

“ERP for a Fine Wine, Spirits and Champagne Distributor”



Customer Profile

Cellar Trends are a major UK independent distributor of the world's leading wine, champagne and spirit brands, especially major International brands which weren't in the portfolio of major distributors. Based in Swadlincote, Derbyshire, Cellar Trends have chosen S5 as their business management solution.

Cellar Trends have built up a well respected reputation within the on and off trades for the supply of the finest quality wines, spirits and champagnes from around the world. They aim to care for every brand they represent. There are few hotels, restaurants, bars and licensed outlets where Cellar Trends have not provided an impeccable service and supply for many years.

Highlights

- Cost reductions through improved communication with our warehouse leading to return on the investment within a year.
- Improved access to information through powerful report facilities.
- More transparent system which is much easier to use.

Cellar Trends' first system was Sage 100. Geoff Watts (Operations Director) explains how they "quickly moved from this due to the limitations we felt the system had in handling stock and how duty is worked.

We then invested in Trinity, which is based on UNIX. We'd ruled out Vintner, a vertical market solution. Trinity was stable, but over time we found that the system was unable to grow and adapt as our business evolved and developed. It was hard to get info out of the system. The system wasn't evolving, but we were. We wanted to capture customer info into a CRM system, and then integrate this, but it was very hard to integrate this into the UNIX system. Also it was hard to get licenses for the system. We wanted to replace it with a system which runs on SQL server, which links to the CRM we had in mind."



Finding the Right ERP System - Evaluating Solutions

"We evaluated the new Trinity system, as well as Great Plains. There were legacy issues with Trinity, and we felt their support services were poor. We wanted a clean break. Maginus was too complex for our business, and prohibitively expensive. It would also take a huge amount of integration and tailoring to suit our business. Our final choice was between Vintner and de Facto S5. S5 felt much more like a developing and progressive system. It was open and had all the functionality we needed and more."

Sheer Access to Information

"It's so easy to get info out of de Facto S5, and to generate reports. S5 is a highly transparent system. As a result, we are able to solve problems as they arise. We quickly pinpoint where they stem from in the system, and then address them. We can see whether something has gone awry from a processing perspective, or whether perhaps it's a deal we shouldn't be doing.

We've been able to renegotiate our delivery charges as a result. We can analyse how proposed changes in delivery would impact upon costs. It's extremely simple to get this information. We just plug in the proposed new numbers and the system automatically generates the new delivery charges, allowing us to evaluate the benefit of the changes."

■ S5 Paid for itself within 12 months

"Incredibly, the system fully paid for itself within 12 months! The **EDI facilities** are excellent. Previously we sent information to our Distribution company, and we had to pay them to transfer the information into their system. As a result of S5's EDI facility, this is all done automatically and seamlessly, and so we no longer have those charges in our costs."

■ Confidence in our Financial Positions

"One huge benefit of S5 has been the increase in our confidence in our **financial** positions. Its ability to accrue retro discounts has been invaluable. Some of our customers are entitled to future discounts, which they can then invoice us for. S5 automatically accrues this so we no longer do this manually, removing an external process with all the attendant benefits."

■ Comfortable and Progressive

"de Facto S5 is both comfortable and dynamic! Our whole company is at ease with the system, which fits our business well. Yet the system is **always developing** and constantly adding **new facilities**. Having access to the updates to the system has been a boon, with their various enhancements and developments. The ability to have some influence on where the system goes in the future is also great. De Facto is always receptive to our feature requests, and we know that they listen to **their customers**. As such, we feel future proofed as we know it'll be really difficult to outgrow the system."

■ Support - When You Need It

"The team were very responsive during our first year end. We've seen a continual development in support over time. With the new **support** website and help desk – it's a good move, very structured and well organised."

■ In brief – S5 brings Numerous Business Benefits

"For a Wine and Spirits company like us, the **duty handling** side of de Facto S5 has been a great blessing. On Trinity, duty was a huge black hole. Everything is so much simpler and **easier to do** than in our previous systems. It's no longer a battle to get information into the system, and it's so much easier to get the information out again."

Visit the website of
[Cellar Trends](#)

☎ Call Us Now ...

to find out how de Facto S5 can deliver a **powerful, flexible** and **easy to use** solution to your business system needs!

Tel: 01473 417 200

Powerful Solutions for Multiple Markets

De Facto Software provides business driven Accounting and ERP solutions to **wholesalers, distributors, manufacturers**, packers and suppliers throughout the UK.

de Facto S5 incorporates integrated **Financials** and **Accounts, Logistics, Production, CRM, eServices, Costing, WMS, EDA** and **Business Intelligence** facilities, in one **flexible, easy to use** solution. Deploying the system typically delivers significant customer gains in such areas as productivity, cost advantage, management awareness, and competitive edge.



Power



Flexibility



Ease of Use

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