



WINESENSE

SAP BUSINESS ONE THE BASIS OF REVOLUTIONARY WINE RETAILING

QUICK FACTS

Company

- Name: Winesense
- Location: Cape Town, South Africa
- Industry: Retail
- Products and services: South African Wines
- Revenue: Euro 600,000
- Employees: 41
- Web site: www.winesense.com

Challenges & Opportunities

- Innovation of marketing and sales of South African wines
- Collection, integration, and analysis of data from every customer contact, in-store and online, to drive new offerings
- Integration of live customer database with financials and administration
- Scaling to accommodate rapidly expanding base of outlets and warehouses

Objectives

- Expansion of business to global markets
- Expansion of business into outlets not usually associated with wine tasting and buying
- Development of franchise concept: 'Winesense inside'

SAP Solution

- SAP Business One

Implementation Highlights

- Creating an entirely new business with a unique sales and delivery approach from scratch

Why SAP

- 360° view of customers
- 360° view of the business
- Stable
- Scalable
- Business intelligence
- Data interface layer
- Affordable

Benefits

- Immediate visibility across all aspects of the business
- Real-time translation of customer behaviour into orders and deliveries
- Sound platform for business growth
- Unlimited flexibility for product innovation



SAP Customer Success Story

Winesense
Retail



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Winesense is a maverick in the wine industry, both in South Africa and internationally, because it is taking wine tasting – and therefore the impetus to buy top brands – out of the traditional cellar setting to the man in the street. In the process, it is enlarging the potential market for local wine producers. And it's achieving all this through astute use of technology – of which the backbone is SAP Business One.

The Winesense concept is based on making it easy for people to taste premium wines and then place orders for the ones they like.

Consumers use a Winesense-branded chipped card to taste wines dispensed by machines at a Winesense bar or restaurant. They can then order their choice of wine then and there or online from anywhere else that is convenient to them. They can also rate the wines they have tasted.

The data about buyer choices - collected by the wine dispensing machines, the point of sale (POS) systems in the physical tasting environments, and Winesense's webshop - are then centralised via the database interface in SAP Business One, giving Winesense management deep insight into buyer behaviour and preferences.

"That gives us the ability to package new offerings to be extremely relevant to individual consumers," says Winesense CEO, Johan Pretorius.

"Customers benefit by being able to taste the very best wines without having to travel to wine estates. They can buy a wine that really suits them without having to rely on written reviews or recommendations from friends. "And, for the first time, whether they're

connoisseurs or not, they can directly affect the popularity of the products they consume – and provide valuable feedback to the winemakers."

Attracting the rest of the world

As at July 2008, there are four Winesense outlets in Cape Town and two in the Johannesburg area – with rollout plans for the rest of the country.

Pretorius is also in negotiations with a number of cellars, restaurants that are not owned by Winesense, and other less obvious outlets, such as farm stalls in areas with high tourist volumes, to carry "Winesense Inside" – along the lines of Intel Inside.

They will house Winesense tasting facilities and enable buyers to order either through their POS or online. In addition, Pretorius plans to have Winesense tasting and ordering facilities in Europe, with delivery being handled from a European warehouse.

"The seamless integration that SAP Business One enables between our customers' decisions and our ability to process orders and deliver product enables us to run the business from anywhere and still ensure superb customer service," Pretorius says.

"The same integration between all our customer touch points and our database enables us to continuously differentiate our products and services, optimising their attractiveness to customers."

"In other words, SAP Business One allows us to evolve Winesense into an enabling technology that makes wine easily accessible for any hospitality organisation and any consumer."

Award-winning thinking

At SAP Africa's 2007 user group meeting, SAPHILA, Winesense was voted an award by other users for the most innovative use of the software.

SAP Africa Business One solution manager, Paul Vermaak, says that "Winesense has fully exploited SAP Business One's game-changing capabilities to revolutionise a very old market."

The implementation of SAP Business One for Winesense went through a number of revisions as the concept of Winesense evolved.

Kevin O'Brien, director of implementation partner, Bluekey, says one of SAP Business One's key advantages is that it can be configured easily to cater for the needs of different businesses. "So we were able to evolve the solution as Winesense itself evolved – and as the possibilities of the third party POS and wine dispensing technologies became evident."

"Clearly if you want to give your industry a make-over, SAP Business One is the business package that will enable you to do it."