



A Success Story:

Implementation of new industry standards
through excellent teaming and teamwork

Agenda

- Background
- Goals
- Plan
- Results
- Lessons Learned

Background

- Diageo is the worlds largest marketer of alcoholic beverages: Guinness, Smirnoff, Jose Cuervo, Johnny Walker, Baileys, Captain Morgan, etc...
- Multiple distributors can sell to one outlet, and use whatever numbering system they want.
- Industry accepted On-premise Trade Classifications did not exist.
- A lot of data, but little usable information.

Distribution in NY and CT



Connecticut and New York are “open” states, and have 3-tier distribution systems.

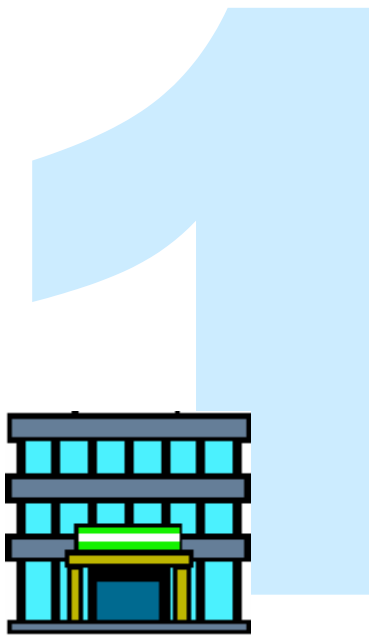
They are also franchise states

- ◆ Multiple distributors have the legal right and protection to sell the same product to an outlet
- ◆ Connecticut has 5 major spirits distributors that can sell to the same outlet



3 Tier Distribution

Product is Handled/Sold 3 Times Before You Can Enjoy It



Beverage Co.

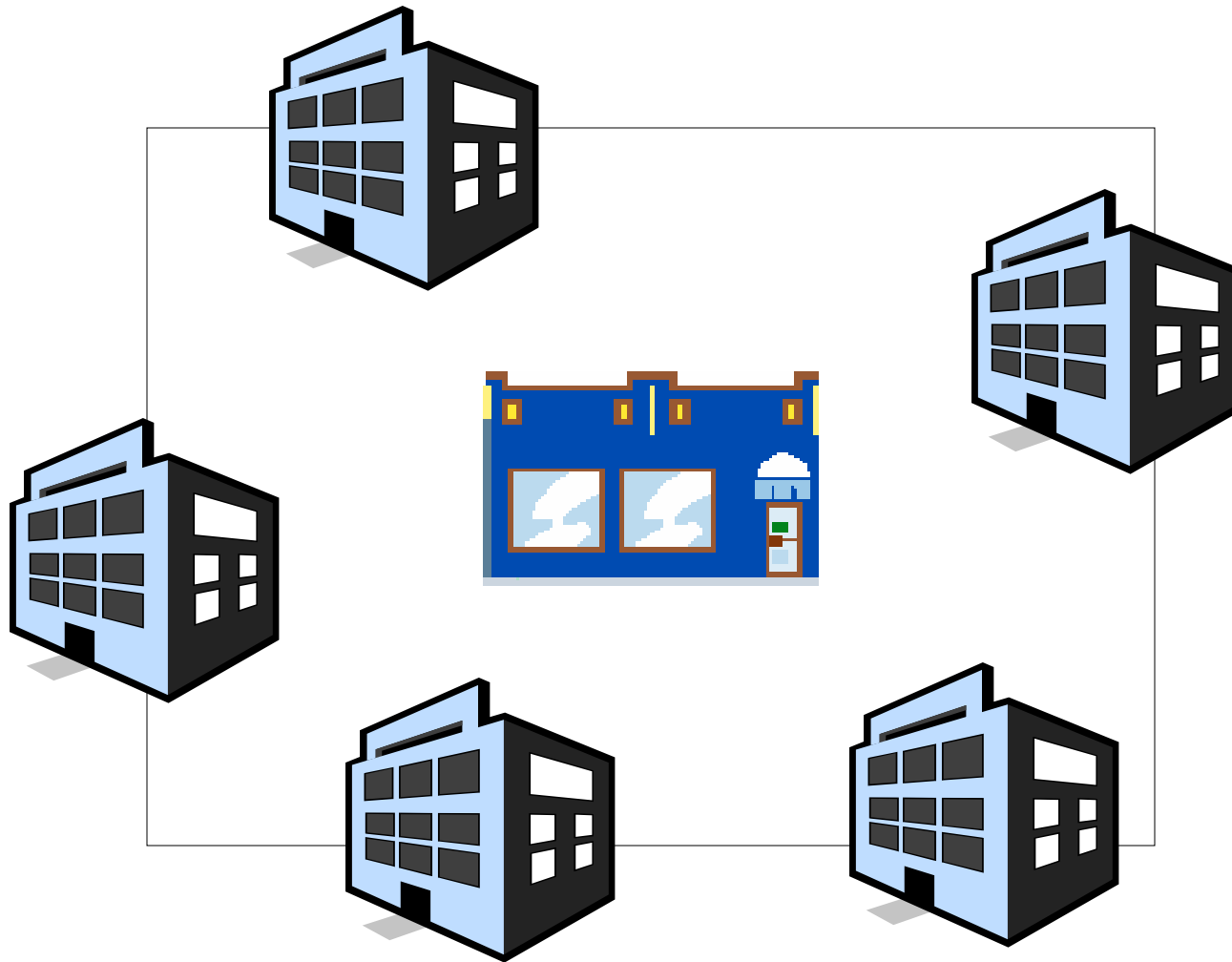


Distributor

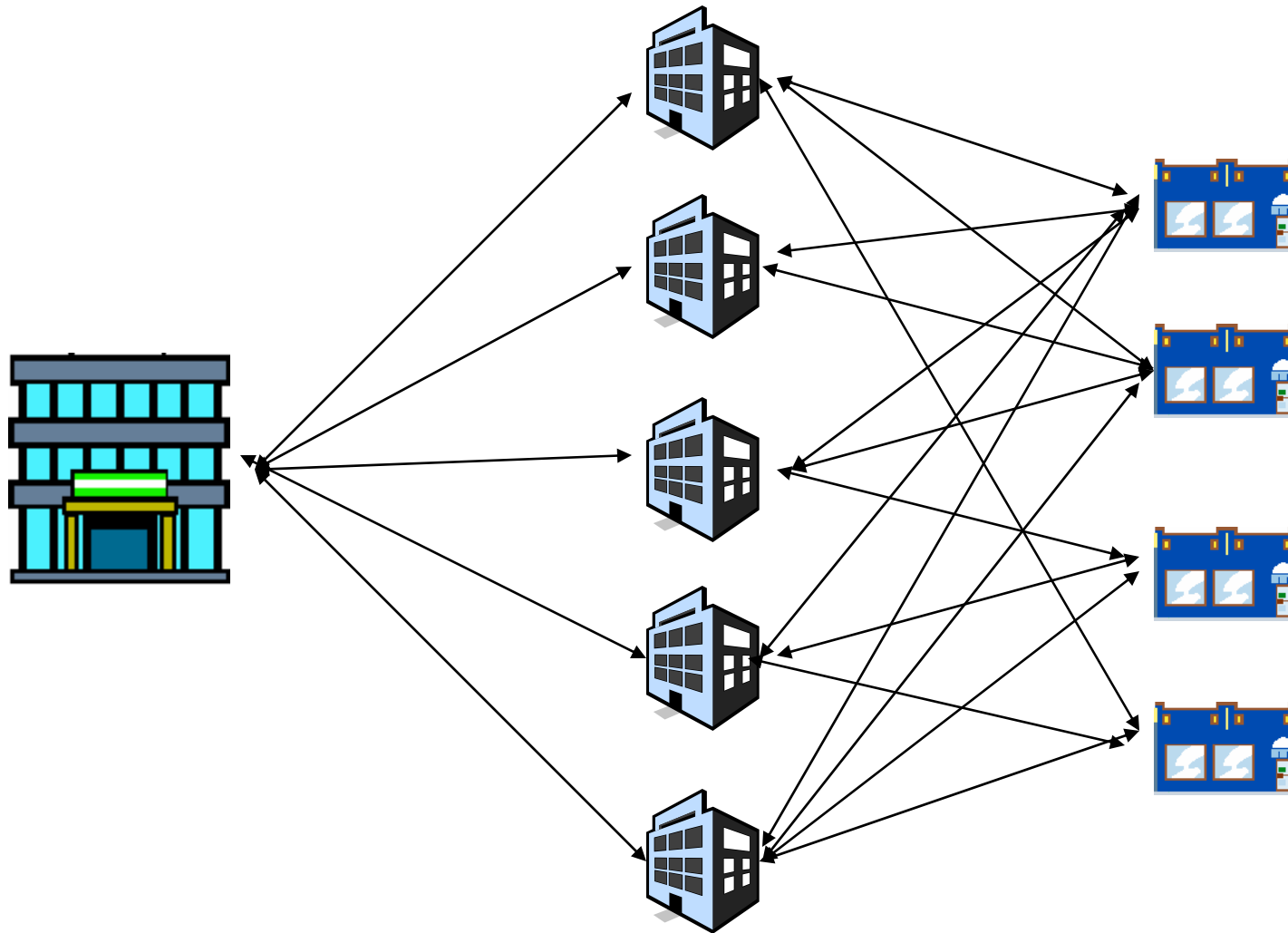


Merchant

Multiple Distributors Per Merchant



How Can A Company Keep It Straight?



Success through teaming and teamwork

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Getting it Straight

Goals

- Have on-premise classifications that the entire beverage industry understands and utilizes.
- Have one identification number for a location.
- Have an 85% accuracy level in less than year.

How? The Plan!

- Work with an established vendor to develop terms accepted by trade.
- Work with other companies to split effort and aggregate data.
- Form a national Diageo team to develop and implement new classifications and numbering system across Diageo business units.

Vendor

- Teamed up with TDLinx to expand their offering and capabilities. Companies' goals were synergistic.
- Team Leader to VP Business development relationship for high level clearance.
- Project Manager to Account Executive relationship for effective day to day management.

Other Companies

- Four leaders in the alcoholic beverage industry signed up with TDLinx to be the Beta Group for the on-premise initiative.
- Utilized each companies strengths.
- All companies benefited from combined effort and knowledge.

Diageo Team Structure

- **Steering Committee** - Sponsor + Senior Business and IS Leaders
- **Core Project Team** - Team Leader, Project Manager, Business Analyst, Training Manager, Data Analysts
- **Data Implementation Team** - Data warehouse architect, DBA, Reporting Guru, Vendor Rep
- **Sales and Marketing Teams** - Part time teams created and disbanded to address specific needs

Core Diageo TDLinx Team

- Team Leader - Sell into the various business managers, clear roadblocks, negotiate with Vendor.
- Project Manager - Manage the project team and plan. Work with vendors account representative.
- Data Analysts - Validate and integrate the data.
- Training Manager - Develop and execute reporting and data utilization training.

Results

Goals

- ✓ Have on-premise classifications that the entire beverage industry understands and utilizes.
- ✓ Have one identification number for a location.
- ✓ Have an 85% accuracy level in 1 less than year.

Successful implementation of new industry standards through excellent teaming and teamwork

Key Lessons Learned

- Pick good teams; inside and out -
have the resources you need when you need them
- Celebrate the little things to keep the momentum -
not frivolous things, but milestones or achievements
- Provide a clear purpose, roles and goals -
begin with the end in mind and get fully engaged
- Act as a facilitator and mentor not dictator -
treat each member like the professional they are;
let others lead the area that they are good at



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