

## Case Study

### New England's Leading Wine and Spirits Distributor Boosts Permanent POS Insights with PermaTrak System

Martignetti reduced POS waste by more than 25 percent and increased POS use by 25 percent through its deployment of PermaTrak

As the largest wine and spirits distributor in Massachusetts and the seventh largest distributor in the country, Taunton-based Martignetti Companies serves restaurants and retailers with a sales force of 350 representatives and a 35-person merchandising team.

Managing a vast multi-state permanent POS placement program, Martignetti provides customers with all types of sales-boosting items, from Crown Royal thrones and large barbequing displays to more seasonal basics – and it all needs to be inventoried and efficiently controlled and tracked to maximize ROI. Peter Colettis, executive vice president of sales and marketing, sought a system that would help Martignetti measure the success of permanent POS and serve as an efficient business enablement tool.

#### Martignetti Was Seeking Organization and Transparency For POS

*“I searched long and hard for a system that allows my team to categorize our inventory of permanent POS inventory and treat it like all the other SKUs that we have in our warehouse,” Colettis said. “We were looking for transparency – and we found it with PermaTrak from OnTrak Software. We were seeking the ability to gather, maintain and share information about where our permanent POS was going. PermaTrak provides all of that knowledge for us.”*

Colettis said it was important to convert

permanent POS from an untracked, cost-filled effort into a business-growth tool that is monitored and strategically controlled.

*“Prior to deployment, sales teams simply weren’t aware of the locations of permanent POS or the reasoning behind it,” he said. “And that was simply because we didn’t provide a tool that made it possible. Today, my portfolio managers are well informed. They can properly support each individual initiative with the bigger picture now available to them through PermaTrak. That, in itself, has transformed how we execute permanent POS efforts.”*

*“And their sales representatives,” Colettis said, “give it a big thumbs up as well, welcoming the new system that is on nearly all of their iPads today.”*



*“Sales reps can now reserve materials in an efficient and streamlined manner through PermaTrak,” he said. “They’re literally carrying iPads with the ability to pull up permanent POS and show it to customers on the spot, not to mention create orders immediately, with all of the details included. They see it as a notable tool that saves them time while also increasing customer confidence in us as their distributor. It’s a small investment with a huge benefit for a large distributor such as Martignetti.”*

*Continued*

Anytime you can easily add visibility into your business, you make better decisions that ultimately enhance brand building capabilities and lead to growth – one of the cornerstones of the distributor’s business.

***“From the supplier side, we’re now able to provide an accurate and consistent snapshot of what has been used where,” Colettis continued. “After all, suppliers spend a lot of money – and we’re able to report back with confidence what permanent POS we need and why. That’s not only appreciated on both sides, but boosts industry relationships. Suppliers simply love it.”***

### PermaTrak Has Reduced Waste and Increased POS Usage

Colettis said all he has to do is look back at the manual process they previously used to illustrate that there’s clear evidence of dramatic improvement.

Today, he credits PermaTrak with reducing POS waste by more than 25 percent while also increasing the execution and use of POS by at least 25 percent.

***“In the past, all of the information surrounding permanent POS was decentralized and manually executed. Human error and inefficiency was far more common,” he said. “In fact, we previously had to physically go to the warehouse and see what was available. Today, PermaTrak’s system brings all of that information, and much more, to our fingertips. We can act far more quickly and be far more responsive to meet specific needs.”***

### 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.

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