

## From Guesswork to Guided Selling Decisions: 100% Field Continuity for 3,500 Reps, Everywhere

### BUSINESS

A leading U.S. multi-brand beverage distributor manages sales for hundreds of major spirits, wine, and beer brands to both on-premise consumption sites and off-premise retail. Its 3,500 field reps each manage 85 to 90 accounts in regions with poor connectivity, requiring tools that deliver instant, accurate decision support.

## 100%

Field continuity - zero-connectivity zones

## 20 mins

Min per full store visit: orders, goals, surveys

## 40 to 50+

Goals hit/month by top performers (of 70)

## 2 taps

From 16 deals to 8 account-relevant options

### CHALLENGE

Field reps had fewer than **five minutes per buyer** and arrived under-informed. The legacy system was a basic order-entry tool with no intelligence layer:

- **Goals communicated by email:** no real-time tracking across 50-70 spreadsheet-managed goals.
- **Account segmentation:** locked in back-office, inaccessible to reps.
- **Pricing disconnected from account context:** manual, complex, slow.
- **Zero offline mode:** reps stranded in low-signal territories.
- **Data quality:** inconsistent, degrading reporting and goaling accuracy.

### ACTION

Liquid Analytics delivered **Liquid Sales**, a bespoke, mobile-first OMS and CRM architecture leveraging Liquid Decisions™, providing a purpose-built commercial foundation available via AWS Marketplace.

- Unified goal management: Reps plan and track 50 to 70 monthly goals via one interface.
- Structured decisioning: ML surfaces relevant deals, narrowing 16 choices to 8 in two taps.
- Financial alignment: SAP integration maps field transactions to factory calendars in real time.

#### 100% Field Continuity: Across Zero-Connectivity Zones

enabling operations in low-signal territories via automated 15-minute delta synchronization.

#### Improved Goaling Accuracy: Based on Real-Time Visibility

- Automated account segmentation updates via SAP visibility.
- Improved data quality via rebuilt Focus Marketing Attributes.

### AWS Architecture Highlights

- Customer AWS account deployment: ensures data ownership and consumption credits
- Seamless migration: on-premise to AWS Marketplace with zero disruption
- 3 load-balanced application servers - horizontal scalability, no architectural change to scale
- SQS queues (Item, Permission, Transaction) decouple ingestion from processing
- High availability: multi-AZ PostgreSQL and RF3 Cassandra across six nodes

### Stop CRMing, Start Selling

The platform shifted the rep's role from data administrator to relationship-driven seller. Every data entry, goal update, survey, inventory check, and order : one device, one interface, regardless of connectivity.

RESULT	
Metric	Impact Delivered
Visit efficiency	Full store visit completed in 20 mins: orders, goal updates, surveys, inventory. <b>One device, One app</b>
Goal attainment	Top performers hitting 40 to 50+ of 50-70 monthly goals with new structured planning tool
Offline coverage	100% field continuity in zero-connectivity zones
Account coverage	3,500 reps managing 85 to 90 accounts each; active/inactive flags from SAP keep pipelines accurate and clean
Data quality	Focus marketing attribute accuracy materially improved which directly impacts reporting and commercial goaling across the org

<p><i>Anything that we have needed, we have been able to build into the application at a very reasonable price. It has made a large difference in generating revenue.</i></p> <p><b>Sr. Manager, Sales Enablement Platform</b></p>	<p><i>It is very intuitive, and it's very accessible. Within just a couple of clicks you can access a lot of different data points to help a sales rep make a decision.</i></p> <p><b>Sr. Manager, Sales Enablement Platform</b></p>
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#### ABOUT LIQUID ANALYTICS

The Liquid Decisions Platform is a **sophisticated goal-based signal-to-decision system** that enables users to execute complex decision flows at scale.

Contact [solutions@liquidanalytics.com](mailto:solutions@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.