

GreatVines Supports Whiskey Producer's Expansion into 42 States

High West Distillery

Park City, UT



CASE STUDY

Business Challenge

High West Distillery & Saloon, Utah's first legal distillery since 1870, has been crafting delicious whiskies and marrying them with contemporary Western comfort food. High West's distribution activities began in 2007 and its network quickly enjoyed healthy growth.

Since inception, High West's distribution activities had been managed using a homegrown, spreadsheet-based process. As their sales and distribution territory expanded, analysis of shipments and depletions across all territories, distributors and accounts grew increasingly cumbersome. The existing process employed by the sales team to track accounts, contacts and activities proved equally tedious. High West was spending significant amounts of time reconciling information between numerous spreadsheets; a process described as "painful and time consuming". The significant volume of time dedicated to tactical and administrative efforts negatively impacted the client's ability to focus on more strategic, growth-oriented activities.

High West contacted GreatVines seeking a solution for automating these manual processes. Complicating matters, a good number of High West's distributors lacked connection to the Nielsen's Beverage Data Network (BDN); GreatVines' source of depletion data. There were concerns among High West's management team as to whether they would attain maximum value from GreatVines' solution given the lack of High West distributors' BDN connections.

Solution

GreatVines was engaged to implement sales execution tools for account development, distributor management and contact organization. GreatVines performed a comprehensive assessment of High West's existing business processes and developed a detailed plan, leveraging the GreatVines platform to improve and automate brand visibility, brand activation and trade marketing processes.

HIGHLIGHTS

Customer

High West Distillery
Park City, UT

Challenge

- Homegrown spreadsheet-driven solution for distribution
- Highly manual & time consuming processes
- Limited bandwidth among sales team to focus on growth/expansion
- No source of depletion data

Solution

- Deep dive business process assessment
- Project plan to develop and implement GreatVines automation of:
 - Brand visibility improvements
 - Brand activation
 - Trade marketing
- Deploy solution to:
 - Monitor activity
 - Track account objectives
 - Perform account scoring
 - Manage distributors
- Integrate GoodData for BI/analytics
- Integrate with BDN for depletion data feeds

Results

- Visibility & control enabled each salesperson to manage more accounts with less effort
- Automation reduces man-hours dedicated to manual data entry by 70%
- Penetration increased from 6 to 42 US states
- KPIs measured against BDN and GoodData intelligence, managed via the GreatVines platform

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GreatVines worked with High West to refine and automate their sales methodologies, using the platform to enable activity monitoring, account objective tracking and account scoring. GreatVines also provided means for measuring sales performance and productivity to improve accountability among the sales team.

During the course of implementation, GreatVines proposed the integration of advanced analytics tools by integrating GoodData, a cloud-based business intelligence and big data analytics platform. With GoodData, High West was able to query data specific to their needs and improve collaborative efforts using the wide range of visualization tools offered by the GreatVines/GoodData integration. In addition, GreatVines worked with High West's distributor partners to connect with BDN to ensure depletion data would be routinely and consistently reported and analyzed.

Results

The efficiencies harnessed by the GreatVines solution enabled individual salespeople to manage numerous markets at the same time, yielding additional time to pursue new business. The automation of sales and marketing activities as well as shipment and depletion activity cut the number of man hours dedicated to manual data entry, reconciliation and analysis down by nearly 70%. At the same time, the solution delivered the required visibility into operations that enables a much more effective strategic planning and execution capability.

Fully utilizing GreatVines to access Nielsen's BDN across all distributors and incorporating GoodData's analytical power provided High West with improved data quality and consistency. This led to significant operational efficiency and reduction of redundant or low-return efforts. GreatVines solution's daily reports and impactful data visualizations have helped High West accelerate and sustain growth from a handful of existing markets into new markets across 42 US states.

High West is now leveraging GreatVines to significantly expand its geographic reach and increase its visibility in key accounts. High West has also just started utilizing GreatVines Trade Promotion management module to track their trade spending. High West now plans, executes, measures and refines its activities against key performance indicators derived from BDN and using GoodData intelligence, all managed via GreatVines.