

## " Rapidly expanding UK Distributor of Wine Brands "



### Customer Profile

Hatch Mansfield are in the business of **distributing** and growing wine brands. Their major brands are: Louis Jadot, Champagne Taittinger, Villa Maria, Errazuriz and Grant Burge. They focus on a relatively small number of brands, and have built them to well known and established names in the UK.

In the 10 years since the company have formed, they have rapidly grown, with a current turnover of £40 million a year, and employing 32 staff. In that time, the wine industry in the UK has greatly changed, with raised customer and consumer expectation. Hatch Mansfield has combined a commitment to ever increasing standards with their expansion and growth.

### Key Achievements

- Trouble-free **Implementation** to a very rapid timeframe.
- Multiple quick wins through S5's **powerful** features.
- **Business Intelligence** puts powerful reporting and analysis in Sales staff hands.

Hatch Mansfield were using a system called Agility (previously LA Wines) to handle all their business processes. Paul Hughes-D'aeth, Financial Director of Hatch Mansfield explains: "It was a wine trade specific system with a relatively small user base. We felt we were rapidly outgrowing the system. As a result, we began the search for a new system."

### ■ Evaluating New Systems - Recommendations and Referrals

"We needed a system which would keep pace with our growth, and one with a significant user base in the Wine and Drinks trade. We decided to talk to others in the trade, and see what they used and what they thought of the systems. **de Facto S5** was given a glowing recommendation, and we got a detailed look at the system by another wine trade business. They were a very similar business to us, and S5 did a very good job for them, so we investigated further. Unlike other demonstrations, **De Facto Software** went to a lot of trouble to understand our business model properly, and to use relevant and realistic data in the demo. The ERP system was very impressive. We felt the personal reference was very important for us. After all, it's not just the software you are buying, but the **implementation** and **after sales service** too. We needed a system with critical mass in our Wine trade market, and one which would grow and keep pace with our future needs too. We found S5 met our criteria on all counts."



### ■ A Trouble free Implementation with a Tight Deadline

"Given our circumstances we needed a fast and efficient **implementation** of the system. We needed to be up and running by mid October, ready for our pre-Christmas rush, and year ends. It was a very tight deadline indeed, but we knew De Facto had delivered to these sorts of time scales before. A careful implementation plan was put into place and with De Facto's implementation team at hand whenever they were needed, all the configuration and testing was done to schedule. The whole process went really well, very smooth, and from **kick off** to live was a mere 6 weeks! Deliveries, **stock**, sales invoices and all our **accounts** were up and running when we needed them."

### ■ Training gets us Rapidly up to Speed

"We found the **training** in the new system straight-forward and useful. S5 is easy to use, and we soon picked up on what we needed to know, such as **Report writing**, **Business Intelligence**, etc. The system went down well with our staff and there were so many quick wins over our old system that our users really appreciated S5 from day one."

### ■ Many Quick Wins for our Staff

For example, in our business, we send a lot of stock out as marketing of various kinds. On our old system such samples had to go down as sales in the first instance, and then we had to go through and re-code everything with the correct codes as sales or F.O.C. marketing. That involved hundreds of lines so was a real chore, but S5 handles this correctly.

Another example is where we receive stock from suppliers. We receive marketing support from suppliers. Previously we had to manually calculate the value, but again S5 handles this all directly. Using S5's [Contract Terms](#) feature, all our business rules like this are set up. As a result, we save a lot of time, a lot of frustration, and have made huge gains in accuracy.

### ■ Business Intelligence is a Big Benefit

The new [Business Intelligence module](#) is great. Our sales people are now able to run all their own reports as they need them. This provides huge benefits in knowing what all their accounts are doing. Previously all this was accounting led, but now our sales people can simply access all this data themselves, together with the analysis they need.

### ■ Moving Forward – Marketing, CRM and Pricing

We are also looking at implementing the [integrated CRM](#) as it was one of the main reasons why we chose S5. At the moment we have a separate database with all our marketing information in it. Of course, it's more work to maintain two databases. Once everything's set up in S5 CRM, all our emails will go through S5, and everyone will have total visibility.

Of course in our line of Wines and Spirits we have a [very complex pricing structure](#). We have a huge amount of customer specific pricing. S5 has a number of facilities which will allow us to greatly simplify our pricing activities. de Facto S5 is such a flexible system. We sell to our customers in a number of different ways – [duty](#), [bond](#), etc, and we offer such a range of [discounts](#) on quantity and so on. It's a complex system and has historically it has taken us a lot of time and effort to maintain it. With S5's powerful price list and pricing controls, a lot of headaches are avoided.

### ■ Wine Trade features in a Powerful ERP System

Having purposely avoided wine trade specific systems, we've been very pleased with our decision. S5 has everything we need. We know that a number of other companies in our line have followed suit since.

#### ☎ 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](#), [Business Intelligence](#), [WMS](#), [EDA](#) and [Costing](#) facilities, in one [powerful](#) 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

#### De Facto Software Ltd

The Rutherford Centre,  
8 Dunlop Road,  
Ipswich,  
Suffolk  
IP2 0UG

[www.defactosoftware.com](http://www.defactosoftware.com)

Tel: 01473 417 200

Fax: 01473 417 201

[enquiries@defactosoftware.com](mailto:enquiries@defactosoftware.com)