

The logo for Super Liquor, featuring the words "Super" and "Liquor" in white text on a red rectangular background.

## ABOUT BOI

BOI stands for Business Opportunities and Improvements — it revolves around the concept of using evidence based decision making to improve the results that your company experiences from large complex IT&T capital investment decisions.



## ABOUT SLH

Super Liquor Holdings is New Zealand's largest alcohol retail store franchise. With over 140 stores covering both islands, Super Liquor sells a range of international and domestic beers, wines and RTDs. Founded in 1995 under a franchise model, SLH has consistently demonstrated a commitment to serving the communities in which it operates.

## Super Liquor Holdings Ltd. Opportunity Analysis

SLH engaged DBS in early-2012 to conduct a commercial opportunity analysis exercise. DBS reviewed select product category sales from several years of sales history and created a number of sales revenue growth models based on a number of different performance scenarios. The end results were used in commercial negotiations, allowing SLH to confidently execute "evidence based" decisions rather than resorting to "gut feel".

Millions of individual sales transaction records, covering a 24 month period, were extracted from the client's database and were each compared against a list of records that were identified in a relevant product portfolio. The "matches" and "gaps" were highlighted and the data sets were compared with various different business information sources to verify and compare "different versions of the truth."

Using unique cluster database technology, DBS is able to commence analytical exercises immediately — data loading times can be completed in hours rather than typical traditional database loading times of days or weeks, saving time and money for the client as well as reducing de-dupe processing cycles from hours per cycle to mere seconds.

The cluster database technology eliminates the need to build traditional database tables and indices, which in turn removes the database administrative effort required for storing the data and processing summary calculations, significantly reducing the overall time commitment required to analyse, group and present reports.

Data findings and summary results are presented in standard Microsoft Excel format so that reports, charts and pivot tables can be easily generated. Loading, "crunching the data," and producing customised reports can be completed from start to finish in days, as opposed to typical time frames of weeks or months.

DBS's unique database cluster technology is leased from U.S. and global cloud providers, which means that infrastructure and license costs are charged as operating expenses without the need for upfront capital investment.

*"DBS are very professional, highly technically competent with a strong, guiding business focus."*

**M.B. COO**

*"DBS has been absolutely wonderful."*

**R.F. V.P  
Procurement**

*"DBS - Excellent grip of information, great support, great follow-up, great follow through in terms of what we needed."*

**L.B. Marketing  
Manager M.B. COO**