



# INSIGHT DISTRIBUTOR TESTIMONIALS

## INSIGHT BUSINESS INTELLIGENCE

### PIMS + INSIGHT—KNOW WHERE YOU MAKE AND LOSE PROFITS

“Here is an example of the several specific successes that we have had using PIMS and Insight to improve our true profitability. We used PIMS to identify multiple bacon suppliers and the various bacon skus that we stock. We looked at the true profitability of each supplier using the KPI by Supplier report and the true profitability of each item using the KPI by Product Sub-Category report.

We were surprised to find that our largest supplier was NOT the most profitable on most of the bacon skus. We drilled down to our customer base using Insight to identify product usage as well as backside marketing dollars. We met with our top supplier in the category and shared all of the data. We offered to consolidate two of the competing suppliers’ products into their products if we could reach an agreement.

In the end, we were able to increase our backside monies on the entire pork line- not just the bacon-which significantly added to the profitability of the total category. We also negotiated better pricing formula on bacon and we eliminated two suppliers and 5 slots. The important thing to me is that, had we not used the Insight tool to discover this data, we would have assumed that our largest supplier was our most profitable in that category.”

*Rocky Reinhart, Vice President of Purchasing*

FoodPro PIMS Case Study