

CORESense Integrated Retail Management Solution for Wine & Spirits Retailers



*One web-based
solution for all
your wine and
spirits retailing
needs.*

CORESense Integrated Retail Management Solution for Wineries

***Effortlessly
promote and sell
your wines &
spirits to
consumers
through multiple
channels.***

Access an End-to-End Wine and Spirits Retailing Solution

The CORESense Wine and Spirits Solution is the first and only point of sale solution that seamlessly integrates ecommerce, point of sale, customer relationship management (CRM) and back office operations into a single web-based application specifically designed for wine and spirits retailers.



Sell In-store, Online, Remotely and Over the Phone

Effortlessly promote and sell merchandise and delight customers through in-store point of sale, ecommerce web sites, wine of the month clubs, online marketplaces including www.wine-searcher.com and www.snooth.com, catalog and phone sales channels.



Manage All Channels From a Single Back Office

Since all channels are managed from a single back office, you will benefit from unparalleled operational efficiencies and a customer-centric view of your wine and spirits retail business.

A Web-Based Solution That Costs Less, Delivers More and Manages Itself

The CORESense Wine and Spirits Solution is based on our market leading Software-as-a-Service (SaaS) - based integrated retail management solution. Our application comes preconfigured to meet the unique marketing, selling and merchandising needs of wine and spirits retailers. We minimize IT costs and software support headaches by maintaining your software and data at our own secure data center.

***Focus your
valuable time and
money on
delighting
customers and
growing your
business.***



Why choose CORESense for your wine and spirits solution?

Streamline Operations

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

Manage product and content easily with wine & spirits specific attributes such as varietals, vintage, reviews, and ratings.

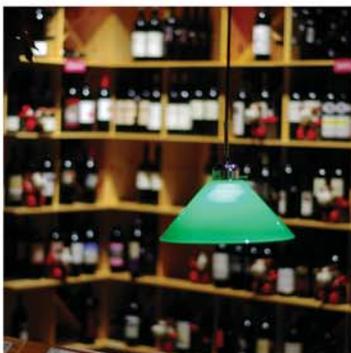
Improve Inventory Management

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 in-store, 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 Wine & Spirits Solution Specifications

eCommerce

Sell to customers 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** – Customizable ecommerce website template with flexible product navigation, search, and display. Includes advanced features such as customer based pricing, customer self service, e-mail sign-up, wine-of-the-month club and third party application integrations.

▶ **Shopping Cart** – Shopper friendly and secure cart that accepts 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, hold for in-store pick-up, 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 support for multiple product types such as wine, spirits and gifts. Wine specific attributes include varietals, vintage, country, region, reviews, ratings, and case/bottle configurations. Allows for multiple pricing and discounting methods. Unlimited up-sell and cross-sell recommendations.

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

▶ **Wine-of-the-Month** – Sell and manage multiple types of wine-of-the-month club offerings. Select products for each month and automatically create, verify and ship orders.

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

Point of Sale System

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 taking inventory counts.

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 - a; 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 with our fully integrated operations management software.

▶ **Sales Order Interface** – PC-based interface for catalog, retail and wholesale phone sales, customer support, and special events.

▶ **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.

▶ **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" Record Keeping** – Capture, print and export records for state taxation or regulatory compliance documents.

▶ **Reporting** – Generate, print or export standard accounting, sales, inventory, and product performance reports or create your own with the custom report builder tools.

