

Case Study

Connecticut Distributor Gains Significant Ease of Use, Consistency with OnTrak's MenuTrak™ and SampleTrak™ Software Solutions

Company-Wide Deployment of Speedy, Efficient Software Brings Notable Business Benefits to 86-Year Old Beverage Alcohol Distributor

Serving nearly half of Connecticut, Allan S. Goodman, Inc. is a family owned wholesale distributor offering all categories of beverage alcohol products. Founded in 1933, the company's sales force of 30 sales representatives, five sales managers, a fine wine specialist, a craft spirits specialist, and three marketing managers consistently prioritize customer service and efficiency.

President Dave Heller said the company turned to OnTrak Software's MenuTrak and SampleTrak solutions in 2016 to further bolster the company's focus on continual innovation – with an eye on improving customer and sales rep experiences, reducing promotional-related errors, and maximizing supplier bill backs.

MenuTrak Answered Need to Centralize and Consolidate

Designing, editing and producing beverage menus is a big job. Previously, Goodman used manual requests from reps and tracked costs and other important data manually as well.

MenuTrak™ automates the order configuration, approval and production of custom beverage menus and signs for distributors. It also eliminates errors and reproofs and reduces time-to-market while also tracking and managing POS costs and improving supplier bill-back recovery.

Goodman states they have greatly benefited

from MenuTrak's ease of use, as it logs the customer, menu type, size, cost and all of the other needed details for proper bill-back reports to the supplier, not to mention more thorough internal intelligence regarding the success of each individual investment.

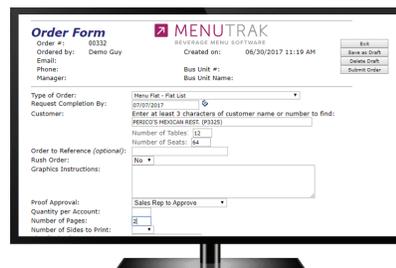
"We see great business benefits in MenuTrak, as it allows us to easily compile all of the

different parts involved in graphic design and production and is easily used by our accounting teams to list customer information, output types and various

costs," Heller said. "With MenuTrak, reporting is easy. All of the information is quickly exported and available to the relevant team members instantly. It provides a greater ability to manage the process from a cost-benefit perspective."

Heller said his sales and accounting teams used to take days to locate and input all of the relevant data related to graphic design production. Using MenuTrak, they can search by customer, supplier, or time period and customize their search as needed. In fact, Goodman sees ever-growing use as part of their daily operations.

"Our teams can do a lot with it," Heller said. "From a management perspective, the whole



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approval process for a sales rep submitting their request and a manager approving it, and then getting it through the customer is easy. If a rush job comes up, you can more easily and confidently get it done using MenuTrak. Everything is visible to all parties. The transparency is great.”

With more than 500 package stores and 1,200 restaurants, bars, clubs, hotels and casinos as its customers, Goodman reiterated that the overall return on investment is clear for MenuTrak.

“User errors have definitely gone down since using MenuTrak,” he said. “Since everyone uses the same MenuTrak logging process, it’s far more accurate. Plus, we now bill back suppliers on a set schedule and recoup nearly all of the associated dollars. That’s key for any distributor.”

SampleTrak Brings A Much-Needed Comprehensive Approach

Goodman uses OnTrak’s SampleTrak solution to track actual tasting events instead of samples. Prior to signing up for SampleTrak, the marketing team would receive manual emails with multiple tasting requests as well as incomplete information that required a lot of back and forth between marketing, sales reps and customers.

SampleTrak serves as the much-needed answer that provides comprehensive online request forms from each sales team and always includes the needed information that minimizes delays or administrative tasks. They found it serves as a cost-effective platform for their sales teams to request tastings and manage all aspects of that specific event.

“With all of the information in one place, my

teams can look at everything that is upcoming or completed,” Heller said. “And from there, we can analyze by week, by month, by quarter. The management team is now able to see trends and evaluate the effectiveness of each individual tasting program and tasting event. We can also see which sales reps are booking more events and further evaluate the performance of each sales representative. This is truly helpful data that’s pertinent to our business but wasn’t always available to us in the past.”

Heller also said that sampling event ambassadors add an additional layer of value by inputting their feedback and results into SampleTrak.

“We want to make sure there is a return on investment, so we look to SampleTrak not just to track the actual tasting event, but to also help us track all of the subsequent sales results,” he continued. “We’re able to see the performance of each ambassador, and then look at sales and relate it to tastings – that’s a powerful business tool. Its price structure is reasonable and the value is very high. If we had tried to replicate it on our own, it would cost more and we wouldn’t get the results we sought. It’s intuitive and our training needs are fairly minimal. It’s a user-friendly answer to a previously frequent hurdle – a wise move that’s paid off for more than three years now.”

About OnTrak Software

OnTrak delivers innovative software solutions to help beer, wine and spirits distributors track, measure and manage point-of-sale (POS) marketing, line cleaning, and tap handle surveying activities. For more than 10 years, OnTrak has successfully provided software solutions to the beverage alcohol distribution industry. Ten of the Top 20 beer distributors, and three of the Top 10 wine and spirits distributors in the United States depend on OnTrak solutions every day. This is no surprise, as all of OnTrak’s products were developed based on business requirements from existing and potential customers. Visit www.ontraksoftware.com.

