

Customer Success Story

Tri-Eagle Sales - using analytics to improve business visibility and position for growth



Enabled better, faster data-driven decision-making



Positioned business for growth



Provided complete supply chain visibility



Improved analytics architecture with data warehousing

Challenge

Tri-Eagle Sales needed an analytics platform that could keep pace with an expanding product portfolio and a distributed team of 210 beverage industry professionals.

Logility Digital Supply Chain Platform

Logility equipped Tri-Eagle Sales with mobile, self-service analytics, delivering the real-time insight needed to improve customer satisfaction and sales effectiveness, as well as supporting long-term business objectives and company growth.



Facts

Industry
Food & Beverages

Headquarters
Ocala, FL

Profile

The leading beverage wholesaler in north and north-central Florida since 1996, Tri-Eagle Sales markets, sells and distributes Anheuser-Busch InBev brands to 2,000 retail customers across 14 counties.

"We are constantly making decisions based on supplier performance. Normally we would have had to leave a meeting and run more analysis before providing any analytics or feedback. With Logility, we can do it with the click of a mouse."

Ken Daly, President - Tri-Eagle Sales

Tri-Eagle Sales has been the leading beverage wholesaler in north and north-central Florida since 1996. From facilities in Tallahassee and Ocala, its 210 beverage professionals service more than 2,000 retail customers in 14 counties.

Tri-Eagle Sales markets, sells, and distributes Anheuser-Busch InBev brands such as Budweiser, Bud Light, Michelob Ultra, Goose Island, and Stella Artois. Its portfolio also includes world-class craft and import brands such as Tallahassee-based Proof Brewing, Cigar City, Oskar Blues, Founders, Ballast Point and Duvel Moortgat. In addition, Tri-Eagle handles a diverse line of ciders, wine, spirits and non-alcohol products.

Keeping Pace with Business Growth

Before implementing Logility, Tri-Eagle Sales relied solely on its route accounting software [RAS] and Microsoft Office tools. But according to management, rapid growth and an expanding beverage portfolio were creating “blind spots” throughout the business, and a team was selected to review analytics solutions.

The evaluation team agreed that limiting the benefits of analytics to headquarters staff didn’t support the company’s broader vision for

data-driven decision-making, and they were quick to identify the value of pushing information into the field via mobile devices and enabling self-service data discovery and analysis for all stakeholders. From a functional perspective, the chosen solution would need to perform exceptionally well in three areas: extracting, transforming and organizing a variety of underlying source data with room to add more sources later, device independence, and ease of use.

Logility Advanced Analytics for Sales

enables YOY tracking of Actual Performance against Forecast and Budget to reveal what products are selling against the forecast, how profitable those sales are, and how market demand is changing over time.

Logility Scheduled Reporting

allows distributed reporting on a scheduled basis, easily exportable to PDF or Excel. Specific conditions can be pre-set to trigger notifications for rapid response and resolution.

Logility enables you to:

- Increase pace of digital supply chain transformation
- Improve data quality
- Present relevant, consistent data to thousands of decentralized employees
- Drill into problem areas, collaborate on solutions
- Make better decisions, faster
- Improve demand planning and forecasting accuracy
- Identify and accelerate idle inventory

Understanding the Nuances of a Unique Industry

Logility's broad experience with, and deep knowledge of, the beverage industry, was a key differentiator for the Tri-Eagle Sales evaluation team. Understanding the profit and loss drivers that are specific to large beverage companies has informed the development of Logility's industry-sensitive solutions and an implementation methodology that supports a rapid path to ROI. In addition, Logility had the capabilities to combine industry-specific data sources to support fast, reliable decision-making through complete supply chain visibility.

Logility's highly visual, browser-based, dashboard-driven system quickly created a community of competent, energized users, rather than a few power users forced to deliver on the rest of the user community's needs for analytics. The entire

company now shares a single source of truth via a modern supply chain analytics platform that supports long-term business objectives and promotes better-informed, more responsive leadership.

Ready to Pursue Ambitious Plans

With Logility analytics and dashboards fully embedded and operational, Tri-Eagle Sales has ambitious plans to improve its forecasting, demand planning and code date tracking. This will require capturing and normalizing data that isn't currently gathered in Tri-Eagle's core systems, for example purchase orders for all craft beer brands. This phase will also include launching additional enhancements such as inventory management, future shipments by date and average daily sales.



About Logility

Accelerating the sustainable digital supply chain, Logility helps companies seize new opportunities, sense and respond to changing market dynamics and more profitably manage their complex global businesses. The Logility® Digital Supply Chain Platform leverages an innovative blend of artificial intelligence [AI] and advanced analytics to automate planning, accelerate cycle times, increase precision, improve operating performance, break down business silos and deliver greater visibility. Logility is a wholly owned subsidiary of American Software, Inc. [NASDAQ: AMSWA].

To learn how Logility can help you make smarter decisions faster, visit www.logility.com.