GREATVINES

The Sales Execution Platform that Delivers More and Better Sales

GreatVines Sales Execution Platform

GREATVINES

Trusted by Leading Suppliers and Distributors Globally

Extensive Industry Experience and Technology Expertise

Proven, Modern Sales Strategies and Methodologies

"We are able to ensure we have the right product in the right place at the right time"

Rick Monkarsh, GSM National On-Premise
Campari Group

Because Execution is Everything

Organizations need to manage what drives their business

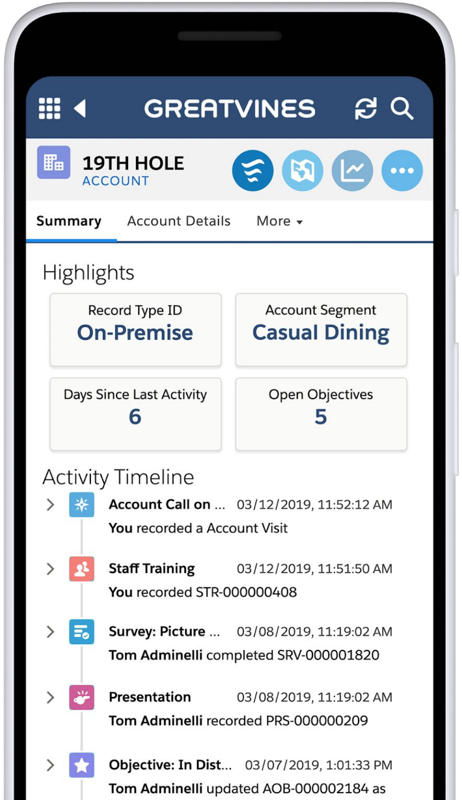
- Are your sales KPIs clearly defined and measured?
- Are your sales goals based on meaningful data?

Lack of access to sales and activity data in one place

- Have you defined strategic activities to meet your volume goals?
- Is your team wasting time using multiple applications?

Poor visibility to shared goals, plans and results

- Are you aligned with your Supplier and Distributor partners?
- Can your team see the impact of their sales efforts?



Key Platform Benefits

Measure Your Execution, Performance and Results

- Quickly correlate sales efforts and activities with volumes
- Make smarter sales decisions, faster
- Maximize time spent selling in market

Quick Return on Investment

- Streamline IT and administrative resources
- Leverage industry best practices

High User Adoption

- Single login for field users
- Friendly user experience across all devices

"We get better analytics, better scoring, better execution, and can shift resources as needed"

Jay Finnigan, VP Shared Services, RNDC

How to Sell More, Better

GREATVINES

Plan
Define your strategy
Set smart goals and target the right accounts!

Execute
Execute the strategy with precision
Create objectives and track KPI compliance

Measure
Measure performance and results
Which activities drive increased depletions?

Share
Share execution data with partners
Align supplier and distributor sales efforts

Sales Execution Platform

Plan → Execute → Measure → Share

GREATVINES

- Sales Execution Analytics
- Industry Specific CRM and Workflow
- Smart Goals and Objectives
- Dynamic Surveys and Scoring
- Trade Program and Spend Management
- Data Integration Services

> "We are executing smarter today with more market intelligence"

Jim Bernau, President/Winegrower, Willamette Valley Vineyards

Measure More Than Volume

Plan · Execute · Measure · Share

GREATVINES

Sales KPIs That Drive Strategic Insights

- Calculate ROI for each selling activity
- Align the right activities with smarter goals

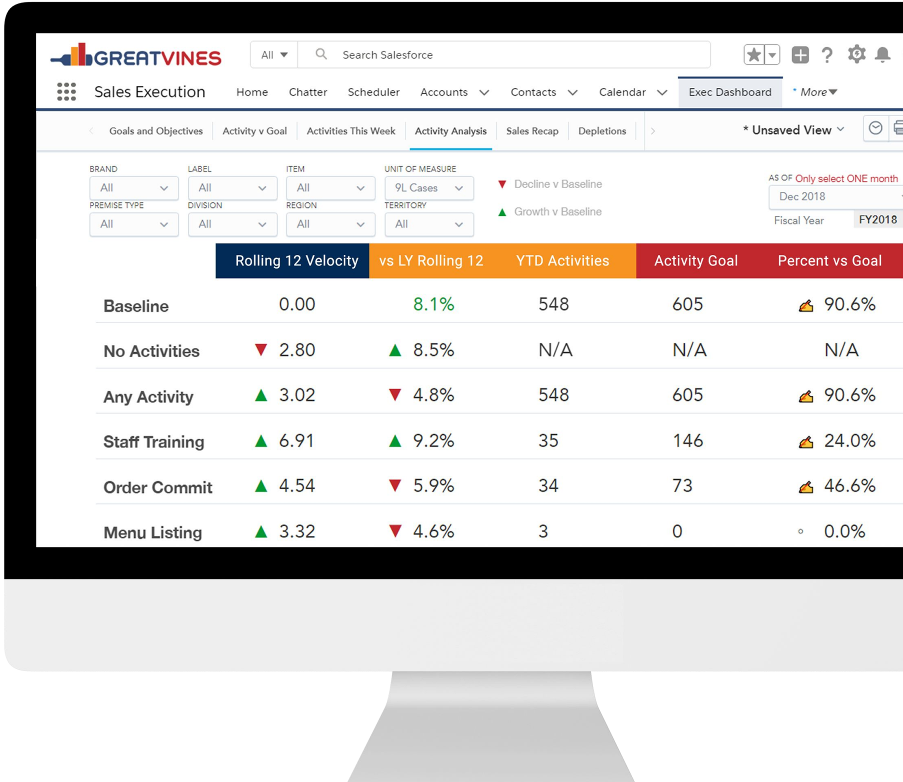
The Right Strategy For Every Channel

- Target Account Sets and Segments
- Build Objective Plans for smarter execution

Available Anywhere

- Embedded throughout the platform
- Desktop, Laptop, Tablet and Phone
- Schedule Dashboards via email
- Embed Dashboards into Portals and Apps

Sales Execution Analytics



Capture Activities and Details

Plan · Execute · Measure · Share

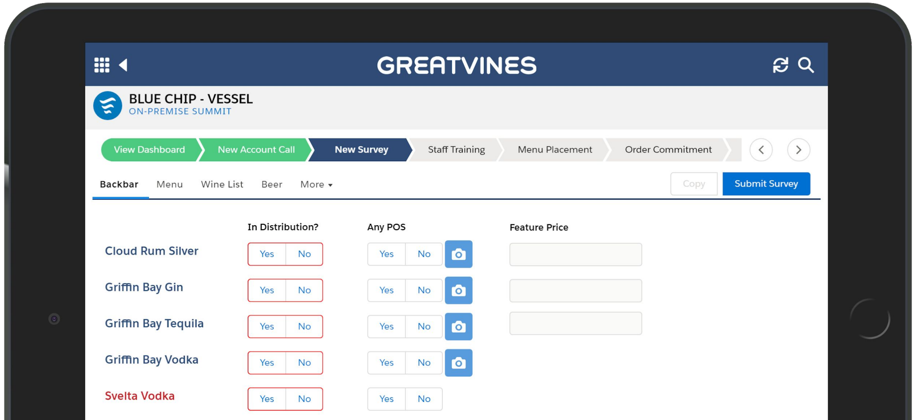
GREATVINES

Make Every Visit Count

- Enforce Consistency and Best Practices
- Share Sales Activity Dashboards with your team

Provide Users with Directed Selling Steps

- Customize Visit Sequences by Channel, Territory, Segment or Sales Profile



Industry Specific CRM and Workflow

What's Measured Gets Done

Plan
Execute
Measure
Share

GREATVINES

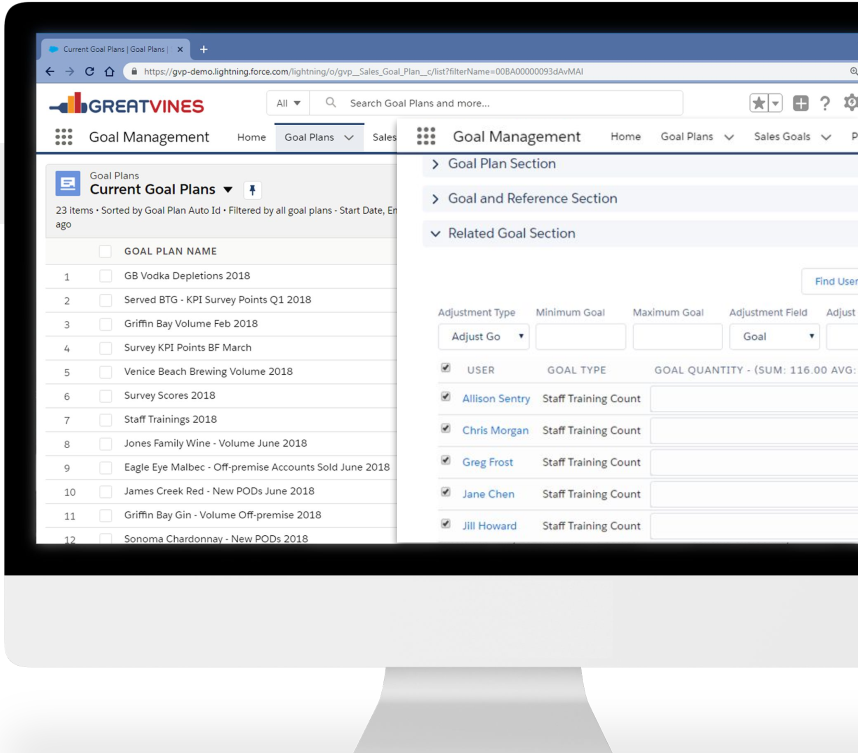
Drive Performance with Smarter Goals

- Increase Order Frequency while Building Brands
- Build Goal Plans with Historical Reference Data

Smart Goals and Objectives

Goal Types, Product and Account Attributes

- ✓ Depletions and Shipments
- ✓ Accounts Sold and POD Growth
- ✓ Sold versus Unsold/ROM
- ✓ Activation (Tastings, Trainings)
- ✓ Visibility (Menus, Displays)
- ✓ Survey Count, Points and Scores
- ✓ Objective Completion Rates
- ✓ Division, Region and Territory
- ✓ Segment, Channel and Chain
- ✓ Supplier, Brand, Label, SKU and Size
- ✓ Custom Product Attributes
- ✓ Custom Product Sets
- ✓ Custom Account Attributes
- ✓ Custom Account Sets



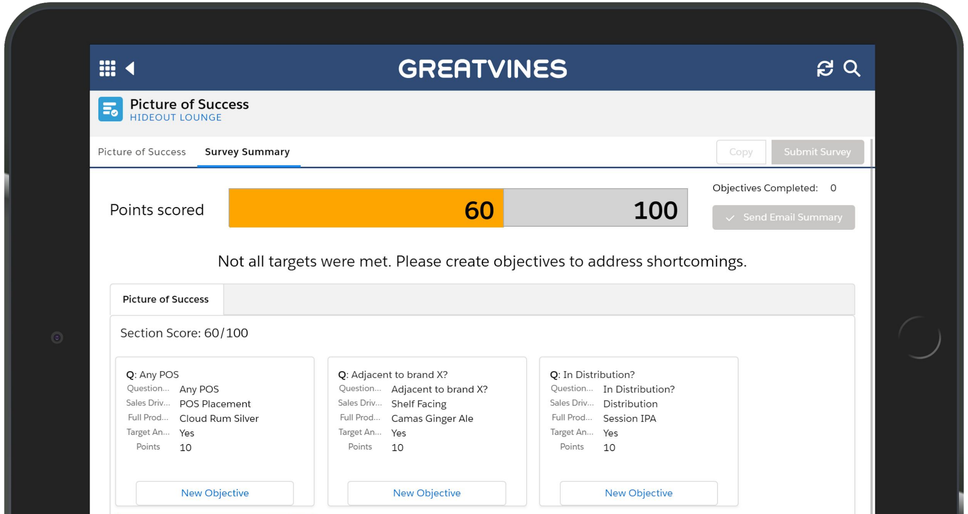
Define Your Picture of Success

Plan | Execute | Measure | Share

GREATVINES

Don’t Capture Observations, Drive Execution

- Identify and Segment Key Accounts
- Leverage Data to Create Smarter Goals
- Execute Your Strategy with Precision and Scale
- Share KPI data with Suppliers or Distributors



Dynamic Surveys and Scoring

Follow The Money

Plan · Execute · Measure · Share

GREATVINES

Manage Strategic Spending

- Associate Trade Programs with Budget Plans
- Track Invoices and Expenses against Programs

Increase Visibility and Accountability

- Link Sales Activities to Programs
- Implement Detailed Approval Workflows

Budget Plans
Allocate Funds by Brand and Geography

Programs
Trade, Agency, Consumer and Incentives

+

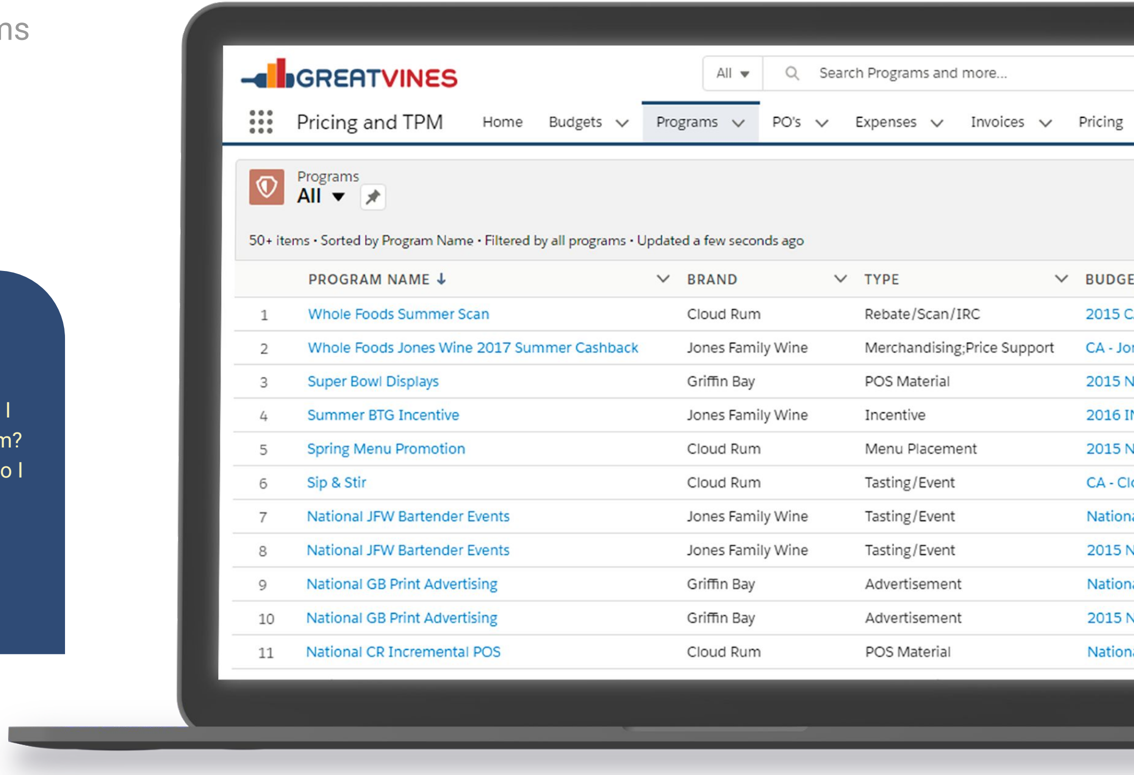
Invoices
Integrated with your Financial Systems

Expenses
Vendors, Reimbursements, Chargebacks

Analyze Spend against Sales

- Which Accounts did I activate this program?
- How much money do I have left to spend?
- How were sales in Accounts with this Program running?

Trade Program and Spend Management



Extend Your Enterprise

Plan → Execute → Measure → Share

GREATVINES

Connected Data From Multiple Sources

- Fully Managed Platform Integration Services
- Daily Integration with ERP, Depletion and Market Data

Smoother Deployments, Minimal Disruption

- Proven methodology with a modern iPAAS framework

BevPath Data Integration

NEW FOR 2019

- Align Supplier and Distributor Sales Execution
- Improved Performance Against KPIs
  - More Efficient Planning & Reporting
  - Standardization Across Markets
  - Enhanced Alignment and Collaboration
  - Faster and Better Visibility to Performance

Data Integration Services

ERP Solutions

SAP | ORACLE JD EDWARDS | Microsoft Dynamics | NETSUITE

Financial Management Solutions

sage | QuickBooks | PLEX | AMS Advanced Management Systems

Depletions and Market Data

VIP | nielsen | TDLINX | IRi | Aperity | Beverage Data Solutions

Offline Mobile Applications

Plan
Execute
Measure
Share

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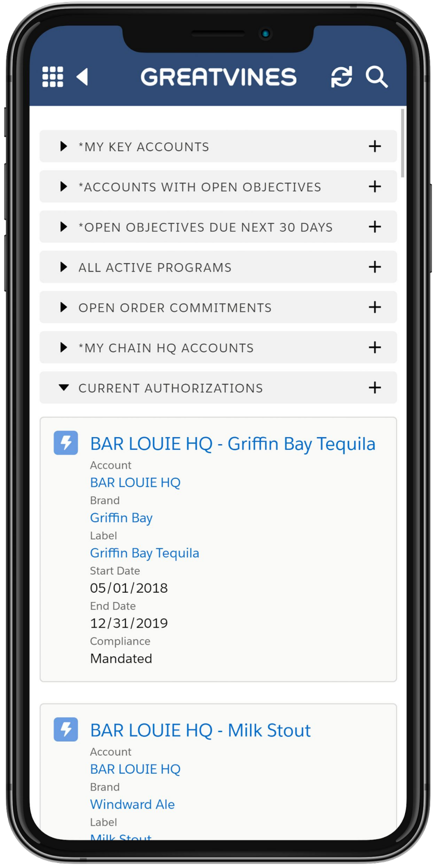
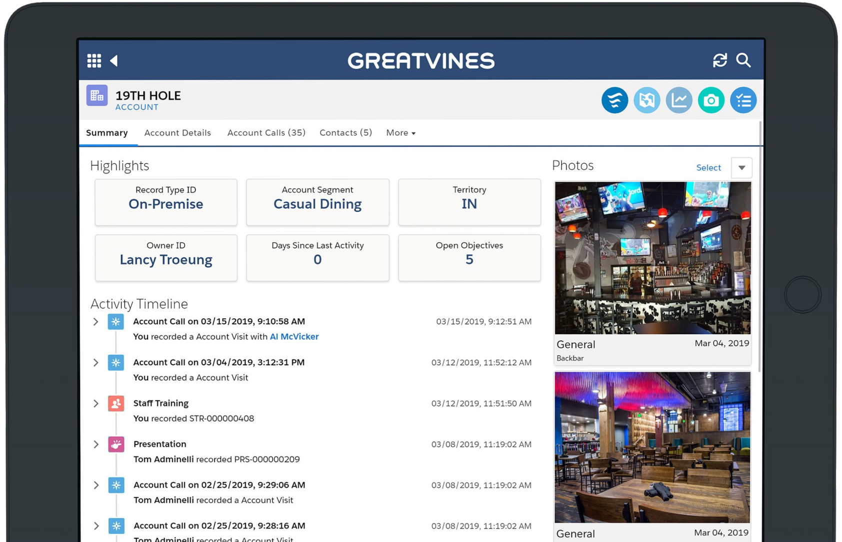


Reliable, Fast, Friendly and Engaging

- Built for Speed, Offline Sync and Ease of Use

Applications For All Platforms

- Apple iOS, Android, Chrome OS, Windows 10



Implementation Overview

GREATVINES

Enterprise Implementation with Industry Expertise

GreatVines Implementation Team

- Sponsor and Project Manager
- Technical Business Consultant
- Analytics and Data Management

Client Super Users and Administrators

- Empowerment through a proven training methodology that engages key users
- Help your team shift to a coaching culture
- Collaborative support model to ensure ongoing success and user adoption

Introduction	Kickoff	Configuration	Train the Trainer	User Training	Go Live
Project Sponsors and Managers	**Configuration Requirements**	**Platform, Data and BI Config**	**Super User Training and UAT**	**End User Training**	**Transition to Success Team**
Handoff from Sales to Implementation. Discuss Project Requirements, and Statement of Work.	Confirm Roles, Discuss Risks and Review Milestones.	Configure Core Modules, Mobile, Dashboards and Reports. Implement Data Integration process. Assign Account ownership.	Validate Requirements match specifications. Detailed Admin training on all modules.	Deploy to Desktop and Mobile Devices, Initiate Logins, Review Use Cases and Security.	Admin training on Support Portal, Tickets and Knowledgebase. Establish Business Review Cadence.

Featured Clients and Brands

GREATVINES

Beam Suntory
Jim Beam, Knob Creek, Laphroaig, Pinnacle Vodka, Cruzan Rum, Hornitos 100% Puro Agave Tequila, Maker's Mark

Campari America
Wild Turkey Bourbon, Skyy Vodka, Aperol, Grand Marnier (Maison fondée en 1827), Cynar, Appleton Estate Jamaica Rum, Cabo Wabo Tequila, Espolòn Tequila

Rémy Cointreau
Rémy Martin Fine Champagne Cognac, Cointreau, Louis XIII de Rémy Martin Grande Champagne Cognac, Mount Gay Est. 1703 Barbados Rum

Vintus
E. Guigal, Chateau Montelena Winery (Established 1882), Tommasi Viticoltori dal 1902, Compañía de Vinos Telmo Rodríguez, Petrus Pomerol, Brewer-Clifton

Proximo
1800 Tequila Reserva Silver, Kraken Black Spiced Rum, Hangar 1 Vodka, Jose Cuervo

FIFCO USA
Labatt Blue, Pyramid Brewing Co., Portland Brewing, Magic Hat Brewing Company, Seagram's Escapes (Keep it colorful), Genesee Brewing Company

Chopin Potato Vodka, Peju, WhistlePig

Pernod Ricard
In spirit and wine Corby, Jameson, Beefeater London Dry Gin, Absolut Country of Sweden Vodka, Havana Club, Avión Tequila, Kahlúa, Chivas Regal 12

William Grant & Sons
Independent Family Distillers since 1887
Tullamore D.E.W. The Legendary Irish Whiskey, The Original Sailor Jerry Spiced Rum 1911–1973, Glenfiddich Single Malt Scotch Whisky, Grant's Stand Together, Hendrick's Gin, Drambuie

Bira Original, George Dickel Tennessee Whisky, Brumont, Chappellet, Gérard Bertrand L'Art de Vivre les Vins du Sud

Diageo Cellar Reserve, Republic National Distributing Company, Empire Merchants

Licor Beirão, Pahlmeyer, Tanteo Infused 100% de Agave Tequilas, Vranken Pommery America, Daou Vineyards & Winery, Epic Brewing, Willamette Valley Vineyards, Round Pond Estate, PlumpJack Winery, Opici Family Distributing