

WINE INDUSTRY

**TECHNOLOGY**

SYMPOSIUM

## **1:00 – 1:30 p.m. Data Exchanges and Effective Reporting: How to Make Sense of Invoice-level Data**

**Abbott Wolfe**, vice president of commercial growth, Copper Cane Wines & Provisions

Invoice-level data can be incredibly powerful and is a great tool in sales management and planning because it lets a winery handle sales the same way a wholesaler or distributor would. This session will explore ways in which to manage this “firehose” of data with tools that will help you process an enormous amount of information as well as best practices to clean up and manage your winery’s existing database to successfully incorporate this new data.

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

- WHAT WAS SOLD (SKU)
  - 24,923 SKUs reported by ACNielsen latest 52weeks US xAOC
- WHO IT WAS SOLD TO (NAME OF THE ACCOUNT)
  - 192,000 Off Premise and 373,000 On Premise accounts by Nielsen and Wine Industry Insights
- WHERE IT WAS SOLD (WHAT TYPE OF ACCOUNT)
  - Between TDLinux and VIP – over 25 various classifications
- WHO ACTUALLY SOLD IT (NAME OF THE SALES REP AT THE DISTRIBUTOR)
  - 1,179 US Distributors by Wines and Vines with over 25,000 sales reps
- WHEN IT WAS SOLD (THE ACTUAL DELIVERY DAY)
  - 260 working days – about 230 shipping days
- HOW IT WAS SOLD (WHAT WAS THE PRICE)
  - Actual PTR (bottle/case price)







# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Using Invoice Level Data requires suppliers to think differently

In today's world of distribution consolidation (10% fewer distributors today vs LY)  
and  
supplier expansion (almost 30% more wineries than 5 years ago - +9,700)

Suppliers must have  
greater insight  
access to information and  
tighter control over their business today

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Using Invoice Level Data requires suppliers to think differently

With invoice level data the playing field is  
LEVEL

Every supplier has access to everything  
needed to effectively manage and plan  
their business

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Using Invoice Level Data requires suppliers to think differently

A Distributor manages their  
business day by day and  
account by account

So we need to ALSO !!!



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Using Invoice Level Data requires suppliers to think differently

Why do we treat Sales Data differently  
from our internal data?

The Sales Process is as important as your finance, order entry and  
production process !!!

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Using Invoice Level Data requires suppliers to think differently

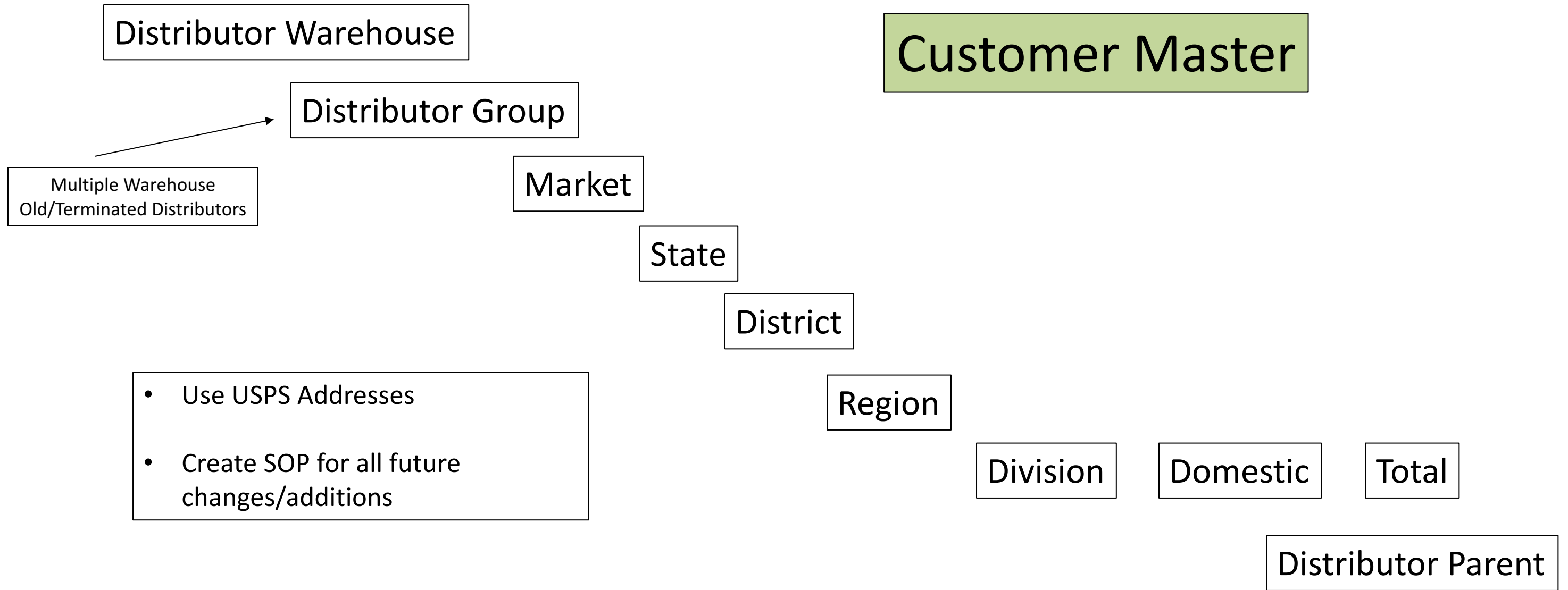
Clean and organize your customer and item masters for a focus on Sales Management

Who originally created them?

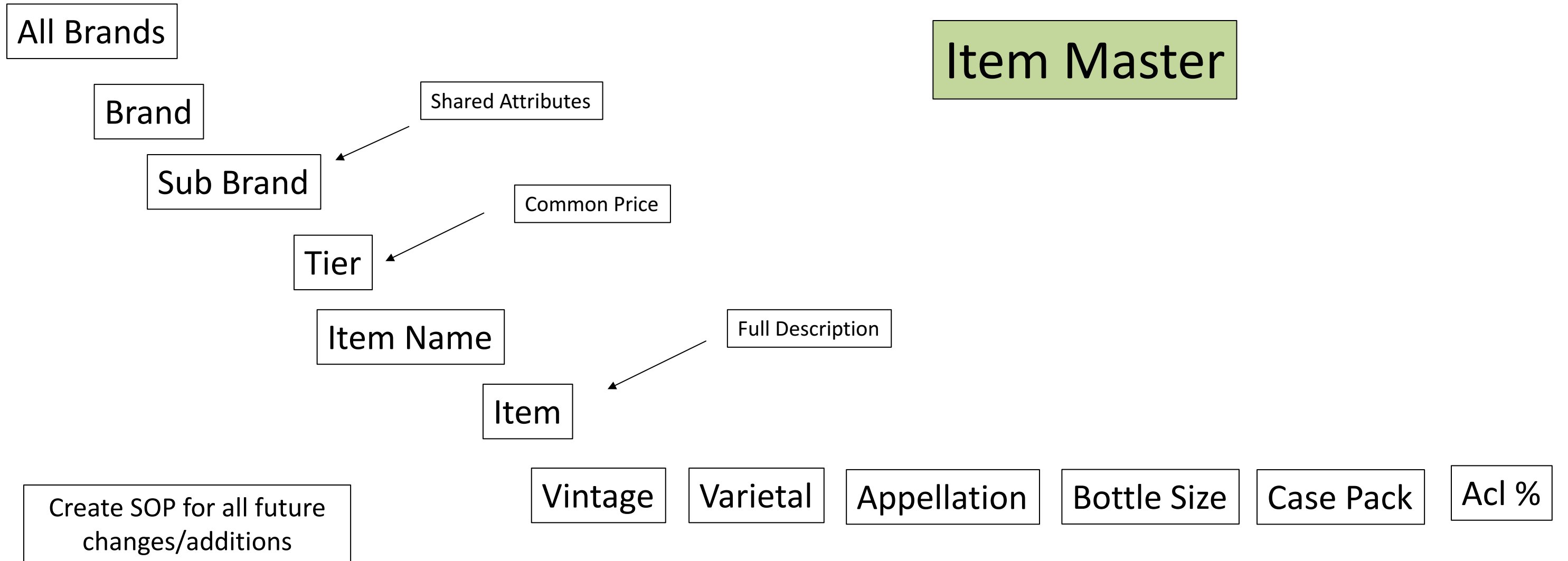
What is their purpose?

Who uses them?

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Using Invoice Level Data requires suppliers to think differently

Change in Behavior

And

Make this a Core Competency



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

We have all the answers.....just need to know the  
questions to ask.....

*You sure they're absorbing  
all of this?*



Data Exchanges and Effective Reporting:  
Making sense of Invoice Level Data

# Various Scenarios

# Scenario #1

# Forecasting the Business



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

MTD/YTD Depletion Comparison  
Cleansed outlet information used

	1 Depletion Month 8/1/2018 thru 8/20/2018	1 Depletion Month 8/1/2017 thru 8/31/2017	Diff	Pct
Brands	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
<b>Total</b>	<b>13,490</b>	<b>19,230</b>	<b>-5,740</b>	<b>-29.8%</b>
<b>BRAND 1</b>	5,270	8,150	-2,880	-35.3%
<b>BRAND 2</b>	4,340	7,200	-2,860	-39.7%
<b>BRAND 3</b>	2,560	2,840	-280	-9.9%
<b>BRAND 4</b>	1,320	1,040	280	26.9%

AUGUST HAS 23 SHIPPING DAYS

DATA IS THROUGH AUG 20

14 DAYS HAVE GONE BY (OR 60% OF THE  
MONTH)

WILL THE MONTH BE GOOD OR BAD?



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

MTD/YTD Depletion Comparison  
Cleansed outlet information used

Brands	1 Depletion Month 8/1/2018 thru 8/20/2018	1 Depletion Month 8/1/2017 thru 8/31/2017	Diff	Pct	1 Month 8/1/2018 thru 8/20/2018	1 Month 8/1/2017 thru 8/18/2017	Diff	Pct
	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
<b>Total</b>	<b>13,490</b>	<b>19,230</b>	<b>-5,740</b>	<b>-29.8%</b>	<b>13,490</b>	<b>10,220</b>	<b>3,270</b>	<b>32.0%</b>
<b>BRAND 1</b>	5,270	8,150	-2,880	-35.3%	5,270	4,166	1,104	26.5%
<b>BRAND 2</b>	4,340	7,200	-2,860	-39.7%	4,340	4,000	340	8.5%
<b>BRAND 3</b>	2,560	2,840	-280	-9.9%	2,560	1,579	981	62.2%
<b>BRAND 4</b>	1,320	1,040	280	26.9%	1,320	476	844	177.5%

Based on the distributor's historical depletion flow, they do almost 50% of their business in the last 33% of the month.

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

MTD/YTD Depletion Comparison  
Cleansed outlet information used

Brands	1 Depletion Month 8/1/2018 thru 8/20/2018	1 Depletion Month 8/1/2017 thru 8/31/2017	Diff	Pct	1 Month 8/1/2018 thru 8/20/2018	1 Month 8/1/2017 thru 8/18/2017	Diff	Pct
	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
<b>Total</b>	<b>13,490</b>	<b>19,230</b>	<b>-5,740</b>	<b>-29.8%</b>	<b>13,490</b>	<b>10,220</b>	<b>3,270</b>	<b>32.0%</b>
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Est Straight line	Diff	Pct
9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
22,162	2,932	15.2%
8,658	508	6.2%
7,130	(70)	-1.0%
4,206	1,366	48.1%
2,169	1,129	108.5%

Est using Daily Depletion Flow	Diff	Pct
9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
25,613	6,383	33.2%
10,310	2,160	26.5%
7,812	612	8.5%
4,605	1,765	62.2%
2,886	1,846	177.5%

If we straight-line based on the 1<sup>st</sup> 14 days, our forecast would be less than the actual order flow calculation.

We are having a very good month

# Scenario #2

## Pricing Analysis

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Comparison  
Brand 1

	3 Depletion Months 1/1/2018 thru 3/31/2018	3 Depletion Months 1/1/2017 thru 3/31/2017	Diff	Pct
	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
<b>Total</b>	<b>550</b>	<b>440</b>	<b>110</b>	<b>25.0%</b>

Plan for Quarter 1 was  
to grow the business  
by 10%

The plan included  
major On Premise  
Programming and  
Pricing to drive BTG  
execution

Comparison  
Brand 1

	3 Depletion Months 1/1/2018 thru 3/31/2018	3 Depletion Months 1/1/2017 thru 3/31/2017	Diff	Pct
	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs
<b>Total</b>	<b>550</b>	<b>440</b>	<b>110</b>	<b>25.0%</b>
<b>ON Total</b>	<b>150</b>	<b>140</b>	<b>10</b>	<b>7.1%</b>
<b>Off Total</b>	<b>400</b>	<b>300</b>	<b>100</b>	<b>33.3%</b>

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

OnOff Premises: OFF, ON

Item: Brand 1

1	1	1	1	1	1
Depletion	Depletion	Depletion	Depletion	Depletion	Depletion
Month	Month	Month	Month	Month	Month
1/1/2018	1/1/2018	2/1/2018	2/1/2018	3/1/2018	3/1/2018
thru	thru	thru	thru	thru	thru
1/31/2018	1/31/2018	2/28/2018	2/28/2018	3/31/2018	3/31/2018
9 Liter	Ave Btl	9 Liter	Ave Btl	9 Liter	Ave Btl
Equivs	Price	Equivs	Price	Equivs	Price
<b>80</b>	<b>\$15.00</b>	<b>65</b>	<b>\$15.00</b>	<b>255</b>	<b>\$13.50</b>

Off Premise PTR  
\$15.00

On Premise PTR  
\$12.00

OnOff Premises	Retail Accounts	9 Liter	Ave Btl	9 Liter	Ave Btl	9 Liter	Ave Btl
		Equivs	Price	Equivs	Price	Equivs	Price
<b>OFF</b>	<b>Total</b>	<b>80</b>	<b>\$15.00</b>	<b>65</b>	<b>\$15.00</b>	<b>255</b>	<b>\$13.50</b>



# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

OnOff Premises: OFF, ON  
Item: Brand 1

OnOff Premises	Retail Accounts	1 Depletion Month 1/1/2018 thru 1/31/2018	1 Depletion Month 1/1/2018 thru 1/31/2018	1 Depletion Month 2/1/2018 thru 2/28/2018	1 Depletion Month 2/1/2018 thru 2/28/2018	1 Depletion Month 3/1/2018 thru 3/31/2018	1 Depletion Month 3/1/2018 thru 3/31/2018
		9 Liter Equivs	Ave Btl Price	9 Liter Equivs	Ave Btl Price	9 Liter Equivs	Ave Btl Price
<b>OFF</b>	<b>Total</b>	<b>80</b>	<b>\$15.00</b>	<b>65</b>	<b>\$15.00</b>	<b>255</b>	<b>\$13.50</b>
OFF	WHOLE FOODS	5	\$15.00	3	\$15.00	5	\$15.00
OFF	TRADER JOE	10	\$15.00	2	\$15.00	15	\$15.00
OFF	TOTAL WINE AND MORE	5	\$15.00	10	\$15.00	5	\$15.00
OFF	TOM THUMB	20	\$15.00	15	\$15.00	15	\$15.00
OFF	SUPER TARGET	15	\$15.00	5	\$15.00	5	\$15.00
OFF	SPROUTS	5	\$15.00	5	\$15.00	5	\$15.00
OFF	KROGER	20	\$16.50	25	\$15.00	205	\$13.00

All the retailers in the market received the correct PTR except for Kroger ???

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Market: TX - Dallas/FW  
OnOff Premises: OFF, ON  
Item: Brand 1

OnOff Premises	Retail Accounts	ADDR	CITY	STATE	DIST	Distributor Routes	1	1	1	1	1	1
							Depletion Month 1/1/2018 thru 1/31/2018	Depletion Month 1/1/2018 thru 1/31/2018	Depletion Month 2/1/2018 thru 2/28/2018	Depletion Month 2/1/2018 thru 2/28/2018	Depletion Month 3/1/2018 thru 3/31/2018	Depletion Month 3/1/2018 thru 3/31/2018
<b>OFF</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>20</b>	<b>\$15.00</b>	<b>25</b>	<b>\$15.00</b>	<b>205</b>	<b>\$12.00</b>
OFF	KROGER #689	17194 PRESTON RD STE 300	DALLAS	TX	1236	Route S0260- Republic National Dist - Dallas/ FTW,	2	\$15.00	2	\$15.00	3	\$15.00
OFF	KROGER #598	9700 COIT RD	PLANO	TX	1236	Route S0260- Republic National Dist - Dallas/ FTW,	1	\$15.00	1	\$15.00	4	\$15.00
OFF	KROGER #596	2200 FM 663	MIDLOTHIAN	TX	1236	Route S0260- Republic National Dist - Dallas/ FTW,	1	\$15.00	2	\$15.00	4	\$15.00
OFF	KROGER #590	1004 S CROWLEY RD	CROWLEY	TX	1236	Route 99- Republic National Dist - Dallas/ FTW, TX	1	\$15.00	2	\$15.00	4	\$15.00
OFF	KROGER #587	3939 FRANKFORD RD	DALLAS	TX	1236	Route 99- Republic National Dist - Dallas/ FTW, TX	1	\$15.00	1	\$15.00	3	\$15.00
OFF	KROGER #586	1592 S LOOP 288	DENTON	TX	1236	Route 99- Republic National Dist - Dallas/ FTW, TX	1	\$15.00	2	\$15.00	4	\$15.00
OFF	KROGER #585	1101 FLOWER MOUND RD	FLOWER MOUND	TX	1236	Route 99- Republic National Dist - Dallas/ FTW, TX	3	\$15.00	1	\$15.00	3	\$15.00
OFF	KROGER #584	3001 MATLOCK RD	MANSFIELD	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	4	\$15.00	2	\$15.00	25	\$12.00
OFF	KROGER #581	2925 CUSTER RD	PLANO	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	3	\$15.00	2	\$15.00	10	\$12.00
OFF	KROGER #577	7505 N MACARTHUR BLVD	IRVING	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	1	\$15.00	2	\$15.00	45	\$12.00
OFF	KROGER #575	2935 RIDGE RD	ROCKWALL	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	1	\$15.00	1	\$15.00	24	\$12.00
OFF	KROGER #574	1950 N GOLIAD ST	ROCKWALL	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	1	\$15.00	1	\$15.00	36	\$12.00
OFF	KROGER #570	5021 TEASLEY LN	DENTON	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	0	\$15.00	3	\$15.00	20	\$12.00
OFF	KROGER #568	1320 W MCDERMOTT DR	ALLEN	TX	1236	Route S0230- Republic National Dist - Dallas/ FTW,	0	\$15.00	3	\$15.00	20	\$12.00

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Distributor: Houston  
OnOff Premise: OFF

Chains	Unit Stan.Case Price	1	1	1	1	1	1	1
		Depletion Month 1/1/2018 thru 1/31/2018	Depletion Month 2/1/2018 thru 2/28/2018	Depletion Month 3/1/2018 thru 3/31/2018	Depletion Month 4/1/2018 thru 4/30/2018	Depletion Month 5/1/2018 thru 5/31/2018	Depletion Month 6/1/2018 thru 6/30/2018	Depletion Month 7/1/2018 thru 7/31/2018
<b>Total</b>		<b>214</b>	<b>251</b>	<b>258</b>	<b>220</b>	<b>203</b>	<b>159</b>	<b>234</b>
<b>H E B CENTRAL MARKET</b>	<b>\$168.00</b>	17	32	14	12	22	11	11
H E B CENTRAL MARKET	\$179.88	0	0	0	0	0	0	1
<b>H E B FOOD STORE</b>	<b>\$168.00</b>	1	0	1	0	1	1	2
<b>KROGER</b>	<b>\$181.00</b>	1	0	0	2	8	3	4
KROGER	\$180.00	17	21	44	17	24	13	15
KROGER	\$179.88	1	1	1	1	1	1	1
KROGER FRESH FARE	\$180.00	0	2	5	3	3	1	2
<b>KROGER MARKETPLACE</b>	<b>\$181.00</b>	1	11	20	14	7	9	6
MARKET STREET	\$180.00	11	25	20	14	12	10	10
<b>SPECS WINE SPIRITS &amp; FINER FOO</b>	<b>\$168.00</b>	3	2	3	8	2	3	2
<b>SPROUTS FARMERS MARKET</b>	<b>\$180.00</b>	11	2	9	10	6	15	10
<b>SUPERTARGET</b>	<b>\$180.00</b>	5	16	2	3	1	2	3
<b>TARGET STORE</b>	<b>\$180.00</b>	3	9	3	1	1	0	4
<b>TOTAL WINE &amp; MORE</b>	<b>\$168.00</b>	50	42	55	23	0	4	5
<b>TRADER JOES</b>	<b>\$180.00</b>	6	11	10	10	13	13	8
<b>WHOLE FOODS MARKET</b>	<b>\$180.00</b>	0	0	3	5	4	1	7
WHOLE FOODS MARKET	\$168.00	10	5	0	0	0	0	0

Another View is  
PTR by Account

## Scenario #3

# Work With or Crew Drive Results

Data Exchanges and Effective Reporting:  
Making sense of Invoice Level Data

Crew Drive held on August 1st, 2nd, 3rd

Target list of 14 accounts from July unsold list

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

Cleansed outlet information used  
OnOff Premise: ON

	1 Day 8/1/2018	1 Day 8/2/2018	1 Day 8/3/2018	1 Day 8/4/2018	1 Day 8/5/2018	1 Day 8/6/2018	1 Day 8/7/2018	1 Day 8/8/2018	1 Day 8/9/2018	1 Day 8/10/2018	1 Day 8/11/2018	1 Day 8/12/2018	1 Day 8/13/2018	1 Day 8/14/2018	1 Day 8/15/2018	1 Day 8/16/2018	1 Day 8/17/2018	1 Day 8/18/2018	1 Day 8/19/2018	1 Day 8/20/2018	
Retail Accounts	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	9 Liter Equivs	
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	
<b>BOBS STEAK &amp; CHOP HOUSE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>BOWL &amp; BARREL</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>CORK AND KEG</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>DADDY JACKS SEAFOOD</b>	0	0	0	0	0	0	2	0	0	0	0	0	0	2	0	0	0	0	0	0	1
<b>EDITH PATISSERIE</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>FOSTERS</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>HOT JOY</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>LING &amp; LOUIES</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>MERCAT RESTAURANT</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>MOVIE HOUSE &amp; EATERY</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	0	0	0	1
<b>RYE</b>	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
<b>STAMPEDE 66</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>STANDARD POUR</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TRICKY FISH</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Work with on Aug 1,2,3 using ending July Unsold list

14 Accounts Visited  
6 Purchased  
2 Repeats



What other questions can  
you ask?

# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

## Other Reports / Measurements / Tools

What did it cost me to run that price program?

What is my forecasted finish?

Did my results match my investment?

What impact is this month having on next month?

How much should I accrue for that program?

Was the program executed?

Who is (or isn't) selling my brands at the distributor?

How many displays were actually sold in?

Did my distributor execute my suggested pricing (PTR)?

Did the account repeat its purchases?

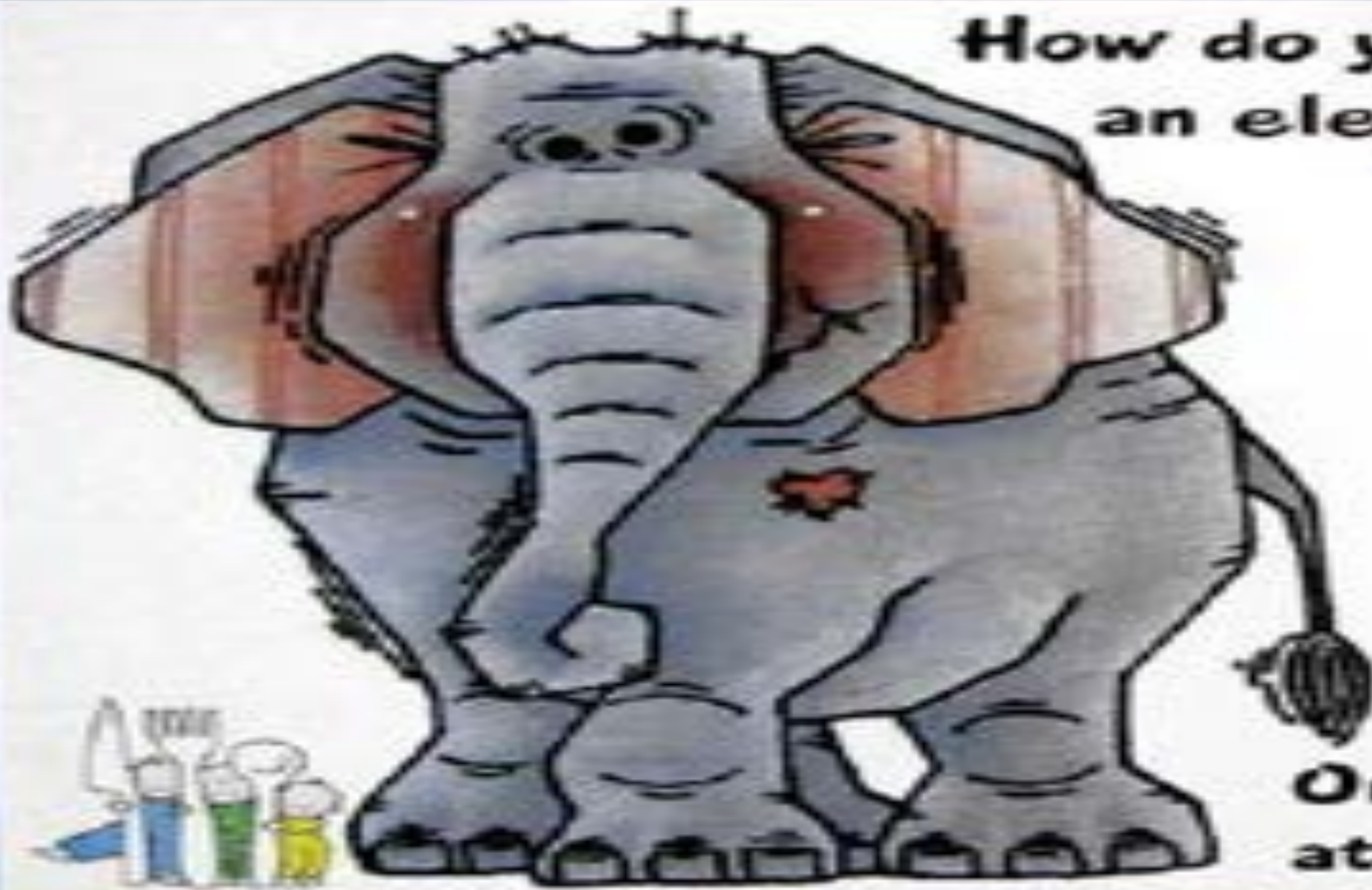
# Data Exchanges and Effective Reporting: Making sense of Invoice Level Data

We have all the answers.....just need to know the  
questions to ask.....

Data Exchanges and Effective Reporting:  
Making sense of Invoice Level Data

Questions ???

**How do you eat  
an elephant?**



**One bite  
at a time.**

# Thank You