

Changing your accounting and stock management systems is challenging for any company. When your company has 30,000 clients and offices worldwide, as is the case with The Antique Wine Company, the challenge is even greater.

Like many companies, the software systems at The Antique Wine Company (AWC) had evolved over time. 'Hot spot' solutions had been implemented to solve particular business issues as they arose. For example, accounts and stock were managed by separate Sage packages, while Act! was used for contact management, and yet another system was being used to manage email activities.

None of these packages could talk to each other, so a single transaction might need to be processed through 4 different systems. Staff members were spending more time managing the systems than managing their clients.

“My.N was the only option”

“Our problems were the same as many other companies, just on a larger scale” says Levi Hensel - Head of Technology Marketing at AWC “We realised that we desperately needed to change. After reviewing all the available options, My.N was the only one that gave us what we needed from a single package.”

Consolidating the data from multiple packages was also a concern, says Hensel, “The prospect of transferring data from so many systems was daunting, but Accounting Office provided us with a process which was straight-forward and easy to follow. We were pleased with how well we were able to bring all the data from multiple systems into a single database.

Clients and prospects can be targeted using real-time data

For Hensel, one of the company's key business drivers is CRM and emailing capability. Previously, AWC had developed their own customer fields within ACT! and Accounting Office was able to easily replicate these in My.N. This allowed AWC the ability to continue targeting their communications.

As everything is now in one system, clients and prospects can be targeted using real-time data and this has played a key role in expanding the business. Personalised offers are now generated based on individuals buying habits, stated preferences, and unique profiles.

“One of the most useful things for me is the reporting I get from the email activity. I can track which clients open which emails, monitor their click-through activity as well as track their responses,” comments Hensel, “This helps us quantify how effective our email marketing is.”

“My.N is a major contributing factor to the company's continued growth strategy”

Hensel concludes, “Since the installation of My.N, The Antique Wine Company has experienced unparalleled rates of growth and expansion, the benefits provided will be a major contributing factor to the company's continued growth strategy.”



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Key Achievements

- Consolidation of separate packages into a single business management system.
- Email marketing using real-time data is now a key driver in the future success of The Antique Wine Company.
- Clients and prospects are presented with personalized products and communications.
- Long-term relationships ensured with customers.
- Accurate reporting steers business growth.