



Customer Case Study

**Over 350 Hours per  
year saved with  
Sontai's prebuilt  
dashboards.**

SMALL BATCH



HAND CRAFTED

**TACK ROOM  
DISTILLERY**

UNBRIDLED SPIRITS

# Tack Room Distillery were crippled with copy pasting into spreadsheets.

As a start-up spirits business having a strong understanding of sales performance across their product range and expanding customer base was essential for Tack Room Distillery.

Working from spreadsheets was proving difficult to manage, frustrating to update and wasn't providing the management team with the right answers to manage their distillery effectively.

Over an hour each day was wasted trying to combine sales figures from multiple systems in order to understand the latest performance trends.

This time and effort spent generating reports was giving good insight, but was draining on resources.





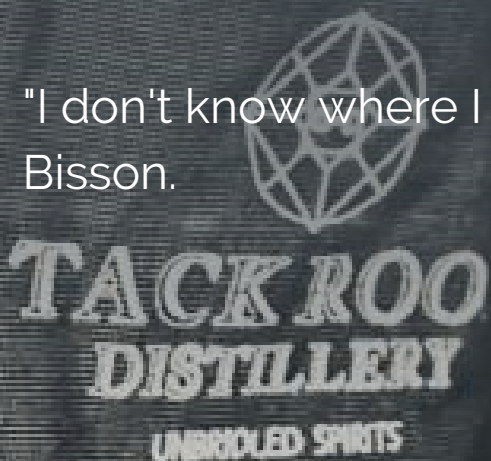
# Sontai helps Tack Room Distillery see their sales more clearly.

By leveraging Sontai's plug and play Sales Dashboard, Tack Room Distillery were able to get up and running just a couple of days, automatically pulling data from Xero Accounting, WooCommerce and Zettle, stopping the need for manual reports to be created.

"Implementing Sontai's dashboards will help my business grow from strength to strength" says Tack Room Distillery Founder and CEO, Tim Bisson.

The direct saving of time was the first thing that Tack Room Distillery noticed, allowing them to spend that time analysing their data, manage customer performance and drive sales.

"I don't know where I would be without it.!" said Bisson.



# Results.



6.5 Hours per week saved in automating the report updates, eliminating manual spreadsheets.



Increased customer targeting and retention through clear performance visuals.



Improved strategic decisions based on real data insights and not gut feel.

## Dashboard Integrations:



COMMERCE



**sontai**  
DATA SOLUTIONS