



Microsoft Dynamics™ Customer & Partner Solution Brief



direct wine shipments
50 Vintage Years

Fast Facts

Customer: Direct Wine Shipments

Web site: www.directwine.co.uk

Number of Employees: 9

Country: United Kingdom

Industry: Retail

Customer Profile

Direct Wine Shipments is a specialist wine retailer, based in Belfast, Northern Ireland. First established in 1955, the business has become a modern wine merchant, offering numerous services and hosting tasting events to make quality wine more accessible. It has an annual turnover of £1.2 million (U.S.\$2.08 million).

Software and Services

- Products
 - Microsoft Office Excel 2003
 - Microsoft Retail Management System
 - Microsoft SQL 2000 Database Enterprise Edition.
 - Microsoft Windows Server

Partners

- RSS

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www.rsspos.co.uk

For more information about Microsoft Business Solutions, go to:

www.microsoft.com/businesssolutions



Wine Merchant Streamlines Retail Operations with Innovative Technology

“Microsoft Retail Management System offers far greater flexibility than our previous system. The reporting tools in particular provide information that is vital in decision making, planning, and directing the business”

Neal McAlindon, Director, Direct Wine Shipments

Business goals

Direct Wine Shipments until recently, used a bespoke, UNIX-based IT system. But an organisational restructure meant this system had become unwieldy and no longer supported Direct Wine's specific needs. The company decided to look for a new electronic point of sale (POS) and business management solution, which:

- Was easier to learn, operate, and manage without expensive external support.
- Was compatible with the company's existing Microsoft®-based operating system and applications.
- Accelerated order processing and improved information access.
- Provided link to the accounting system and other packages such as the Post Code software

Solution

Direct Wine Shipments examined the market for a solution before choosing to implement Microsoft® Retail Management System. It delivers a powerful retail software package, which runs on personal computers and helps small to medium-sized retailers manage their store operations and customer marketing. The company worked with Microsoft partner Retail Solutions and Support (RSS) to deploy and customise the solution, which helps Direct Wine employees to:

- Manage POS data and order processing.
- Enhance reporting and analysis through integration with existing applications, such as Microsoft Excel®.
- Access up-to-date and accurate retail information.
- Track customer accounts and order history.

Benefits

- The solution automatically translates purchase orders into local currency, accelerating accounting processes, and ensuring the business can identify profit margins quickly and easily.
- Customer profiling helps Direct Wine to target customers with certain product lines and forecast sales figures.
- Different products and wine varieties can be located from within the store quickly and easily.
- Employees can track customer Wine Club memberships and ensure that a different selection of wines is provided each time.
- Easy-to-use reports show useful stock movement information that boosts decision making.
- Automation features handle time-consuming administrative processes, helping employees to be more productive.
- The company can run a more efficient, profitable business, without having to hire new resources.
- The familiar software accelerates training, keeping costs down while maximising return.

