andavi SOLUTIONS

How to Drive Continued Growth in Beverage Sales Through Advanced Analytics

The beer, wine, and spirits industry in the U.S. is uniquely complex as it relies on distributors for sales. To navigate this, Andavi provides a sales execution and management system that tracks supplier-to-distributor transactions and distributor-to-retailer activities. This system uses the GoodData® platform to assist with its analytics needs.

14+	45
Years as a GoodData client	Current no. of GoodData workspaces

THE COMPANY

Andavi enables companies to access a single source of truth to effectively manage their alcohol beverage sales operations and achieve better business outcomes. Clients get advanced tools for sales planning, execution, and analytics, enabling them to make informed decisions and drive growth through data-driven insights. A recent addition is the Bev Path tool, which increases distributor-supplier collaboration through an automated system that enables the sharing of KPIs and execution results.

Andavi's COO, John Collins, explains, "By providing suppliers and distributors with the analytics they need to drive revenue, our platform is transforming the way business is done. We're taking the guesswork out of supplier-distributor and distributor-retailer relationships. We're enabling customers to see what works and what doesn't, backed up by real data, so that they can partner with their customers to come up with win-win solutions."

⚠ THE CHALLENGE

Before partnering with GoodData, the Andavi team relied on Salesforce's native analytics. However, customer demands quickly outgrew its capabilities — and Collins noticed: "Distributors want to work with companies that provide the best insights. We knew that if we were the only company providing the analytics that can give customers deep insights and point them in the right direction, that would give us a huge competitive advantage and open up a new revenue source."

The Andavi team needed a cloud-based solution that could integrate with and embed into Salesforce. Since customers had always accessed the platform through a tab in their Salesforce dashboards, maintaining that convenience was a priority.

Another key requirement was flexibility and scalability. Andavi required a solution that could start small and grow with them, without requiring a large upfront commitment.

"I like to weigh a BI tool's analytics capabilities and speed to market against cost — and for us, this makes GoodData the best choice. The fact that we've been using the platform for almost 15 years is a testament to that."
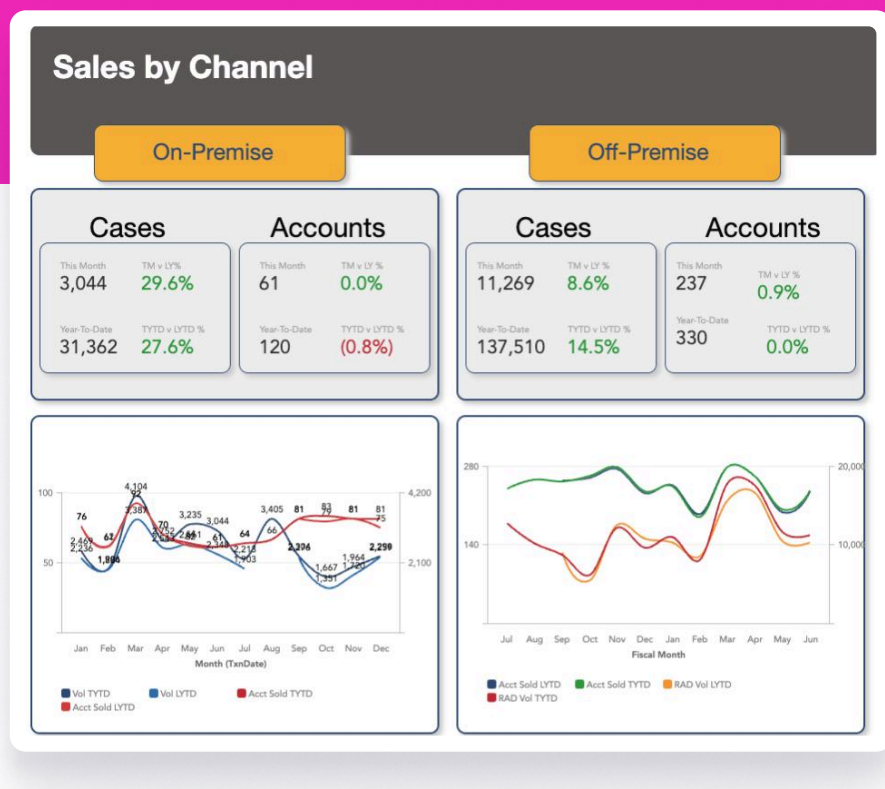
Beau Redstone
Director, Application Data Services, Andavi Solutions

✓ THE SOLUTION

Andavi had their own data model, but needed GoodData to store the data, create metrics, and make insights shareable through workspaces. This was made possible by GoodData's multi-tenant architecture, which ensures secure and separate distribution of different analytics use cases. The new solution allows admins and report developers to create reports and metrics more easily. "GoodData uses MAQL, which is a much more efficient metric development tool," says Beau Redstone, Director of Application Data Services. "This is probably one of GoodData's strongest selling points."

Andavi Dashboard Example

"A big advantage of GoodData is the speed at which you can start using it once your model is in place. The development cycle is super quick."

Beau Redstone
Director, Application Data Services, Andavi Solutions

Over the years, GoodData has continued to provide regular product updates, enabling more sophisticated data products and allowing Andavi to scale their analytics as the business grows. For example, their new module, Bev Path, includes multiple complex data elements and metrics, all of which are created within GoodData.

GoodData® analytics are now embedded within Salesforce, the GVP package, and the mobile app, allowing customers to easily access and explore the data.

GoodData Features that Andavi Love

MAQL	Mandatory User Filters
Variables	Embedding capabilities

🏛 THE RESULT:

Benefits of Andavi's partnership with GoodData include:

▌ **Increased revenue:** Partnering with GoodData has created new revenue streams through premium add-on analytics products.

▌ **Improved customer retention:** Andavi now offers unique, customer-focused capabilities that give it a distinct advantage over competitors and encourage customer loyalty.

▌ **Better relationships:** GoodData's insights help customers better understand the effectiveness of their sales activities.

In the future, Andavi will continue to use GoodData's analytics engine to enhance their software. They also plan to migrate to GoodData Cloud to take advantage of all the benefits this switch can bring.