

Creating a data-driven management culture

John Garver, President, Southco Distributing

Adam Burke, Co-Founder, Nowsight



Southco
DISTRIBUTING COMPANY



NowsightTM



Angie Simonetti
Executive Vice President
AngieS@CDAweb.net



We welcome your questions! In the GoToWebinar Control Panel, type in any questions you have for the speaker in the questions box under the questions tab.

Then: State of the Business, circa 2017



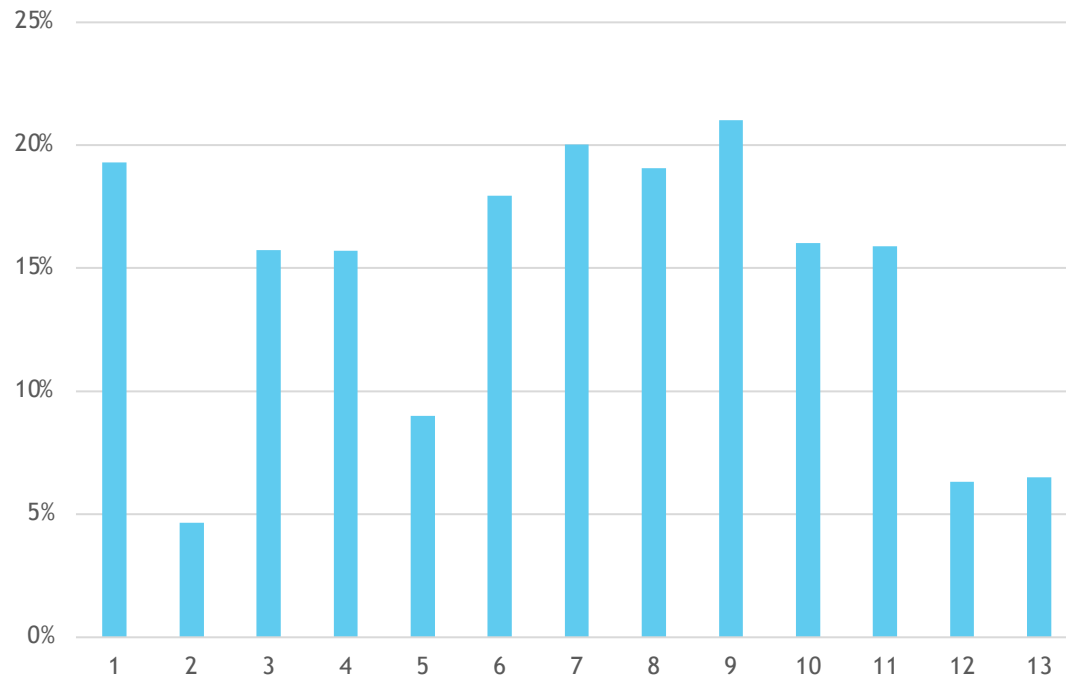
- ▶ PDF-based business reports
- ▶ Rapid growth
- ▶ Tracked warehouse productivity with payroll data
- ▶ 30+ pickers in single-pick mezzanine
- ▶ 12-hour shifts, 5 days a week

At 5-year strat plan meeting, started setting KPIs to measure performance and define success.

You can't improve what you can't measure—in real time!

The Search for Improvement

% Productivity improvement 2016 v. 2022
by pay period



- ▶ Targeted margin improvement
- ▶ Establish productivity rates for pickers
- ▶ Identify uptime issues - set benchmarks
- ▶ Identify OOS (out of stock) incidents and frequency
- ▶ Reduction in turnover with increased productivity
 - ▶ Same output, fewer people, shorter shifts
- ▶ See returns and discontinued SKUs in real time.

perceived weakness is a strength.
- Michael Jordan

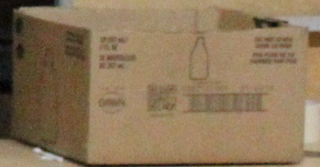
WATCH FOR
SPRINKLERS

WATCH FOR
SPRINKLERS

WATCH YOUR STEP



Name	Title	Email	Phone	Mobile	Photo	Address	City	State	Zip	Created	Updated	Deleted
1. Alan Rubin												
2. Alan Rubin												
3. Alan Rubin												
4. LAMILLA JAMES												
5. Alan Rubin												
6. Alan Rubin												
7. Alan Rubin												
8. Alan Rubin												
9. Alan Rubin												
10. Alan Rubin												
11. Alan Rubin												
12. Alan Rubin												
13. Alan Rubin												
14. Alan Rubin												
15. Alan Rubin												
16. Alan Rubin												
17. Alan Rubin												
18. Alan Rubin												
19. Alan Rubin												
20. Alan Rubin												



Picking Dashboard

Picker Dashboard

MD

Name	Tier	Best Picks/Hr	Best Orders/Hr	Picks/Hr	Orders/Hr	Picks	Orders	Avg Lines/Order	Hrs	First	Latest	Overdues	Time Away	Uptime %
1 Montanari, Luke	A	550	4.8	● 384	● 2.9	4773	36	133	12.4	2018-08-14 09:25:21	2018-08-14 21:52:01	6	122	84
2 Nacar, Jutta	A	402	5.8	● 361	● 2.3	4531	29	156	12.6	2018-08-14 09:17:27	2018-08-14 21:51:05	11	179	● 76
3 Grant, Tirzah	A	410	4.2	● 319	● 2.4	4092	31	132	12.8	2018-08-14 07:54:48	2018-08-14 20:44:26	7	138	82
4 Rider, Angel	A	432	4.7	● 317	● 2.2	4047	28	145	12.7	2018-08-14 09:07:51	2018-08-14 21:52:40	5	90	88
5 Warren, Bradford	B	356	9.1	● 287	● 2.2	1862	14	133	6.5	2018-08-14 15:10:31	2018-08-14 21:40:01	6	79	80
6 Austin, Steven	B	401	4.2	● 286	● 2.1	3623	27	134	12.7	2018-08-14 09:07:25	2018-08-14 21:47:22	7	93	88
7 ● Ansaldo, Gabriella	B	248	2.9	● 281	● 2.7	615	6	103	2.2	2018-08-14 17:41:10	2018-08-14 19:52:40	9	193	● 0
8 Spini, Daniela	B	377	3.8	● 260	● 2.1	2651	21	126	10.2	2018-08-14 11:25:34	2018-08-14 21:38:21	6	137	● 78
9 Lee, Adele	B	350	7.2	● 260	● 2.3	3124	27	116	12	2018-08-14 09:35:04	2018-08-14 21:37:20	11	199	● 72
10 Noyer, Ottavia	B	293	3.4	● 233	● 2.7	2510	29	87	10.8	2018-08-14 11:07:16	2018-08-14 21:53:32	6	110	83
11 Richards, Paolino	C	337	8	● 218	● 2.1	2752	26	106	12.6	2018-08-14 09:14:11	2018-08-14 21:51:25	8	184	● 76
12 Sands, Foster	C	285	3.3	● 215	● 2.3	2673	29	92	12.4	2018-08-14 09:21:45	2018-08-14 21:46:49	6	163	● 78
13 De Lorenzo, Rosea...	C	291	3.1	● 196	● 1.3	2416	16	151	12.4	2018-08-14 09:14:00	2018-08-14 21:35:07	10	183	● 75
14 Noel, Carpus	C	218	2.9	● 173	● 2.1	2186	27	81	12.6	2018-08-14 09:08:24	2018-08-14 21:46:03	9	168	● 78
15 Schuster, Irene	Z	31	1.7			1	1	1		2018-08-14 15:30:11	2018-08-14 15:30:11	1	42	● 0
16 Alberghi, Ashley														
17 Schnoor, Ishmael	A			● 345	● 2.5	17443	124	141	50.5	2018-08-14 07:54:48	2018-08-14 21:52:40	29	529	82.5
18 Bonaccorso, Grace	B			● 264	● 2.3	14385	124	116	54.4	2018-08-14 09:07:25	2018-08-14 21:53:32	45	811	80.2
19 Masi, Amato	C			● 201	● 2	10027	98	102	50	2018-08-14 09:08:24	2018-08-14 21:51:25	33	698	● 76.8
20 Arrington, Renita	ALL			● 270	● 2.2	41856	347	121	154.9	2018-08-14 07:54:48	2018-08-14 21:53:32	108	2080	79.8

Stocking Dashboard

Nowsight Logout		Last Updated: 2022-11-09 11:24										Pickers - Out Of Stock - Stocker Scorecard - Sales DB - Sales Leaderboard - Master DB		
Pick Time	Picker Name	Stocker Name	Route	Stop	Bin	Slot	Pick Area	Item #	Parent #	Desc	# Picks	Qty	QOH	
2022-11-08 13:17:06.0	Gabrielle Hall	Eddie Billings	318	75	MDF38025		MF	585729		KRAFT BBQ HICKORY SMOKE (EA)	2	0	96	
2022-11-08 13:16:58.0	NIKKI HARDISTER	Felipe Gonzalez	318	50	MDF15042	W3E17021	MF	284117		ICE BR CUBE SPMINT BOTTLE	1	0	111	
2022-11-08 13:16:39.0	Keire Castaneda	Felipe Gonzalez	313	50	MDF25032	W3E26041	MF	401695		WED FISH TROP (EA)	4	0	237	
2022-11-08 13:16:36.0	NIKKI HARDISTER	Felipe Gonzalez	318	50	MDF10041	W1L609013	MF	879866		M&M MINI MEGATUBE	1	0	161	
2022-11-08 13:13:06.0	Irene Ortiz	Felipe Gonzalez	316	380	MDF07014	W3D16012	MF	418830		LAFFY TAFFY ROPE BL RASP	1	0	272	
2022-11-08 13:10:29.0	Keire Castaneda	Felipe Gonzalez	318	90	MDF25032	W3E26041	MF	401695		SWED FISH TROP (EA)	5	0	275	
2022-11-08 13:08:10.0	Raymonde Marcellus	Felipe Gonzalez	318	80	MDF23025	W3E03022	MF	439372		SPREE CHEWY PEG (EA)	2	0	504	
2022-11-08 13:07:49.0	Irene Ortiz	Jeff Justice	318	175	MDF93017	W3C14042	MF	883660		CAT CAFE GOURMET BLEND(EA)	2	0	585	
2022-11-08 13:07:47.0	Gabrielle Hall	Felipe Gonzalez	318	75	MDF19021	W3E07012	MF	402925		COW TALE REG	1	0	913	
2022-11-08 13:07:35.0	Gabriela Torres	Felipe Gonzalez	318	120	MDF25031	W3D08031	MF	273177		SOUR PUNCH BITE SBERRY(EA)	6	0	288	
2022-11-08 13:06:36.0	NIKKI HARDISTER	Felipe Gonzalez	318	70	MDF15042	W3E17021	MF	284117		ICE BR CUBE SPMINT BOTTLE	1	0	104	
2022-11-08 13:05:18.0	Gabriela Torres	Martin Mejina	318	120	MDF87012		MF	765636	726083	OFF DEEP WOODS (EA)	3	0	6	
2022-11-08 13:03:50.0	Ana Moran	Felipe Gonzalez	318	250	MDF19021	W3E07012	MF	402925		COW TALE REG	1	0	910	
2022-11-08 13:02:47.0	Ana Moran	Felipe Gonzalez	318	250	MDF11041	W3D05051	MF	454389		SOUR PATCH WMELON	1	0	106	
2022-11-08 13:02:39.0	Ana Moran	Felipe Gonzalez	318	250	MDF10041	W1L609013	MF	879866		M&M MINI MEGATUBE	1	0	148	
2022-11-08 13:00:44.0	Yolande Michel	Felipe Gonzalez	318	160	MDF19034	W3D35021	MF	435198		TRIDENT VIBES SPK REDBERRY	1	0	21	
2022-11-08 12:48:02.0	Raymonde Marcellus	Martin Mejina	312	325	MDF79043	FZA09061	MF	651141		BON APP DANISH CHEESE & BERRY	1	0	576	
2022-11-08 12:48:01.0	Yolande Michel	Martin Mejina	312	255	MDF81014	FZA14061	MF	642785		HOSTESS DANISH APPLE	1	0	345	
2022-11-08 12:47:47.0	Ana Moran	Felipe Gonzalez	318	220	MDF25032	W3E26041	MF	401695		SWED FISH TROP (EA)	5	0	275	
2022-11-08 12:46:41.0	Ana Moran	Felipe Gonzalez	318	220	MDF23034	W3E29011	MF	413104		SOUR PATCH KIDS WMELON PEG	4	0	339	
2022-11-08 12:45:33.0	Raymonde Marcellus	Martin Mejina	312	325	MDF78012	FZA14074	MF	651281		BON APP CAKE MARBLE	1	0	243	
2022-11-08 12:44:34.0	Keire Castaneda	Andrew Justice	312	30	MDF57034	W3F31022	MF	645606		CHICK SALAD KIT OTR BB (EA)	2	0	1084	
2022-11-08 12:40:09.0	Irene Ortiz	Felipe Gonzalez	312	70	MDF14033	W3D24042	MF	407544		SWEETARTS CHEWY SOURS (SHOCKTA	1	0	152	
2022-11-08 12:34:18.0	Keire Castaneda	Felipe Gonzalez	312	280	MDF25032	W3E26041	MF	401695		WED FISH TROP (EA)	5	0	244	
2022-11-08 12:34:13.0	Keire Castaneda	Felipe Gonzalez	312	280	MDF24035	W3D23021	MF	419523		STARBURST MINI FAVEREDS PEG (E	5	0	440	
2022-11-08 12:33:43.0	Ana Moran	Martin Mejina	312	150	MDF88042		MF	851543		FEBREZE XSTRGHT TRAVEL SIZE (E	1	0	135	
2022-11-08 12:33:32.0	Keire Castaneda	Felipe Gonzalez	312	280	MDF19021	W3E07012	MF	402925		COW TALE REG	1	0	912	
2022-11-08 12:28:50.0	Yolande Michel	Felipe Gonzalez	312	255	MDF25032	W3E26041	MF	401695		WED FISH TROP (EA)	4	0	244	
2022-11-08 12:27:38.0	Irene Ortiz	Felipe Gonzalez	318	330	MDF07014	W3D16012	MF	418830		LAFFY TAFFY ROPE BL RASP	1	0	273	
2022-11-08 12:27:23.0	Ana Moran	Felipe Gonzalez	318	340	MDF25032	W3E26041	MF	401695		SWED FISH TROP (EA)	8	0	275	
2022-11-08 12:26:26.0	Yolande Michel	Felipe Gonzalez	312	255	MDF10041	W1L609013	MF	879866		M&M MINI MEGATUBE	1	0	151	
2022-11-08 12:24:00.0	Yolande Michel	Martin Mejina	311	91	MDF91025	W3I17051	MF	892430		CHORE BOY COPPER SCOUR PAD	1	0	209	
2022-11-08 12:19:00.0	MILDRED ROYAL	Felipe Gonzalez	318	350	MDF19021	W3E07012	MF	402925		COW TALE REG	1	0	922	
2022-11-08 12:18:02.0	Irene Ortiz	Felipe Gonzalez	311	20	MDF19021	W3E07012	MF	402925		COW TALE REG	2	0	923	
2022-11-08 12:17:35.0	Gabriela Torres	Andrew Justice	311	220	MDF72024	W3I04032	MF	580605		GLOVES VINYL POWDER FREE MED	3	0	288	
2022-11-08 12:17:00.0	Irene Ortiz	Felipe Gonzalez	311	220	MDF10041	W1L609013	MF	879866		M&M MINI MEGATUBE	1	0	162	
2022-11-08 12:15:47.0	Gabriela Torres	Andrew Justice	311	220	MDF69013		MF	635920		GARLIC SALT SS (EA)	2	0	28	
2022-11-08 12:15:46.0	Gabrielle Hall	Eddie Billings	311	230	MDF36013	W3E29022	MF	647784		SARDINES LG OIL BC (EA)	1	0	1192	

Employee Impact

Name	Tier	Latest Pick	Best Pick	Picks/Hr	Orders/Hr	Picks	Orders	Avg Lines/Order	Rate	Plan	Latest	Increase	Time Away	Uptime %	
1 # MIKO HARDISTER	Z	801-80	452	+23	4.5	390	5	89	1.1	2019-06-27 08:02:21	2019-06-27 09:00:54			100	
2 # KATH EXPOLTE	Z	512-120	271	+23	5	206	8	68	1	2019-06-27 08:06:23	2019-06-27 09:00:17			100	
3 # GINA MENDOZA	Z	512-120	293	+25	+7.3	239	9	34	1.1	2019-06-27 08:04:23	2019-06-27 09:00:21			100	
4 # JESSICA DOMESTICO	Z	391-20	222	*281	*8	203	5	42	1	2019-06-27 08:07:16	2019-06-27 09:00:29	1	0	72	
5 # DAVID VAUGHAN	Z	801-80	281		+6	177	3	62	6.6	2019-06-27 08:01:13	2019-06-27 08:07:29			100	
6 # THOMAS MATHIAS	Z	801-80	176		+5	141	4	39	6.8	2019-06-27 08:02:27	2019-06-27 09:00:21			100	
7 # CHARLE SYMONE	Z	904-710	417		+8.9	258	3	71	6.9	2019-06-27 08:02:27	2019-06-27 09:00:21			100	
8 # LAMILLA JONES	Z	801-80	281		+4.7	428	6	86	6.9	2019-06-27 08:12:17	2019-06-27 09:00:21			100	
9 # MILDRED ROYAL	Z	587-210	305		+8.9	258	3	71	6.9	2019-06-27 08:02:27	2019-06-27 09:00:21			100	
10 # REGINA DOMESTICO	Z	391-20	281		3.8	199	1	30	6.9	2019-06-27 08:12:17	2019-06-27 09:00:21			100	
11 # WENDY GUNN	Z	291-49	236		6	121	3	43	6.9	2019-06-27 08:12:17	2019-06-27 09:00:21			100	
12 # ANSEL PEREZ	Z	391-20	224		6.3	210	5	41	6.8	2019-06-27 08:22:47	2019-06-27 09:00:22			100	
13 # KATH HARTADO	Z	394-20	161		+5	97	2	50	6.4	2019-06-27 08:04:08	2019-06-27 09:00:26			100	
14 # ALL A					3.8	206	10	76	2.1	2019-06-27 08:03:21	2019-06-27 09:00:54			100	
15 # ALL B					7.8	293	8	32	1.1	2019-06-27 08:04:23	2019-06-27 09:00:51	1	0	82	
16 # ALL C					3.8	5	283	5	41	1	2019-06-27 08:07:16	2019-06-27 09:00:29	2	19	79
17 # ALL					6.8	2151	69	53	10.4	2019-06-27 08:02:21	2019-06-27 09:00:58	6	20	81	

Order Countdown BETA
1st of 2nd of 3rd of 4th of 5th of 6th of 7th of 8th of 9th of 10th of 11th of 12th of 13th of 14th of 15th of 16th of 17th of 18th of 19th of 20th of

42 Out of Route

Nowlight
1213 Culbreth Drive
Wilmington, NC 28403
703-622-4286
contact@nowlight.com

- ▶ Alignment from floor to trucking
- ▶ Easily see success metrics and progress toward them
- ▶ Scorecards every morning focused on goals

ATTITUDES
Abilities + Attitudes = Result
Great Talent + Rotten Attitudes = Bad Team
Great Talent + Bad Attitudes = Average Team
Great Talent + Average Attitudes = Good Team
Great Talent + Good Attitudes = Great Team

Focus on profitability

Nowsight		Logout		Last Updated: 2022-11-09 11:30		Pickers • Out Of Stock • Stocker Scorecard • Sales DB • Sales Leaderboard • Master DB													
Sales Dashboard			◀ 30 Oct 2022 - 05 Nov 2022 ▶										Week ▼		ALL ▼				
Date	Sales...	Store Name	Store #	Route	L/O Pr...	Avg Profit	L/O Sun\$	Avg Sun\$	L/O Cig	Cuml ...	NG Rtns	%Rtns	Disc...	OTP \$	H&B \$	5HOUR	SUPP	FOOD	
2022-11-08	AK	50-50 BROADWAY	915800	225			\$2,231	\$3,031	77	48%	\$-1,300.0	0.033%	0	\$1,861	\$71	\$15	\$15	\$228	
2022-11-08	AK	AKA COUNTRY CORNER 1-8	958722	225		\$172	\$1,456	\$995	73	35%	\$-671.80	10%	1	\$249	\$1	\$0	\$4	\$20	
2022-11-08	AK	AKA COUNTRY CORNER 1-8	948714	225			\$5,775	\$3,861	60	59%	\$0.00	0%	3	\$306	\$42	\$10	\$5	\$84	
2022-11-08	AK	AKA COUNTRY CORNER 1-8	942903	225			\$1,325	\$2,281	109	41%	\$-126.01	1%	1	\$108	\$24	\$9	\$3	\$57	
2022-11-08	AK	AKA STORE 18	910795	225		\$128	\$654	\$696	45	23%	\$-52.98	3%	1	\$33	\$0	\$0	\$0	\$7	
2022-11-08	AK	AKA STORE FOOD MART 1	911715	225			\$2,814	\$2,269	43	35%	\$-135.89	1%	2	\$933	\$35	\$5	\$18	\$125	
2022-11-08	AK	AKA STORE	958634	225			\$685	\$714	70	30%	\$0.00	0%	0	\$612	\$14	\$0	\$0	\$0	
2022-11-08	AK	AKA STORE	958615	225			\$1,990	\$1,969	149	24%	\$-297.72	1%	0	\$287	\$14	\$1	\$9	\$724	
2022-11-08	AK	AKA STORE'S BELL	998294	225			\$2,270	\$1,683	27	40%	\$-131.85	3%	0	\$1,265	\$61	\$23	\$30	\$78	
2022-11-08	AK	AKA STORE'S 1-8 STORE 1	902494	225			\$6,499	\$6,360	243	51%	\$-991.29	2%	5	\$4,536	\$171	\$48	\$140	\$540	
2022-11-08	AK	AKA STORE'S 1-8 STORE 1	912295	225			\$2,875	\$2,494	92	45%	\$-543.50	4%	3	\$864	\$107	\$15	\$114	\$560	
2022-11-08	AK	AKA STORE 1-8	907907	225			\$1,821	\$3,683	26	49%	\$-715.65	3%	4	\$446	\$233	\$7	\$31	\$1,253	
2022-11-08	AK	AKA STORE 1-8	941945	225			\$1,996	\$1,906	66	45%	\$-775.64	5%	4	\$639	\$80	\$11	\$14	\$128	
2022-11-08	AK	AKA STORE 1-8	932618	225			\$1,555	\$1,968	59	36%	\$-337.57	3%	3	\$413	\$64	\$1	\$20	\$341	
2022-11-08	AK	AKA STORE 1-8	949629	225			\$1,795	\$3,544	107	37%	\$-871.15	3%	4	\$587	\$133	\$17	\$37	\$172	
2022-11-08	AK	AKA STORE PARTNER	961581	225			\$4,277	\$3,436	109	45%	\$-746.53	2%	1	\$448	\$156	\$1	\$5	\$703	
2022-11-08	AK	AKA STORE PARTNER	953562	225			\$2,696	\$2,727	116	43%	\$-151.04	2%	5	\$1,140	\$55	\$13	\$32	\$171	
2022-11-08	AK	AKA STORE'S 1-8 STORE 1	990126	225			\$3,059	\$2,220	61	42%	\$0.00	0%	0	\$170	\$9	\$4	\$15	\$111	
*																			
2022-11-08	AK	AKA STORE'S BELL	909580	225			\$2,865	\$2,281	78	61%	\$-726.93	3%	0	\$1,228	\$56	\$0	\$19	\$138	
2022-11-08	AK	AKA STORE FOOD STORE	942988	225			\$1,241	\$1,017	87	45%	\$-90.28	6%	1	\$183	\$18	\$8	\$3	\$40	
2022-11-08	AK	AKA STORE ON MAIN STREET	949644	225			\$2,888	\$2,714	92	30%	\$-187.09	1%	1	\$2,030	\$88	\$41	\$52	\$78	
2022-11-08	AK	AKA STORE 1-8	971551	225			\$1,534	\$2,441	96	42%	\$-1,380.775		1	\$781	\$47	\$11	\$0	\$15	
							\$54,303		1,885		\$-10,233.79		40	22	22	\$240	22	22	



Today: Data-Driven Decisions


- ▶ Data-first leadership culture
- ▶ Significant labor savings
 - ▶ More efficient and shorter shifts
- ▶ Increased employee engagement
- ▶ Increased revenue
- ▶ Increased profitability

Southco Sales Insights Case Study: Driving Profitability to New Levels 



AT-A-GLANCE
BUSINESS INTELLIGENCE DRIVES RECORD SALES INSIGHTS

- 50% reduction in underperforming accounts
- 100% real-time order visibility for sales and territory managers
- Per store profitability increased 10%
- Instant visibility for year-over-year trends on same store sales, revenue, and profitability
- Visual indicators of per-order profitability, returns and discontinued tags
- Flagged and identified 100% of unprofitable orders and accounts
- 100% visibility on promotion performance at account and order level

Southco Distributing Company found \$280,000 in savings--and climbing 

THE CHALLENGE

Southco Distributing Company does a lot of things right. In business for more than 35 years, Southco is one of the top 25 largest convenience store distributors in the nation and serves more than 1,300 accounts across five Southeastern U.S. states.


As the largest privately-owned company in Wayne County, North Carolina, Southco employs more than 200 employees and occupies 240,000 square feet of warehouse space in Goldsboro, the area's county seat. But the story of Southco's success can't be told simply with numbers. What's helped the company remain innovative is a restlessness to always improve how it operates.


That unwillingness to ever believe it was functioning as efficiently and effectively as possible led Southco to partner with Nowsight, a Wilmington, North Carolina-based company that helps businesses collect and analyze its own data to dramatically improve their operations and decisions.

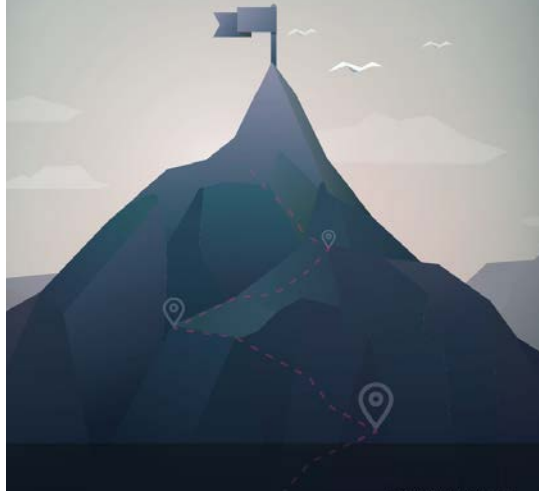
It's a partnership that has already saved Southco \$280,000, and will continue to drive both financial and employee benefits long into the future. Here's how:

"We've always felt like we had room for improvement in our operations--and that's what we've found. The Nowsight tool has brought awareness to issues and it's helping us change the culture. Most significantly, Phase 1 of our project has delivered labor savings of \$280,000 a year. We can't imagine running our business without these insights."

Sherwin Herring, Southco Distributing CEO



 **IDEATION WHITEPAPER**



5 Rules of Engagement for Breakout Performance

Free Resources at:
<https://wp.nowsight.com/cda>

Questions?

Adam Burke
Nowsight
434-989-9143
nowsight.com



John Garver
Southco

