

## Overview



**Company**  
**Scenic Cellars Limited**  
www.sceniccellars.co.nz

**Industry**  
Retail wine & beverages

**Customer Profile**  
An iconic New Zealand premium wine sales establishment serving a loyal and growing customer base.

**Business Challenge**  
Growth in online business prompted Scenic Cellars to seek a flexible solution that would synchronize product information, orders and stock management, and provide a better web-based customer experience, while operating successfully with shop-front and mail order retail.

**Solution**  
Flow handling synchronization of data between Scenic Cellars' website, retail store-front, warehouse and accounting system.

- Benefits**
- Reduced accounting time
  - Improved stock management
  - Increased data accuracy
  - Improved customer experience
  - Protected current applications
  - Positioned Scenic Cellars for growth

## Integration Case Study

*"Flow has streamlined our workflow, removing the significant human hours involved in processing data."*

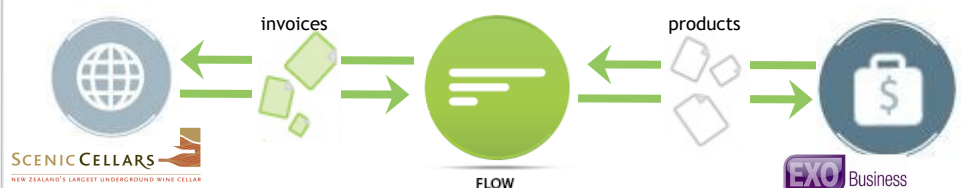
**Cate Langley**  
**Director & Financial Controller**  
**Scenic Cellars**

Scenic Cellars is an iconic New Zealand wine business, established around 30 years ago. In 2008 growth in online custom prompted the business to seek a more flexible solution to better manage data between their website and main accounting system, Exonet.

Flow was identified as the best answer to maintain data consistency across systems, responding to Scenic Cellars' specific requirements.

In a shorter timeframe than scheduled, Flow delivered a solution that met their needs and allowed for future flexibility.

### Solution Architecture



*“Flow Professional Services staff have always provided time-frames, and when they undertake to do something for us, they give us the results and follow up. We are in no doubt that we are cared for.”*

*Cate Langley  
Director  
Scenic Cellars*

### Situation

Scenic Cellars is an iconic New Zealand premium wine establishment offering thousands of wine labels and many rare and fine wines, to a loyal and growing customer base, via its e-commerce website, retail shop-front and mail order. With such a large product range and challenges of managing stock between the shop-front and warehouse it became apparent that some of Scenic Cellars' existing technologies were inadequate for their growing needs.

In conjunction with the re-launch of Scenic Cellars' transactional website the business decided to consider middleware options.

### Solution

Flow's solution streamlines the workflow for Scenic Cellars' web-based sales orders as well as stock management including returns, ensuring timely updates to the accounting package, Exonet, which also provides the point of sale system for the shop-front operation.

The initial timeframe for Flow implementation was six weeks though delivery was made in less time.

Cate reports that Flow has provided a cost effective product, that has streamlined processes, and helped minimize manual data processing. Currently there is no need for anyone in the business to interact regularly with Flow, as it just works, she says.

### Benefits

#### Cost savings

Flow delivered a successful solution within a short time-frame, requiring minimal support, meaning overall a substantially lower cost solution than other options.

#### Improved stock management

With one centralized data location, and regular updates, stock details are accurate, and facilities cope well with supply, orders and returns.

#### Increased data accuracy & confidence

By requiring entry in only one location the possibility for human error is reduced. Accurate data means that Scenic Cellars' staff can supply orders received via all sales methods with confidence.

#### Improved customer experience

Stock availability is consistently reported, with fewer errors, providing assurance of supply.

#### Fit with current IT technologies

The Flow solution required no customisation of existing applications so implementation costs were minimized.

#### Positioning Scenic Cellars for Growth

Scenic Cellars can now handle much increased transaction traffic without stress.

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