

CASE STUDY: Tennessee Beer Distributor Sees Significant Increase in Efficiency Following Deployment of OnTrak Software Solutions

Sales team at Anheuser-Busch distributor spanning nine Tennessee counties gives new POS marketing management system a big ‘thank you’

Overview

With a multi-decade presence in Western Tennessee, Central Distributors found themselves moving to a new, significantly larger headquarters with a fresh need for more efficient management of their point-of-sale (POS) marketing expenses. In March 2017, they invested in a bundled OnTrak Software solutions package and never looked back.

Michael Overbey, Central Distributors General Manager, was inspired by an article that had been emailed to him – it talked of notable POS savings and efficiency for beer distributors. He requested an online product demonstration from OnTrak Software, and shortly thereafter, Central Distributors selected two solutions that provided immediate value to both its management team and its 30+ person sales force. The company deployed:

- **SignTrak** – Manages the distributor’s custom POS signage process, including order, production and placement. The system also tracks and lowers costs, eliminates errors and reworks, speeds up time-to-market and helps prove supplier marketing allowances.
- **PermaTrak** – Provides an inventory control and asset management tool for neons, tap handles, and other permanent POS. It also controls permanent POS inventory from receipt, to order, through picking and placement; tracks location, POS costs and retail value; and assists with compliance to local regulations.

OnTrak Offers Value

Overbey said his decision to choose SignTrak and PermaTrak was largely based on two factors that were important to his business:

- A fair and affordable pricing model that allows Central Distributors to pay per sales rep, per month.
- The value the actual technology brings to his operations

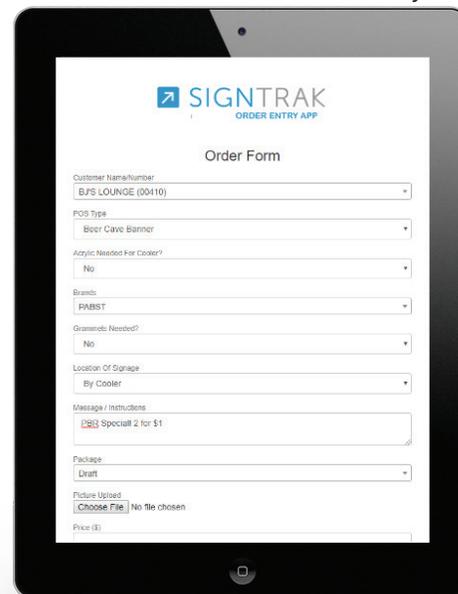
“I will compliment OnTrak on the fee they charge for the user – it’s very acceptable,” Overbey said. “That’s what caught my eye initially – and they charge a simple monthly fee per user. That fits our budget, and OnTrak’s pricing is fair. Additionally, we knew that we were moving to a new facility where we would need to make our process of tracking signage and tracking permanent POS more streamlined and smart. So, we were looking for some type of automated solution that would allow our salesmen to interact with it and it wouldn’t be a time-consuming product. OnTrak was the clear answer from a capability and budget stand point.”

He noted that sales reps initially anticipated a gap between deployment and the time at which they became comfortable and appreciative of the new system, but instead he said his team saw a big business impact nearly immediately.

“Our team quickly realized after using the new SignTrak system that they were saving significant time by not duplicating similar requests and only changing what needed to be updated,” Overbey explained. “Repeat signs were a quick illustrative example of how valuable SignTrak was going to be for the sales team moving forward. And with PermaTrak, the value was even more immediate – the reaction from the sales team was ‘thank you, thank you, thank you.’ Now, they know what pool of goods they have without scrolling through a 10-page Excel file -- and they don’t have to worry if someone else already took it. As soon as it comes out of inventory in PermaTrak, that change is live – so our team is never double ordering the same piece! That’s a huge welcome to our team.”

SignTrak - Ease of Use

Overbey continued, *“Ease of use is of the upmost importance to me. Our salesmen on the road, they are out there selling beer,*



and the last thing I wanted was them to have something complicated to use and take more time. That’s what our old system was doing to us. With our old system, they were skipping things because they didn’t want to go back into the system and fill out the exact same form they just filled out last week. As an example, you would previously go into a sign request and fill it out for some signage that you

need. And then the next week would come around and the customer would change the price and you would have to go back into the system and redo the entire sheet simply due to a price change. SignTrak saves the actual first request, so all you have to do it is go

into the system and change the price. You don't have to change the whole request or create an entirely new one. That saves us a ton of time out on the road – it's a lot more efficient when you consider that scenario happens over and over again – day after day, for our team.”

PermaTrak - Increased Efficiency

Central Distributors' use of PermaTrak now enables them to take full advantage of their new facility and maximize the value each sales rep offers each customer. Overbey said they're now able to receive permanent POS into their PermaTrak system and then the salesman can just log on and see in real time what their team has available to place in accounts.

“Our Salesman and Sales Team Leaders can see how many Bud Light neons they have, how many Bud pool table lights they have in their allotment -- and then they know exactly what they have to use out in the market,” he said. “They also always know what they've already put in a request for. It tracks

it all in an organized and helpful manner. PermaTrak also tracks it from the warehouse to the market and to the account. Before, we had to track that entire process manually. Again, it was inefficient – and sometimes our salesman would say to themselves, ‘Hey I'll just fill that paper out later,’ and it never happened. Therefore, our inventory was not as accurate, no one knew what they had available to use in the market place, etc. PermaTrak has allowed us to be spot on – we can track it and it's just so much more efficient.”

And they can make tweaks along the way when the system indicates they may be investing too heavily in one customer and not enough in another. OnTrak's solutions serve as tools to professionally and reliably illustrate the ongoing value that a distributor offers. That's in addition to the added benefit that they can, at the touch of a button, compare what they've spent where and when – over previous time periods.

“So OnTrak tells us that, for example, in one account you have you spent this much money in signage year to date -- and then in a smaller account, you can also see potentially surprising variations because the system tells you you've spent twice the amount on signage as compared to significantly larger accounts,” Overbey said. “So, it

teaches us where we are spending our money. Are we taking care of the customers that sell the most product, or are we over spending on accounts that are not as profitable? Of course, you're going to have some sports bars where you have a lot of money invested – and OnTrak allows us to easily show that customer how much value we have provided them just to decorate it and make sure it feels like a sports bar. We can easily show them the neon cost of \$300, the \$250 pool table light cost, and those types of expenses. So PermaTrak and SignTrak, for temporary signage as well, are truly selling tools for us – to help us manage the cost through its system. If we enter the cost of the product, it tracks it all the way through for our team.”

OnTrak Helps the Bottom Line

While also giving OnTrak's support team high marks for responsiveness and professionalism, Overbey said there is no doubt that SignTrak and PermaTrak have significantly helped his bottom line.

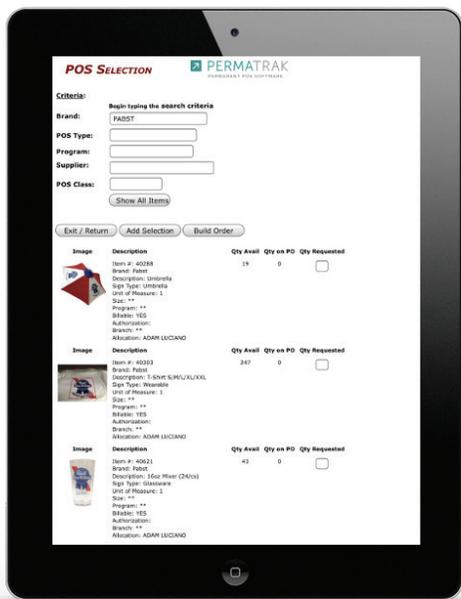
“I now know for a fact that we're not losing as many neons, that we're not misplacing as many POS items – the actual loss of assets was costing us money. We've definitely saved money using OnTrak. And now there is a comfort level that we never had before. I can't really quantify it because I don't have anything to compare it against because of our old manual process – which was the entire reason we looked for OnTrak in the first place. I look forward to year over year data this software will provide our company. What a good decision.”

About Central Distributors

Founded decades ago and based in Jackson, TN, Central Distributors is the area's only Anheuser-Busch Distributor. The company has 65 full-time employees who offer over 500 brands to its customers. Central Distributors sells more than two million cases of product each year to Chester, Decatur, Fayette, Haywood, Hardeman, Henderson, Madison and McNairy counties, and half of Hardin County. Central Distributors is all about engaging with their community, founding The Craft Beer Society of West Tennessee as a way to connect individuals who are eager to explore their interest in craft beer, complete with an app for members. Visit www.central-distributors.com.

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.



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