Customer Success Story
Tri-Eagle Sales

Tri-Eagle Sales moves beyond basic RAS reporting, improves overall visibility of its growing business

Business Situation

- Rapid growth, expanding beverage portfolio
- Outgrew reporting capabilities of its RAS (Route Accounting Software)
- Wanted comprehensive visibility of information
- Needed mobile-ready system to arm field sales management with real-time customer data

Benefits Achieved

- Improved long-term corporate BI architecture using data warehouse
- Decision-making can now be made based on complete, accurate information
- Leadership can simulate scenarios in real-time skipping extensive and time-consuming reports

Why Halo?

- Easy to use -- browser-based, dashboards and drill-downs
- Platform will support growth and change
- Vertical expertise and industry knowledge
- Wide array of beverage customers
- Responsive design, mobile-ready

About 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 knowledgeable beverage professionals service more than 2,000 retail customers in 14 counties.

Tri-Eagle 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 and spirits.

Why Business Intelligence?

For years, the Ocala-based company relied solely on its RAS and Microsoft Office tools. But according to Tri-Eagle management, recent rapid growth and an expanding beverage portfolio were creating "blind spots" in the business.

The evaluation team decided that limiting the benefits of Business Intelligence tools to headquarters staff didn't support the company's broader vision for data-driven decision-making, hence the early emphasis on pushing information into the field via mobile devices.

From a functional perspective, the winning 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.

Why Halo?

According to the Tri-Eagle selection team, Halo was chosen for:

Comprehensive Data Management. A key differentiator is Halo's deep knowledge of the beverage-industry and its ability to combine data sources commonly used in the industry to support rapid, reliable decision-making and complete supply chain visibility

Industry Experience. Halo has implemented its end-to-end solution in several beverage supply and distribution companies. As a result, Halo understands profit and loss drivers in small, medium and large beverage companies, and has incorporated this learning into its easy-to-use software tools and implementation methodology.

Ease of Use. Understanding that the fastest path to a return on investment is rapid and thorough adoption by all users, Tri-Eagle focused on finding a highly visual, browser-based, dashboard-driven system. The end goal is to create a Tri-Eagle Sales community of competent, energized users, not a few power users forced to deliver on the rest of the user community's needs for analytics.

Benefits

» Entire company shares single source of truth

» Leadership is better informed and more responsive, leading towards improved customer satisfaction and sales effectiveness

» Company now has a modern supply chain analytics platform supporting long-term business objectives

The future

Tri-Eagle leadership planned to implement Halo in two phases. The first was to empower the management team with sales analytics and mobile dashboards. This phase included deploying a data warehouse to maintain the company's current Route Accounting Software and to prepare for the implementation of new Route Accounting Software.

Phase two covers forecasting, demand planning and code date tracking. It's more ambitious because it requires capturing and normalizing data that today isn't gathered in Tri-Eagle's core systems, for example purchase orders for all craft beer brands. This phase will include launching additional enhancements such as inventory management, future shipments by date and average daily sales.

Halo
www.halobi.com