

Reimagining Enterprise Goal Management: From Fragmented Spreadsheets to a Unified Commercial Engine

BUSINESS

A large-scale national beverage distributor managing extensive supplier portfolios across numerous markets transformed the way they create and manage their daily commercial programs. The business consolidated Frankensteined legacy tools and side spreadsheets into a singular enterprise product serving their entire commercial sales organization.

27 → 1

Systems consolidated

28000+

Daily active program goals

100%

Platform uptime over 10+ years

40x

Downstream impact - 300 users driving outcomes for 12000+ sales professionals

CHALLENGE

- **Manual Processes:** Tracking was managed in disconnected spreadsheets outside the core system.
- **Data Mismatches:** Three separate products never aligned on tracking or payouts.
- **Inflexible Tools:** Legacy systems did not support feature expansion resulting in manual workarounds
- **Incentive Gaps:** No unified platform existed to track performance-based compensation.
- **Scaling Difficulties:** Legacy processes and apps could not complete scoring in time for daily reporting cutoffs

ACTION

- Redefined program tracking and processes, eliminating legacy workarounds for future extensibility.
- Consolidated overlay management, unifying all person, route, tracking, and payout data to eliminate system mismatches.
- Implemented a forward-thinking architecture to support expansion, including execution imagery, AI recommendations, rep-level decisioning.
- Leveraged AWS to achieve scalable, high performance compute

Unified Program Tracking: No more spreadsheet chaos

Programs - depletion, distribution, reorders, execution, imagery, points & NSV are managed in a single ecosystem with standardized workflows.

Build, Operate, Transfer (BOT): Your Purpose-Built Commercial Planning Platform

The Liquid Decisions Platform provides scalable commercial architecture to deliver a purpose built, competitive solution for daily program management

AWS Infrastructure

Powered by the Liquid Decisions Platform and deployed on AWS: Lambda, S3, Aurora, Kubernetes, Bedrock.

Enterprise-scale Compensation and Connectivity to Annual Goals: Corporate Leadership to Field Sellers and Consultants can now:

- Develop national compensation metrics and cascade incentives down to regional, site, market, and individuals.
- Roll up individual progress across geographies and brands to measure probability of success.
- Expand from basic transactions to reorders, execution, imagery, points & NSV
- Create complex planning and distribution algorithms for flexible and business-specific GTM plans
- Centralize distributed reporting

RESULT		
Before	After Liquid Decisions	Benefit
27 Frankensteined tool variants across markets	Single enterprise product with standardized workflows across all 26+ markets	Enterprise standardization
~65-70 suppliers tracked with basic programs	7,000 active program (~ 28,000 goals) trackers running daily	100x tracking capacity increase
Programs tracked in side spreadsheets	All types unified: depletion, distribution, reorders, execution, imagery, points & NSV	Eliminated spreadsheet chaos
Overlay tracking split across 3 disconnected products	Person, route, responsibility, tracking, and payout in one system	Single source of truth
300 direct users, limited reach	300 users driving outcomes touching 12,000+ commercial professionals across the full commercial hierarchy	40x downstream impact

<p><i>"We've been dealing with the same pain points for four or five years now. In a matter of days, you solved them for us."</i></p> <p>VP Sales Operation</p>	<p><i>"The thought that truly went into how we should build what we need the product to do and then how you built the product - those were the two really big testaments."</i></p> <p>VP Commercial Planning</p>
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ABOUT LIQUID ANALYTICS

The Liquid Decisions Platform is a **sophisticated goal-based signal-to-decision system** that automates tracking based on a large set of variables and enables users to execute complex decision flows at scale.

Contact connect@liquidanalytics.com or contact a trusted Liquid Analytics AWS SI partner.

Hybrid architecture powered by:

- agentic AI, ML,
- signal processing, and
- high-performance computing.

A Build, Operate, Transfer (BOT) framework for your purpose-built commercial architecture delivery.