

# TOP VOICES

Data Management Leaders in the Distribution Industry Have a New Favorite Software

## The Incredible Value of Enzo Unified:

Affordable software that can help your organization see the full data picture, calibrate costs and get inventory to market faster while reducing integration total cost of ownership



**Leonie Markgraf**  
The Odom Corporation



**Jesse Robbins**  
Peerless Beverage



**Jim Conway**  
Coastal Beverage



**Ricky Stefancik**  
J. J. Taylor

Find out how these beverage distribution leaders are using Enzo to:

- Rethink the way they integrate and view data across systems
- Rethink the way they automate daily data tasks
- Rethink their go-to-market strategy with new platforms
- Rethink how they calculate Total Cost of Ownership



## New Inventory Forecasting System Leads to Simplified Development Environment and Lower Integration Total Cost of Ownership

*“The Odom IT department has a mission to increase our technology capabilities while decreasing our technology footprint. We selected Enzo due to the extensive number of systems it integrates with, including Microsoft SharePoint Online, Active Directory and UltiPro, as well as the ease of use that comes with SQL being its script development language. We now use Enzo exclusively for all new system integrations and are in the process of migrating previously developed ETL scripts to Enzo. Enzo has proven to be an excellent value technology and the Enzo team is an excellent and experienced partner.”*

### Use Case: **The Odom Corporation**

The Odom Corporation was preparing to deploy the Blue Ridge forecasting system to help with inventory management and needed a connector from their Route Accounting System to ensure up-to-date and accurate data. They tapped into the SQL-based flexibility of Enzo and have never looked back, quickly expanding Enzo’s role to more than a dozen integrations.

*“Enzo saved my team at least 20% in development time building the forecast integration,” said Alex Martin, Enterprise Applications Manager at The Odom Corporation. “We now build integrations ourselves using our in-house team.”*

*“Using Enzo is producing tangible savings in labor hours, while giving us greater system integration abilities than we had previously. With as much work as we’ve already done, we are just getting started in our plans for its use” said Markgraf.*



**Leonie Markgraf**  
Vice President of  
Information Technology,  
The Odom Corporation



## Enabling Affordable Data Visibility and Streamlined Reporting Without Expensive and Time-Consuming Development

*“The biggest ROI came from completely skipping an expensive ETL development project and the ongoing maintenance on an ETL-based data warehouse. Today, if there’s a change in the data source, we can update it quickly using Enzo.”*

### Use Case: **J. J. Taylor**

J. J. Taylor Companies wanted a more efficient and scalable data warehouse environment and the ability to manage integrations in house. Their monthly reporting efforts require data from a wide range of data systems, including Inventory, General Ledger, Human Resources and GPS Tracking, just to name a few. Now, they have a 360° view of their data and reporting has been streamlined using Enzo Unified. Additionally, they’ve deployed a number of simple automations that eliminate dozens of manual hours every month.

Because Enzo uses SQL, developing inhouse solutions is easier. *“We don’t have a developer inhouse. With Enzo we don’t need one. We just set up the SQL code and we’re good to go,”* says Stefancik.



**Ricky Stefancik**  
Business Systems Lead  
for J. J. Taylor

# PEERLESS Beverage Co.

## Creating Custom Delivery Alerts by Empowering In-House IT Teams and Flexible Cloud Integrations

*"The ability to refine immediately on the fly was extremely valuable. I get a lot more flexibility with Enzo, because I'm doing it in SQL. I don't have to pay someone to build something that may or may not work."*

### Use Case: Peerless Beverage

Peerless Beverage Company wanted to reduce inbound calls to customer service and sales personnel, while also creating a more efficient delivery process. They envisioned a system that integrated routing and GPS proximity data with outbound email and text notifications. Peerless turned to Enzo after twice attempting to create the automation using traditional development methodologies. By taking advantage of Enzo's SQL-based environment, Peerless was able to deploy a new solution themselves in just a few weeks, saving money and time.

*"Once I realized Enzo had the capabilities, I knew that we could do it faster, with more flexibility, and at a fraction of the cost," said Robbins. "For a long time, I was somewhat closed-minded to cloud systems. Now, my first question is, do you have an API? With that, I know we can do what we need to with Enzo."*



**Jesse Robbins**  
Director of Information  
Technology for Peerless  
Beverage



## Getting to Market Faster with New eCommerce System And Reducing Work Effort on Monthly Reporting and Maintenance

*"We're the only ones using the two software systems together, thanks to Enzo. We know of another distributor who was preparing to spend more money and time for development of their solution. We did it in less time and with less money. And we're only scratching the surface of what's possible with Enzo."*

### Use Case: Coastal Beverage

Coastal Beverage was considering a very complex integration between DSDLink ecommerce software and their eoStar route accounting system, or - if that could not be achieved, having to choose one system and then perform a massive migration. By using Enzo, they deployed new eCommerce solution in a few weeks without costly integration. In addition, ongoing system maintenance, updates and new integrations are now easier than ever.

*"Enzo is seamless. You're going into the script, making updates, and pushing one button to get everything live. Because it's all in SQL, rapid iteration and testing are easy. You don't need to use multiple languages, and you can make sure it's what the end user needs before making it permanent." - Coastal Business Systems Specialist Alice Weiser*



**Jim Conway**  
IT Manager, Coastal  
Beverage

# An Affordable Data Integration Platform That Lets You Use SQL Commands to Synch Data and Automate Processes in Minutes

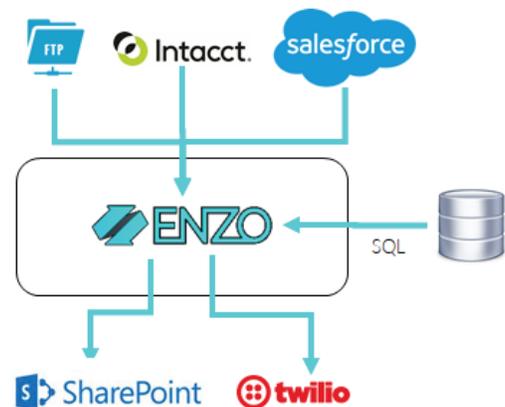
APIs | SaaS Platforms | Enterprise Systems | Any Data Source

- Automate IT and business processes using SQL code directly in SQL Server
- Leverage Linked Server for connecting to other systems in real-time
- Faster access to cloud data using an edge cache
- Native SQL Server Compatibility

And Do it all in a Matter of Days. **Not Weeks. Not Months.**

Now you can virtualize, cache, SQL-enable and integrate using native SQL and HTTP commands

- Escape ODBC Dependency
- Eliminate Expensive ETL Tools & Management
- Reduce Costly Implementation Time
- Get More Accurate Data
- Enhance Security



Over 100 Adapters Built and Ready to Try!



## Get a Free Proof of Concept

See Enzo Unified in action. We'll set up a proof of concept for your preferred data platform, and you can test it free for 30 days.\*

\*Purchase required for the solution to remain active after 30 days.

**NBWA**  
Show Special!

