Distilibre

Deliver Tryton to business communities

Support industry solutions for groups of small companies

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What we wanted to solve

- Integration of custom solutions is a difficult job. Reselling the same solution to another customer is usually difficult.
It is expensive for the cutomer.

- The idea we share today is to identify first similar customers, before any development and deliver same product at an affordable price.

How to start :

- Identify a potential group of small companies who might form a community.

- Get their job explained

- Imagine a dedicated and attractive product based on Tryton

- Give a name to this product and describe its environment

How to implement :

- Focus on the most important requirement
- Make the product esay to start with
- Make the job of service providers easy
- Make the product widely available
- Set appropriate services to users
- Organize the community

Target a group of small companies

- Small distillery is a new kind of activity and it is growing fast in France

- Several hundreds of small (1 to 10p) businesses to promote local know-how.

- Tens new every year

- The feeling of sharing an « Art of distillery »

What is a still ?

Learn their job

- This is by far the biggest challenge of the project
- About a year to understand their specific contraints and identify how they create their business, are trained and who is providing services to them
- ~ 30 interviews, several pioneers involved in solution validation
- Visiting a distillery is the best part of the job.

Imagine the solution on Tryton

- A derivated product is both :

- A subset of standard Tryton

- Plus a complementary function about alcohol management.

- The solution is also identified by its operational context, Saas availability, services to users and community organization

Get a name for the product

- DISTILIBRE is the name we use when we talk about anything related to the project

- We start by writing a commercial brochure « hey, look what it looks like »

- We fall in love with our product which still doesn't exist.

Focus on the key function

- DISTIBRE is at first doing one thing and does it well : alcohol traçability and reporting to French customs.

- Users make their decision to join DISTILIBRE because of this feature

- Then they discover the potential of Tryton and its ability to manage most of their process.

DISTILIBRE made easy to start with

- At first, visibility of functions straight to the point of alcohol management

- Configure silently accounting, important but not expected at first

- Pre-filled « welcome » database at first connexion, with industry standards implemented and customers préférences

- A « doc-less » product, not more than a page of « things to know »

DISTILIBRE for service providers

- Implement services dedicated to test, training, draft, try, demo ...

- Add fictive data to share a DISTILIBRE fictive distillery of reference

- Convince traineers, legal consultants, customs administration to use and refer to DISTILIBRE fictive distillery

DISTILIBRE is « one click away »

- Automate delivery of dedicated instances of DISTILIBRE for users and service providers

- Ready to use on line in a minute

- At low cost

Set services

- Nothing is obvious for every body. Some users will « survive » easily, others will block at first step. A personalized support is available for users.

- KEEP IN MIND :
DISTILIBRE is a critical application. If DISTILIBRE fails, distillery stops and the Nation is in danger.

Organize the community

- A group needs some tools to exchange and make solution

- Crowd funding is a way to mutualize investments

- Community management is still our « improvement zone »

And then ? What next ?

- Give the key to the community and loop back to the beginning : identify a new potential community

- Ideas ?

The team

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