

**Counterpoint** continues to achieve  
key business objectives with  
**Gaina Software**



THE  
PERFECT  
MIX

**Gainá**

&



COUNTERPOINT



## Overview

Originally known as Britvic Licensed Wholesale Ltd., the company was relaunched as Counterpoint Ireland (Counterpoint) in 2013. Gaina Software was selected as their IT partner of choice to deliver an end-to-end suite of technology to support the launch of their new business and growth into new markets.

Since then, the organisation has doubled in size, adding staff and customers. It has amassed €80 million in revenues and has 4000 client accounts on its books.

# 4000

Number of client accounts managed on the system

# 71%

Increase in number of orders since 2014

# 10%

Year-on year growth target objective

## Technology to support a new business model

When operating as Britvic Licensed Wholesale, the business' processes were relatively simple due to mostly linear lines of communication with stakeholders. The system in place didn't have the capacity to manage lots of different accounts with varying needs, pricing structures and promotional offers. Simply, it was more suited to a manufacturer than a wholesaling company. A new more flexible software solution was required that could improve operations and business processes.

Counterpoint selected Gaina Software as their partner to assist with the expansion and acquisition projects than would deliver on their 10% year-on-year growth target.



## Reducing the complexity of reselling and distributing multiple drinks brands

The variability of pricing, discounts, promotions, and consumer purchasing combine to make drinks a particularly complex industry. Counterpoint needed an Enterprise Resource Planning (ERP) system that could help them manage finance, manufacturing, operations and reporting.

Counterpoint identified Gaina as a best-fit software provider for their business due to the fact the software could reduce the complexity of reselling and distributing multiple drinks brands. In addition, Gaina's flexibility, particularly around pricing, bonds, and duty, appealed to Counterpoint. They offered a solution which was better suited to wholesale, as opposed to a lot of inefficient workarounds.

With an expanded product line that now included soft drinks and licensed products, systems that captured, analysed and displayed data to reps became useful in planning and pricing, as well as tracking profits and losses on individual accounts. With Gaina as their new software partner, Counterpoint had the tools to deal with the specific challenges of the drinks marketplace.

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It's good working with one system - the Britvic approach was more suited to a manufacturer than a wholesaler. We needed to connect multiple processes from order capture to invoice. There were options to work from disparate systems, however the Gaina solution enables us to have access to consolidated data with other systems and tools feeding into it. The team are excellent at what they do, they always know what to do and always have the answer to help us meet our business requirements

**Niamh Duffy, Customer Care Manager,  
Counterpoint**



## Using data to influence business strategy

With the old way of generating reports, Counterpoint needed to manually input and export data. It was cumbersome, inefficient and needlessly complicated. Counterpoint now have a sophisticated central source for data collation and can generate reports at the click of a button. They can measure and analyse this data against key business objectives, such as their growth targets, to ensure that the figures are on the correct trajectory, or strategise on what adjustments need to be made in upcoming months or following quarter.

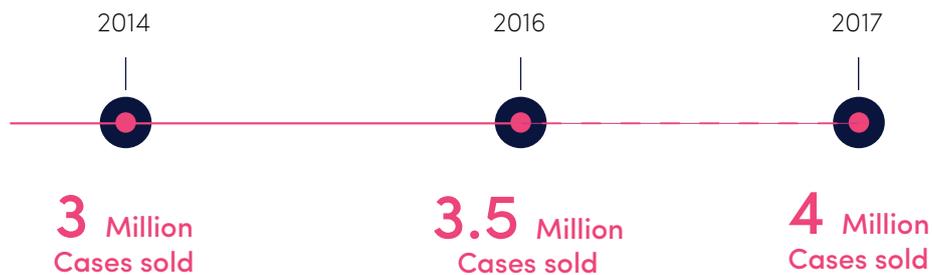
As a direct result of partnership with Gaina Software, Counterpoint now have a sophisticated central source for data collation. They rely on the system's data both at a strategic level - to forecast future sales, identify top performing accounts and products - and at an operational level - to manage stock, monitor promotional activity and account segmentation for pricing and sales.

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The amount of data within the system is extensive and useful, and the system itself is very user-friendly. We couldn't live without the data we can export out of our main system. I can take any information out of it, whether that is historical sales, pricing, daily order comparison, so that we can report and monitor business performance.

**Niamh Duffy, Customer Care Manager, Counterpoint**

## 25% increase in volume of beverage cases sold since 2014



Instant access to reports means we can spend more time analysing the reports to make decisions about future business strategy – some of our newly acquired companies can't believe the level of information they have access to, such as outlet counts and average case counts. We are now able to add acquired accounts with access to more information.

**Declan Morgan, General Manager,  
Counterpoint**

## Developing business within accounts and optimising profit margins

In Counterpoint, the marketing and customer care teams are closely integrated with sales to ensure customers are always offered the right products at the right time. Flexibility, personalisation and efficiency are the service differentiators that drive good customer experience for Counterpoint. Key to offering this level of service is intelligent software that can capture orders, and collate and analyse data on stakeholders, resulting in enhanced customer interactions.

Over half of Counterpoint's orders come through the Gaina order capture app. This tool provides the Counterpoint reps with the ability to capture, analyse, and display data, bringing more efficiency and accuracy into the order taking process. The app syncs directly with Counterpoint's main ERP system, so that their sales reps have accurate information at their fingertips when they need it and also allows them to track profits and losses on individual accounts.



The customer care team's focus is around building relationships and supporting the sales team to develop business within the accounts. The system is so straightforward to use and has a wealth of data and automation that allows them to process orders more efficiently and with less errors.

**Niamh Duffy, Customer Care Manager,  
Counterpoint**



Additional sales channels, namely a customer portal and a customer app, puts customers back in the driving seat. The inbound process gives them a more convenient way to buy and puts them in control of what they buy. Up to date pricing, promotion and discount information is automatically synced from the main ERP, ensuring customers get the correct price for every order, suggestions based on known preferences, and personalised deals. Additionally, encouraging customers to self-serve strengthens loyalty, offers convenience and improves the overall experience for the customer.



The addition of a customer website and app also enables our team to scale as we acquire, and more and more customers to adopt a way to self-serve. This overall improves the customer experience and supports organic growth.

**Niamh Duffy, Customer Care Manager,  
Counterpoint**



## Conquering new markets and acquisition made easier

In 2017, the company acquired Dundalk-based East Coast Beverages, a licensed wholesaler which services over 1,000 Dublin pubs, with business heavily concentrated along Ireland's east coast. This acquisition enabled Counterpoint to enter the off-license market, adding to their portfolio beyond soft drinks and packaged beers.

After the acquisition was announced, Counterpoint had an 8-week window in which to fully integrate East Coast Beverages in-line with competition authority. Customer, banking and outlet information had to be transitioned from East Coast's systems to Counterpoint's systems - as did warehousing, purchasing, order entry and invoicing requirements. There was also the challenge of adding and managing a wider mix of products and promotional activity, and creating new accounts for their growing number of brands.

Depot space  
expanded by **200%**



The integration project was approached with greater clarity as a result of Counterpoint's partnership with Gaina, and the company was well-positioned to rise to a challenge of this magnitude and complexity. The team advised on the best way to transition the full customer journey and support business processes as seamlessly as possible as part of the integration project. The technology was also a useful intermediary between the two companies and the competition authority, ensuring transparency and adherence to optimal business practices throughout the process.



The Gaina project team were an invaluable part of the acquisition project. Their professionalism, expertise and dedication means that we are able to keep our commitments to all our stakeholders as we continue to grow through market expansion and acquisition.

**Declan Morgan, General Manager,  
Counterpoint**



# Gainá

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