



SUCCESS STORY:

BOTTLITIX

DSI Moves from SI to ISV, Revolutionizing the Alcoholic Beverage Industry with Bottlitix Built on Microsoft CRM and Microsoft Azure

Dimensional Strategies Inc. (DSI) are masters in data analytics and have worked in the industry for almost 20 years. DSI has become visionaries and help their customers achieve success that wouldn't be possible without the power of data analytics. DSI recognized early on that manufacturers and distributors of alcoholic beverages were at a disadvantage, staying competitive in an industry that is monopolized by a handful of larger players is intimidating. DSI identified a niche market and understood that most small-medium sized distributors and manufactures of alcoholic beverages didn't have the technical know-how or infrastructure to use and interpret this data. This is how Bottlitix was born.

It's nearly impossible for smaller manufacturers and distributors who do not have the IT infrastructure or know-how to track sales and understand how they measure up to the competition.

Enter Bottlitix

A major Canadian pioneer in making quality wine decided to make a bold decision and hired Bottlitix to give them a competitive differentiator in the market and to propel their business forward by:

- ✓ Understanding how, what and where customers are buying
- ✓ Learning how every drink in Ontario is being consumed, especially the competitors
- ✓ Unlocking business insights from multiple sources that nobody else knows is there

Business clients in the Alcoholic Beverage Industry consistently fight for mindshare with their clients. They have three main challenges:

- Getting shelf space at liquor stores is at a premium – thousands of products never make it onto liquor store shelves and every brand is trying to prove they belong
- Restaurants and bars want to sell drinks that move fast, they play safe with “the same old products”. Getting them to invest in new products or to purchase more of your existing products, means understanding what customers will buy. but that requires real business intelligence
- Sellers of alcoholic beverages sell to local liquor stores and restaurants/bars—not their customers

This poses a major challenge for distributors and manufactures of alcoholic beverages – how do they track sales and understand how they stack up against competitors if they don't actually sell to their customers? The good news is that the data exists in multiple silos available for purchase from various regulatory agencies. While large multi-nationals leverage this data, it was impossible for the smaller manufacturers and distributors who do not have the IT infrastructure or know-how.

Harnessing a Big Data World

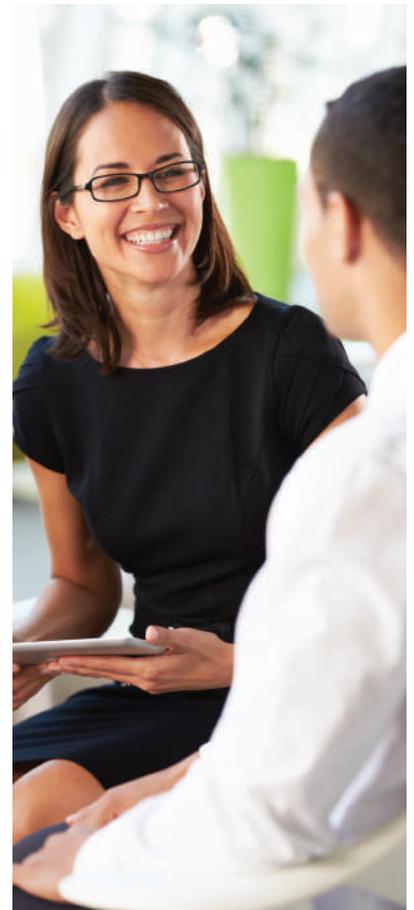
Combining the power of Microsoft technologies – Dynamics CRM, Azure, SharePoint 2013 and SQL Sever EE 2014 allowed Bottlitix to architect and build a state-of-the-art online CRM solution that delivered real-time intelligence and insight to every role across an enterprise.

By harnessing this source data and making it available in real-time using Microsoft Dynamics CRM dashboards, the major wine maker has a solution that is modern, efficient, highly-specialized and outstanding in terms of business value.

And now they have the ability to collect, organize and transform data to create a clear view of:

- ✓ How they stack up against their competition
- ✓ How to target their customers more effectively
- ✓ Their customer buying patterns
- ✓ How their incentive spending is being used

By harnessing this source data and making it available in real-time DSI's client has a solution that is modern, efficient, highly-specialized and outstanding in terms of business value.



The CRM system tracks sales rep's activities and contacts, while importing the most recent liquor data. Bottlitix identifies what, how and where customers are buying ensuring sales reps meet their targets and connect to the right customers. In real time it shows your performance against your competitor's performance.

"The Microsoft Cloud is really what's making the solution possible," explains Evan Ross Principal of DSI, *"Dynamics CRM online is a very, very cost effective way and a very fast solution to deploy to end customers. We've coupled Dynamics CRM with Bottlitix's cloud based data warehouse, using Azure with the infrastructure of SQL Server EE 2014 and using Power BI (in future solutions) to transform all that data into rich visuals. Dynamics CRM Online and Azure really gives Bottlitix the competitive edge."*

The Power of Bottlitix

The business impact for the wine producer meant freeing up 20% more time for sales reps to meet with clients. Now they also have better information to upsell their product.

Previously it took the wine producer 12 days every month to develop pertinent reports about their sales and revenue, by the time sales executives received the data the information was stale and difficult to interpret. Now the data is updated overnight and available the next morning, sales executives get reports with real-time data ensuring insight beyond measure.

Bottlitix has changed the way DSI thinks of their business. Bottlitix has enabled DSI to become an ISV and a Managed Service Provider (MSP). DSI has been able to restructure their revenue model to a recurring revenue model vs a one-shot professional services model. Bottlitix allows DSI to develop a stronger brand of thought-leadership and is bringing thought leadership to the industry.

Solutions like Bottlitix have changed the way customers do business, make business decisions and compete. Bottlitix provides a new level of being able to understand the customer. Just imagine where it will go next.

20%

of sales reps time is freed up by using Bottlitix, ensuring they have more time to meet with clients.

Get in Touch

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