



BRIGHT BREWERY **MOUNTAINCRAFTED**

Category: Craft Beer

ERP System: Netsuite

Products Used: DSD Sales on Ipad tablets

Location: Australia

REQUIREMENT

- ▶ Solution for Sales Reps to create orders, manage the customer base, and prospect new outlets
- ▶ Integration with the existing NetSuite Platform
- ▶ Improved visibility of Sales Rep activities

SOLUTION

- ▶ Implement DSD Sales and DSD Connect from the DSD Assist Platform
- ▶ Sales Manager Reports of Sales Rep Activities
- ▶ Optimisation of Sales Rep Visit Plan for the day

OUTCOME

- ▶ Prospecting has improved and new customer acquisition improved
- ▶ Orders flow through to NetSuite and to our 3PL with no manual intervention
- ▶ Scope of management reports continue to extend as more data becomes available
- ▶ Even sceptical sales reps love the solution

“ DSD Assist listened to our requirements and delivered a solution that reflects how a craft beer company works

Evin Craney – National Sales Manager

