



CASE | WINE VERTICAL



Fast ROI and market clarity with TARGIT

The benefits of TARGIT Business Intelligence at Merryvale showed right away: "The financial savings was in not having to expand the sales support staff. Therefore, the ROI recovery was extremely fast as we implemented and were up and running very quickly and all for less than hiring an additional person," explains Patrick Dolim, Chief Financial Officer for Merryvale Vineyards.

Besides a financial saving, Merryvale is able to get a sense of what customers are buying based on the depletion data by using TARGIT.

Merryvale's key performance indicators:

- Case Shipments/Sales vs. Budget vs. Prior Year
- Average Case Selling Price vs. Budget vs. Prior Year
- Winery Direct average customer purchase
- Case Depletions (Current Year vs. Previous Year)
- Accounts Sold
- Channel Analysis

"Since implementing TARGIT, Merryvale's management has been provided an extremely clear view of every aspect of the business."

Patrick Dolim, Chief Financial Officer for Merryvale Vineyards

"We want to be able to see if sales are skewing to the high end, vintage bottles, middle or value end," explains Dolim. The ability to perform predictive analysis and forecasting is a feature of TARGIT that was very appealing for Merryvale.

The sales representatives can now obtain real time data in a matter of 10 to 15 minutes as opposed to waiting for finance to create a special report, which could take hours or even days. "Since implementing TARGIT, the winery owners have been provided an extremely clear view of every aspect of the business. They get to see the successes as well as where the weaknesses exist and require attention," the CFO explains. The Regional Sales Managers

can now see their whole area of responsibility as well as drill down to the individual account's sales mix. This granular level of details did not exist before the TARGIT implementation, and has provided Merryvale with a clearer visibility of the market.

With TARGIT, Merryvale is now able to leverage accessing trade sales data - which rendered obsolete the monthly task of gathering, by distributor, all the trade depletions for the month. Merryvale partnered with TradePulse, a system for making sense of their supply chain. TradePulse allows Merryvale to outsource the time-consuming and cumbersome process of gathering, cleansing and delivering monthly distributor depletion and sales data.

Higher profitability with BI

The overall results and benefits from the TARGIT implementation have been transparency and tighter alignment between strategy and execution, which in turn leads to overall profitability. Merryvale went from utilizing an Excel spreadsheet for their reporting to the TARGIT, and can now pull together their entire sales mix and see who is selling the product and who is not. "We went from the stone-age to the electronic age overnight," exclaims Patrick Dolim and continues: "Since implementing TARGIT, Merryvale's management has been provided an extremely clear view of every aspect of the business. We are able to quickly see the successes as well as where the weaknesses exist and require attention.



CASE | WINE VERTICAL



Overall, it gives us the ability to make insightful decisions about significant changes in the industry and our markets."

One of the biggest challenges for the sales team of Merryvale was the missing access to real-time national distributor chain sales and product depletion data. Besides the missing real-time data, they did not have a great deal of choices in regards to accessing comparable data. Access to operational data would effectively monitor which products are moving off the shelves and would be of great importance when managing the sales of their product.

Before the implementation of TARGIT, the process to obtain the data needed for reporting was archaic and slow. Merryvale's National Accounts Sales Director, Tom Reese, would call the distributors in each state to find out what their respective sales and depletions of Merryvale products were for the month - this task monopolized almost

50% of his time during the first half of the month. Furthermore, an accounting analyst from Merryvale spent 50% of the month gathering the information and manually entered the case depletion data and shipment data into an Excel document.

"Our reporting process was a daunting and out-dated method to tracking sales and depletions. Obviously, this was a very, very painful and primitive approach for our sales team and even worse for my accounting analyst," says Patrick Dolim. The need for a BI solution was so great that an additional support staff person was being considered. Merryvale needed a solution that allowed them to see sales, shipments and depletions together in a simple dashboard.

"We went from the stone-age to the electronic age overnight."

Patrick Dolim, Chief Financial Officer for Merryvale Vineyards

Departments using TARGIT

- Finance
- National Sales
- Winery Direct (Merryvale's direct to consumer tasting venue)
- the Owners (reports)

Daily & Weekly Reports:

- Increase Efficiency
- More Time for Decision Making
- Less Time Gathering Data

Monthly & Quarterly:

- Year to Date Actual Sales vs. Budget & Prior year Depletions
- Profit & Loss by Sales Channel
- Depletions Reviewed by Division
- Placements Reported over the last 6 months
- Retail Account Review

About Merryvale Vineyard

Merryvale Vineyards is a family-owned Napa Valley vineyard, founded in 1983. For the past twenty-five years, Merryvale Vineyards has been turning exceptional Napa Valley grapes into world class wine.