Executive Summary

Tri-Vin Imports, a New York wholesale wine and spirit distributor, measures success based on customer satisfaction and product delivery. Having business intelligence (BI) to support that is crucial. Although Tri-Vin’s enterprise resource planning (ERP) system was generating data critical to sales, running reports from the system took weeks, and there were problems with the data. After signing up for ThoughtSpot Analytics Cloud and Snowflake, services that run on Amazon Web Services (AWS), Tri-Vin's sales team now gets reports in minutes, based on more accurate data and using natural language. With ThoughtSpot, Tri-Vin has improved its whole sales lifecycle and derives more business value from its data.

Cloud ERP: Data, data everywhere, but not enough capabilities for accurate reports

Over the last few years, Tri-Vin Imports has enjoyed rapid growth and product line expansion. In 2016, Tri-Vin acquired a cloud-based ERP system to manage its many business activities. For four years, the system collected data, but getting useful insights and value from it was difficult. Sales management spent up to 16 hours a week running customized reports and spreadsheets, and often the information was outdated by the time the team received the reports. Tri-Vin tried using the reporting capabilities of the ERP to see if they could help. However, they were not a good fit. “The capabilities and answers that we could get from the visuals and the data they were producing were too limited,” said Joseph Piplica, CIO of Tri-Vin.

A faster, more effective way to get value from data

Tri-Vin decided to look elsewhere for a business intelligence (BI) solution. After evaluating several BI options, Piplica and his team chose ThoughtSpot Analytics Cloud. ThoughtSpot Analytics Cloud is a fully managed service running on the AWS that uses services such as Amazon Elastic Compute Cloud (EC2), Amazon Elastic Block Store (EBS), and Amazon Simple Cloud Storage (S3). Three aspects of ThoughtSpot really stood out—natural language processing, self-service search queries, and almost no learning curve. For its cloud data warehouse, Tri-Vin chose Snowflake. A team from ThoughtSpot and Snowflake deployed the solution.

After ThoughtSpot was up and running, it began delivering pinboards to Tri-Vin’s sales management and sales representatives. The sales management pinboard shows which accounts were not sold to recently, so the sales reps can review them and find out what’s going on. The idea behind the visual is to let sales reps know which accounts or locations they should prioritize for a visit. Sales reps can access their pinboards on their iPads. A sales rep pinboard shows individual reps their sales for the past seven days. The pinboard also lets sales reps know exactly where they are in reaching their monthly sales targets to qualify for incentives and monthly bonuses.

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Joseph Piplica
CIO, Tri-Vin Imports
Running a report takes 30 seconds and incentive calculations are quicker and easier

Using ThoughtSpot, sales managers and reps now get information they need in minutes and sometimes even much quicker. For example, when sales reps asked a Tri-Vin sales manager for a report on the top-selling products in a specific region, he got the answer for them in 30 seconds. The quick access to Snowflake and the AWS services ThoughtSpot uses enable results to be delivered fast. In addition to rapid reporting, ThoughtSpot simplifies and accelerates Tri-Vin’s incentive compensation management. Every month, Tri-Vin must calculate incentives and payouts to sales reps as part of a sales campaign.

“This is one of the things that had the sales manager tearing his hair out,” said Piplica. “But Tri-Vin’s BI team and the ThoughtSpot team were able to bring these calculations and this intelligence to the manager very, very quickly.”

A deeper dive into data revealed ways to get more reliable results from reporting

ThoughtSpot helped Tri-Vin identify issues with its processes of codifying and bringing in data. The company had been using state-issued liquor licenses for account numbers, but in some states, those licenses can change every few years. In addition, Tri-Vin was assigning product codes from products they no longer sold to new ones. These processes were affecting reporting and making it difficult to get accurate BI, but now data input is cleaner and the results are more reliable.

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Wringing more value out of sales data quickly improves opportunity costs

Accurate and fast BI delivered by ThoughtSpot and Snowflake on AWS is helping Tri-Vin in every part of its sales cycle. The sales management tier is starting to understand the benefits of being able to make decisions based on accurate historical data. Less time spent trying to wrangle key insights from spreadsheets or customizing not-fit-for-purpose reporting means more time spent with customers and selling new products. A Tri-Vin sales manager can visit customers, see what is happening with products in stores, and have a firsthand view of how products are being positioned. Instead of sitting in an office for hours building reports, sales reps can visit customers who like seeing them once a week.

“ThoughtSpot was the right tool to help us get back to delivering the important personal touch while making the jobs of decision-makers easier,” said Piplica.

About ThoughtSpot

The world’s most innovative enterprises use ThoughtSpot to empower every person in their organization, from C-suite executive to front-line employees, to quickly uncover data-driven insights. ThoughtSpot combines a search-engine-like interface with an AI-driven analytics engine to make finding anomaly and pattern-matching as simple as it can be.