

# CORESense Winery Enterprise Solution



*The first and only  
enterprise-grade solution  
capable of running all of a  
winery's direct to market  
operations for multiple  
brands*



# CORESense Winery Enterprise Solution

***Effortlessly run all  
your direct to  
market operations  
for multiple  
brands with a  
single enterprise  
system***

## Move to One Enterprise System for All Your Direct Operations

CORESense provides you with a scalable, all-in-one enterprise-class platform that fully integrates all aspects of a your direct to market business from web, tasting rooms, wine clubs, and phone sales to inventory and warehouse management, order management, fulfilment, marketing and customer relations.



## Sell On-site, Online, Remotely and Over the Phone

Effortlessly promote and sell your wines through wine tasting rooms, wine shops, remote wine tastings and events, branded web sites, wine-of-the-month clubs, online markets including [www.wine-searcher.com](http://www.wine-searcher.com) and [www.snooth.com](http://www.snooth.com), catalog and phone sales operations.



## Get Complete and Real-Time Visibility

Since customers, products and inventory are managed from a single database and back office, you benefit from complete and real-time visibility into your customers and operations.

## On-Demand Software and Support

Our Winery Enterprise solutions is based on our market leading on-demand integrated retail management software and comes pre-configured to meet the unique needs of multi-label wineries. We minimize IT costs and software support headaches by maintaining your software and data at a secure data center. We support our customers with responsive and insightful implementation, account services and technical support teams.

***Benefit from  
complete and  
real-time visibility  
into your sales,  
customers and  
back office  
operations***



## *Why choose CORESense for your winery solution?*

### Streamline Operations

Streamline operations by integrating your management processes and data into one system. Eliminate manual processes and automate the error prone ones. Save valuable time and money that can be better spent serving customers and growing your business.

***Manage product and content easily with winery specific attributes such as varietals, vintage, reviews, and ratings.***

### Improve Inventory Management

Improve inventory management and turnover with a real time, centralized view of sales and inventory across all sales channels. Reduce out-of-stocks, cancellations and late shipments and make timely in-season price adjustments.



### Grow Online Sales with Confidence

Eliminate the common bottlenecks in multi-channel operations with centralized processing of online orders, automated order processing, and automated customer notification and fulfillment. Confidently grow your online sales without jeopardizing customer service or negatively impacting your hard-earned reputation.



***Drive targeted marketing campaigns and know every customer – whether they shop on-site, online or on the phone.***



### Deliver Great Customer Service

Stay connected with your customers by capturing and accessing customer data, including purchase history and personal information. Launch e-mails from any sales channel or back office process. Deliver highly personalized and responsive service that keeps customers coming back.





# CORESense Winery Solution Specifications

## eCommerce

Sell direct to consumers with a professionally designed, search-friendly ecommerce storefront loaded with proven features that allow you to attract and convert online shoppers from multiple channels.

▶ **Design** – Fully customized layout, navigation, searching, and display. Includes advanced features such as customer-based pricing, wish lists, gift registries, customer self-service, e-mail signup, wine of the month club and third party application integrations.

▶ **Enhanced Features** – Pre-integrated access to Live Person, PowerReviews and Card-in-a-Box Label and Gift Card Creation.

▶ **Shopping Cart** – Secure and shopper friendly cart that accepts multiple popular payment forms including gift cards and certificates and is directly integrated to leading payment gateways. Supports a host of standard and optional features including age verification and state tax rules, calculation of UPS® and FedEx® shipping charges, designate as gift, quantity-based discounts, and checkout without registering.

▶ **Product Management** – Easy-to-use product and content manager with winery specific attributes such as varietals, vintage, reviews, ratings, case/bottle configurations BATF wine classification and tax class. Employ multiple pricing and discounting methods and unlimited up-sell and cross-sell recommendations. Includes text, PDF, video and audio content types.

▶ **Multiple Storefronts or Brands** – Support multiple stores or brands from one product manager with transaction traceability through order processing and fulfillment.

▶ **Gift Program** – Value and gift cards, redeemable through any channel, provide a lucrative add-on sales opportunity. Customer gift messages are also fully supported.

▶ **SEO and Analytics** – SEO friendly URLs and integrated web and e-mail analytics.

## Wine Tasting Room and Wine Shop Point of Sale

Through our customer-centric point of sale software, you can delight your customers with fast, knowledgeable and accurate service.

▶ **Point of Sale Terminal** – Speed customers through checkout with the intuitive graphical user interface and time saving features.

▶ **Cross Channel Services** – Process cross-channel promotions, sales and returns including in-store pickup of online purchases and drop shipment of out of stock or virtual inventory items.

▶ **Store Operations Management** – Manage in-store operations including opening and closing the cash drawer, generating sales reports by product and associate and physical inventory counts.

▶ **Sales Order Interface** – PC-based interface for telesales, customer support, remote tastings and special events.

## Customer Relationship Management

Through a single view of the customer, you can drive targeted marketing campaigns and ensure your staff 'knows' every customer – whether they visit in store, online or on the phone.

▶ **Customer Database** – Manage and access one customer database for all sales channels.

▶ **Customer Information** – Create, edit and access customer information including purchase/order history, customer tiers, types and preferences at multiple points of touch.

▶ **Customer Self-Service** – Customers update personal, billing and shipping information and check order status - all from your website.

▶ **E-Mail List Builders** – Create lists for targeted e-mail campaigns based on customer attributes including preferences, past purchases and orders.

▶ **E-Mail Campaign Manager** – Create, send and track HTML and text-based e-mails with customer and product-related merge fields to targeted customer lists.

## Multichannel Operations Management

Efficiently manage in-store, online and phone sales channels, and wine-of-the-month clubs with our fully integrated operations management software. Select products for each month and automatically create, verify and ship orders.

▶ **Inventory Management** – Access real time, synchronized sales and inventory levels across all channels enabling better management of inventory, reducing stock-outs and driving timelier in-season price adjustments.

▶ **Purchase Order & Vendor Management** – Easily generate and exchange purchasing and receiving documents with suppliers or third-party fulfillment centers saving time and avoiding costly errors.

▶ **Order Processing** – Centrally process and track orders and returns for all sale channels. Record and track customer notes and automate high volume order-to-fulfillment paths based on rules you create.

▶ **Order Fulfillment** – Fulfill orders from your warehouse, a third party warehouse, or drop ship directly from a supplier. Link directly to FedEx®, UPS Online Tools®, and UPS WorldShip® and automatically e-mail customers with order status. Generate branded picking and packing documents including invoices, promotional materials and shipping labels.

▶ **Warehouse Management** – Manage multiple warehouses, track inventory movement including receipts, transfers and shipments and print or export to reports.

▶ **"Ship to State" Filter** – Maintain regulatory compliance by controlling which states you ship orders to.

▶ **Reporting** – Generate, print or export a variety of standard accounting, sales, inventory, product performance reports or create your own with custom report builder tools. Export and import general ledger files into QuickBooks.

▶ **Wine of the Month Club** – Features customer self-enrollment and streamlined processing and fulfillment of wine club shipments.