over time, all that future customization and maintenance and re-deployment will take more and more IT resources, and these costs will quickly add up.



Factors to Consider

OPPORTUNITY COST

Some benefit, profit or value must be given up to acquire or achieve something else. Every resource spent working on a custom-built solution is not available to work on other projects. This will affect every other project in your queue.



TIME TO MARKET

It is imperative to your business and its future growth that you determine how much it will cost your business to wait for a custom-built solution. GreatVines is available and ready to be deployed immediately.



INDUSTRY EXPERTISE

The GreatVines team has specialized expertise in the wine, spirits and beer industry. Third-party vendors who are hired to build custom solutions typically do not have appropriate industry expertise.



Building A Custom Solution



PROS

- Complete control
- Ownership of the code
- A good choice if you have localized and focused customer base
- Tailored to your unique business needs
- Limited, ad hoc applications
- Much easier than it used to be by using Cloud tools

CONS

- Ongoing Changes need funding
- Cost to design, develop, deploy
- Loss of knowledge base if key IT resources leave
- No economy of scale
- Competing projects and required ongoing support
- Improvements require presence of IT or outside vendor

Buying an Off-the-Shelf Tool



PROS

- Speed to Value - Fast deployment
- A ready-made solution meets your requirements
- The result of thousands of hours of R&D and industry best practice
- Tools built on proper platform(s) still allow customer modification
- Built-in flexibility and adaptability
- Expert support and training
- Industry development standards
- Continuously enhanced through customer input

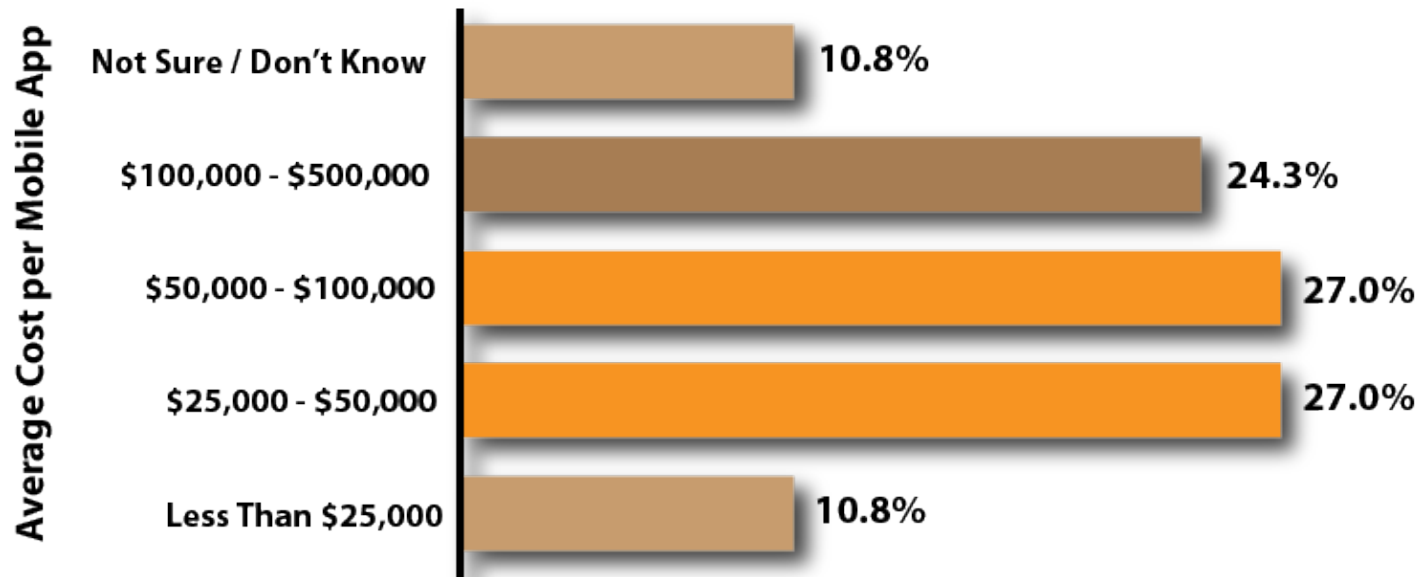
CONS

- Some features and functionality may be missing
- Not all enhancements are relative to your business
- Lack of direct control over product roadmap

Real World Numbers

Over half of respondents reported spending **more than three months and over \$50,000** developing a mobile app.

What is your average cost of initial development of a typical mobile application?



- Independent Software Vendor (ISV) of Salesforce.com on Salesforce1 platform
- SaaS solutions leverage the benefits of Salesforce:
 - Automation and workflow
 - Email integration
 - Direct marketing
 - Comprehensive API services

GreatVines Features



- Manage the entire three-tier sales process
- Collaborate with supplier and distributor partners
- Analyze sales trends and projections
- Mobilize sales teams with leading cloud and mobile technologies

GreatVines Features (cont.)



- Integrate with your supply chain management solution or ERP
- Run GreatVines Mobile on tablet browsers with Internet access, with mobile applications for iOS, Android, Blackberry and Windows Mobile
- Leverage social media with Salesforce Chatter

Why GreatVines?



- Stable, existing solution that meets more than 80% of your requirements
- Decreased time to market
- Requires less upfront capital
- Enhancements and upgrades included
- We know your business

Why GreatVines? (cont.)



- Based on industry best practices
- Includes advanced analytics
- Acclaimed mobile application built on Salesforce.
- Integrated BDN - TDLinx data
- Frees your own IT resources for other projects

GreatVines vs Custom Build



Custom-Built Solution

- Implementation, not development
 - GreatVines includes analytics
Nielsen BDN/VIP integration
 - Continued enhancements over time
 - Organization to call for support
 - Full offline mobile solution
 - Easily scales 5 to thousands of users
- Added time required to gather and document requirements
 - Time to build
 - Modifications through 3rd party
 - Modification support is paid or requires staff
 - Separate Business Intelligence solution needed
 - Platform evolves but you must support modifications
 - Mobile solution with limited or no offline capability

GreatVines vs Custom Build



- License cost
- Implementation, not development
- GreatVines includes analytics Nielsen BDN/VIP integration
- Continued enhancements over time
- Organization to call for support
- Full offline mobile solution
- Easily scales 5 to thousands of users

Salesforce Custom Build

- Licenses + Build cost
- Implement sales cloud or build from scratch
- More time required to gather and document requirements
- Modifications through 3rd party
- Modification support is paid or requires staff
- Separate Business Intelligence solution needed
- Platform evolves but you must support modifications
- Mobile solution with limited or no offline capability

Summary



Should you build or buy a software solution for your beverage company?

- Consider ALL factors, especially initial and future costs
- GreatVines offers a mature solution backed by beverage industry expertise with strong speed to value

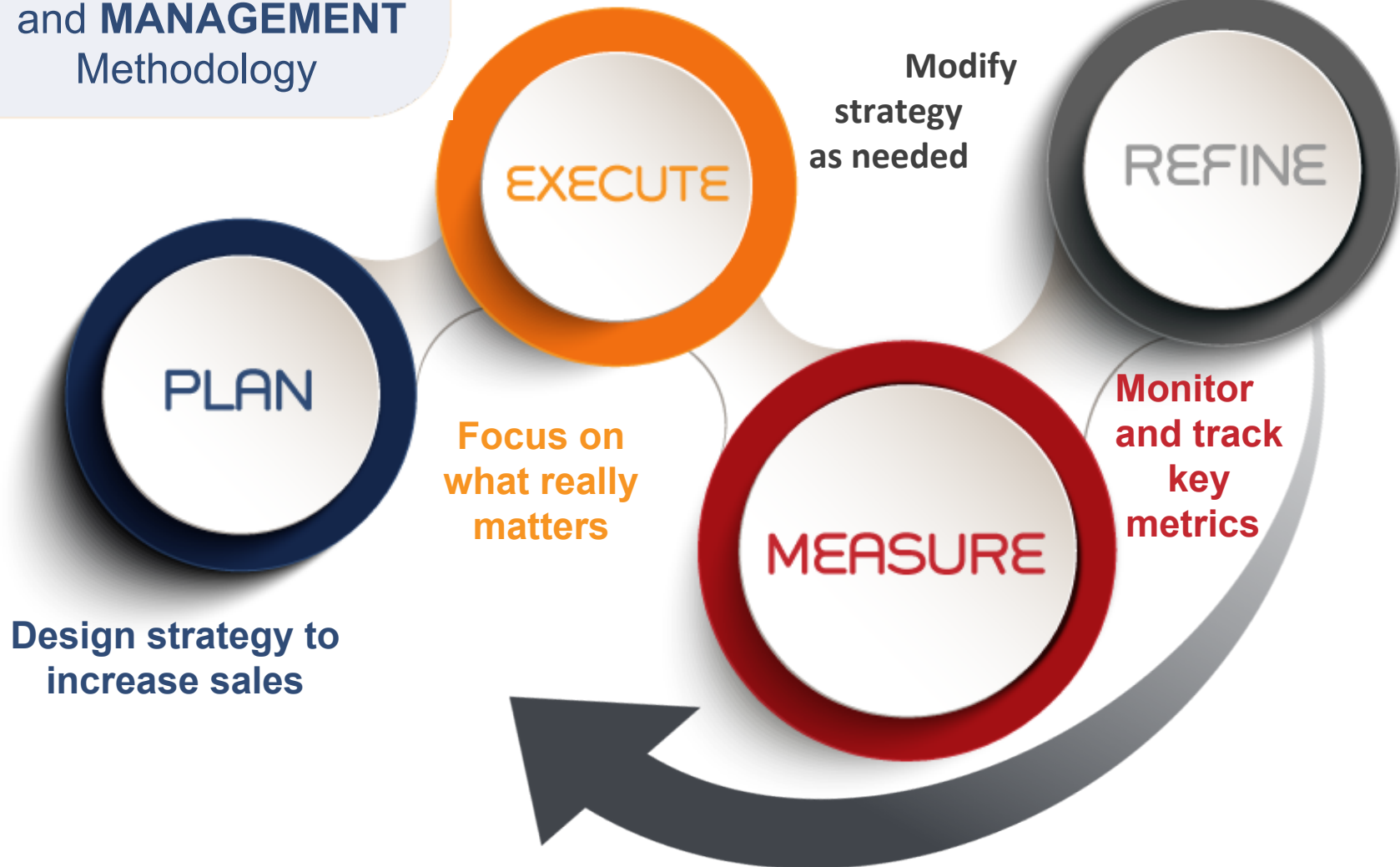
Beverage Suppliers Capitalizing on GreatVines to Drive their Sales



- Focus on executing leading indicators (menus, displays, staff trainings) to increase sales of your products
- Centralize the capture of all sales and trade marketing activity and related information, ensuring global visibility and control to management
- Organize and focus sales reps with standardized processes, providing order and structure across all operations
- Use performance metrics and visuals for intelligent decision-making
- Identify profitable and unprofitable activities to realign strategy for improved traction
- Plan and implement trade marketing spend for maximum return
- Align effective pricing across all markets served to achieve greater profits
- Offer sales reps a user-friendly mobile platform that can be accessed anywhere, anytime to foster widespread user adoption

A Comprehensive Approach

Proven Effective
SALES EXECUTION
and **MANAGEMENT**
Methodology



Five Critical Success Factors

Our solution enables users to apply the comprehensive approach to:

- ✓ Identifying **Key Accounts**
- ✓ Developing and executing a **Distribution Strategy**
- ✓ Increasing Account **Brand Activation and Visibility**
- ✓ Maximizing efficiency of **Trade Marketing** efforts
- ✓ Implementing and Enforcing **Strategic Pricing**



Identify Key Accounts

PLAN

- Identify the most appropriate accounts for your products

EXECUTE

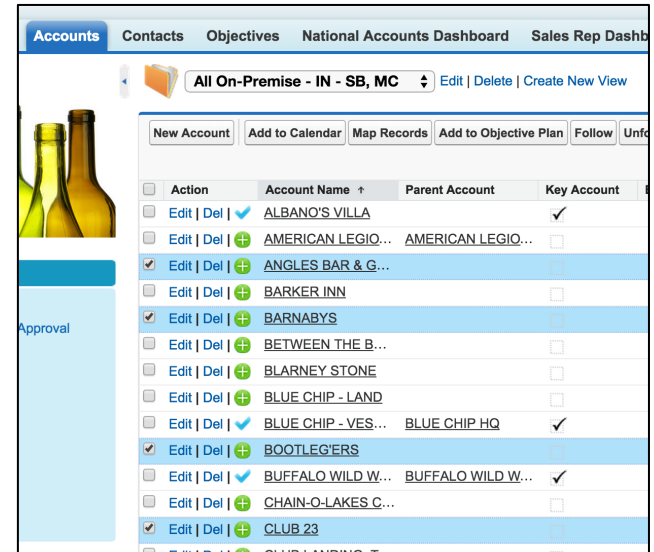
- Define segmentation and target key accounts
- Schedule visits to the accounts

MEASURE

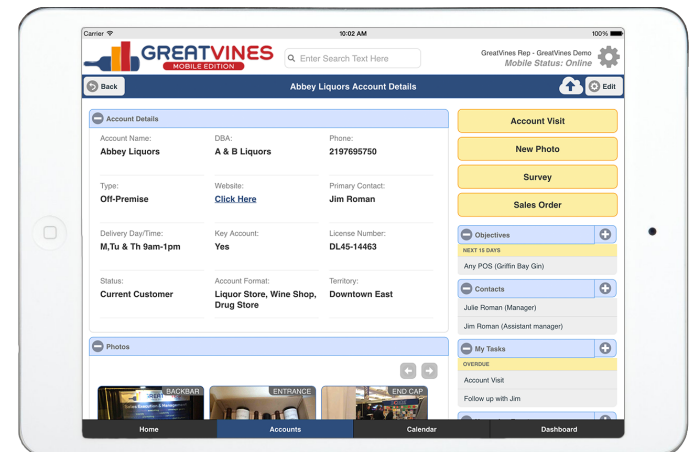
- Examine monthly results to identify strongest and weakest accounts

REFINE

- Refine account strategy and goals as performance evolves



Action	Account Name	Parent Account	Key Account
☐ Edit Del ✓	ALBANO'S VILLA		☒
☐ Edit Del +	AMERICAN LEGIO...	AMERICAN LEGIO...	☐
☒ Edit Del +	ANGLES BAR & G...		☐
☐ Edit Del +	BARKER INN		☐
☒ Edit Del +	BARNABYS		☐
☐ Edit Del +	BETWEEN THE B...		☐
☐ Edit Del +	BLARNEY STONE		☐
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Develop and Execute a Distribution Strategy

Sell the Right Products to the Right Accounts



PLAN

- Set account and depletion goals
- Develop distributor programs
- Create actionable account objectives

EXECUTE

- Log calls
- Log order commitments
- Deliver presentations
- Collaborate with Distributor Reps
- Send direct email marketing to buyers

MEASURE

- Perform surveys
- Review scorecards and other metrics
- Measure achievement against goals
- Perform Distributor Review Meetings

REFINE

- Leverage Survey results to create new account objectives
- Fine tune sales goals and program budgets based on scorecard results

Increase Brand Activation and Brand Visibility



- Develop strategic activity roadmap for sales reps to execute
- Plan the right objectives for right accounts



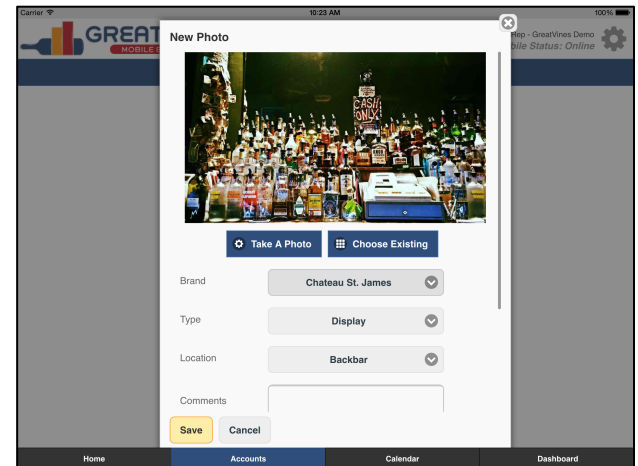
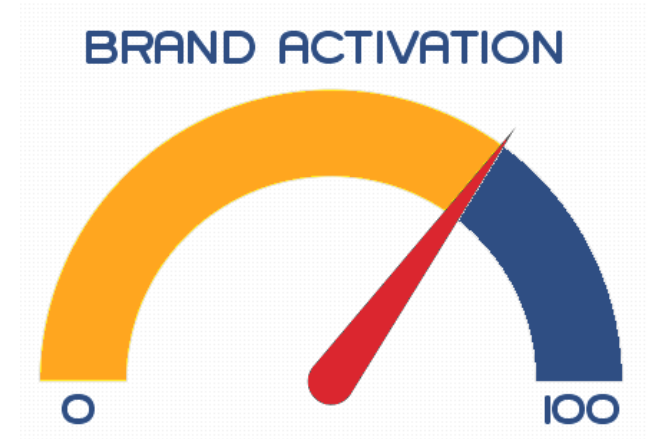
- Secure promo events, price promotions, menu/display inclusion, retail ads, and order commitments
- Log & track activities executed



- Track execution vs activity goals
- Identify top performing activities
- Enforce accountability



- Re-prioritize activities based on results
- Share successful strategies across all sales team members



Maximize Trade Marketing Efficiency



PLAN

- Identify and log key accounts/contacts and develop relevant communications for each type of stakeholder
- Set goals for number of contacts

EXECUTE

- Communicate using GreatVines' templates leveraging digital content
- Drink recipes, press releases, educational materials and event invitations

MEASURE

- Measure engagement through click-through tracking and other detailed reports
- View support of your products by key influencers

REFINE

- Reach out to highly engaged key influencers and convert them to "trade ambassadors"

Implement and Enforce Strategic Pricing

PLAN

- Configure planning models to ensure pricing compliance
- Define FOB and other price support
- Drive best practices on maximizing profitability

EXECUTE

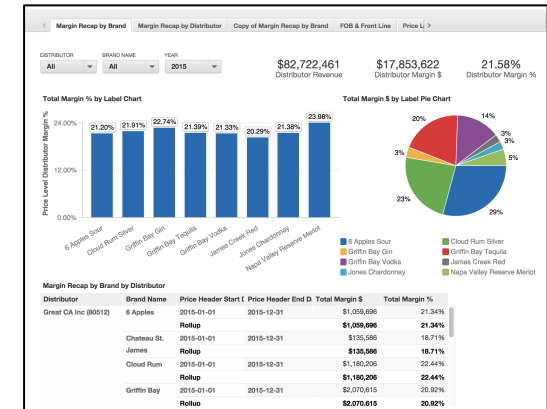
- Build pricing in centrally accessible and easy-to-use interface
- Establish detailed deal levels and price support
- Exert control over markups, margins and price supports
- Optimize from FOB to shelf
- Protect margin requirements

MEASURE

- Visualize pricing across all markets
- Publish pricing data for market implementation
- Analyze margins and price support investments
- Identify opportunities to increase profit

REFINE

- Leverage historical pricing, depletions and price support to evolve pricing
- Enhance negotiations with distributors and national accounts



Why GreatVines

- Custom sales execution and management solution specifically designed for beverage alcohol
- Built by beverage alcohol industry veterans
- Navigates complexity of the 3-tier system
- Low capital cost barrier for suppliers of all sizes
- State of the art solution that outperforms the competition
- Powered by Salesforce, the industry leader in CRM
- Integrated and embedded business intelligence
- Cloud based software upgrades automatically so users always have latest release with zero downtime
- Comprehensive and intuitive interfaces, driving user adoption
- Mobile app runs online or OFFLINE
- Improves speed to market avoiding missed opportunities



50%
increase in
**key account
presence**

30%
more effective
**customer
engagement**

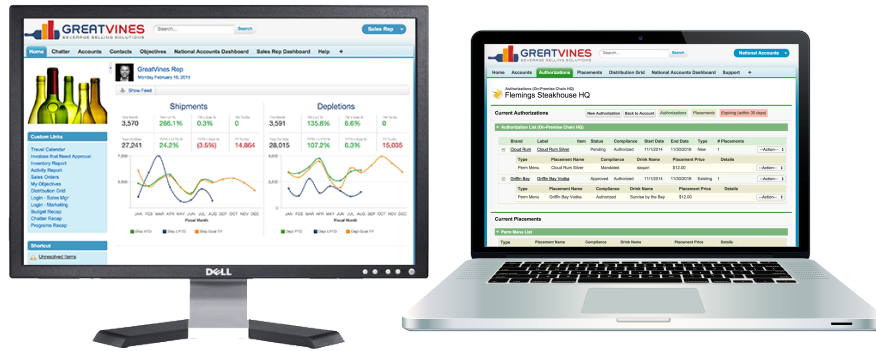
60%
more likely to
achieve goals
and
sell more cases

Source: 2015 GreatVines User Survey

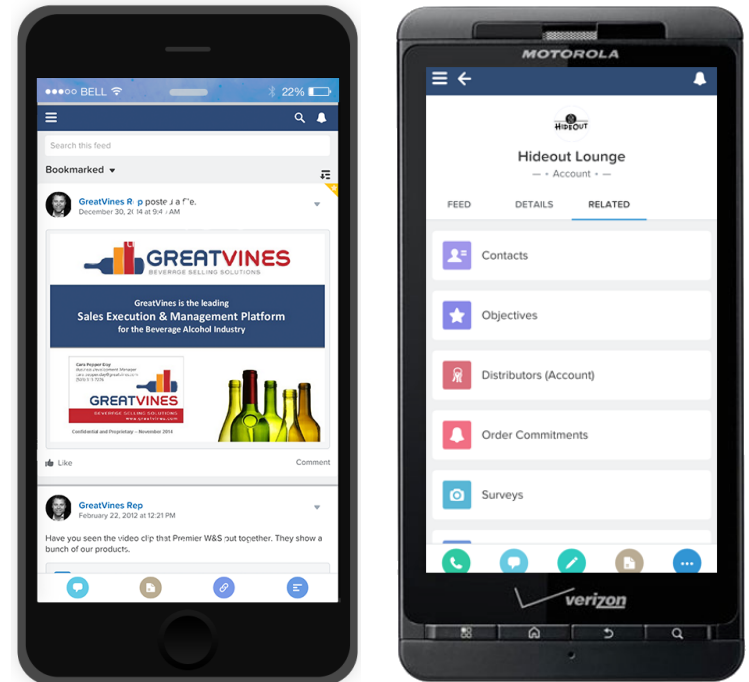
GreatVines Takes Sales Management To Your Users and Their Devices



DESKTOPS/LAPTOPS



SMARTPHONES



TABLETS



Leading Brands Use GreatVines



WINES



BEERS



SPIRITS

