



Fast-Growing Wine Importer Boosts Productivity with NetSuite ERP Implementation

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Aminian Customer Success Story: Vinum Importing & Distributing

COMPANY PROFILE



Name:

Vinum Importing &
Distributing, LLC.

Industry:

Distributor of fine
wines and spirits

Website:

www.vinumimporting.com

KEY ISSUES

- Limited software couldn't support rapid growth
- Lack of real-time visibility into inventory and sales pipeline impaired forecasting
- Vinum required a fast implementation to prepare for new business opportunities

Vinum Importing and Distributing was established in 2004 with an exclusive focus on importing and distributing quality wines from Portugal and France. Today Vinum imports and distributes fine wines and spirits from Europe, South America, and the U.S. northwest and sells to retailers and restaurants in the U.S., Canada, and Asia.

Vinum's customers operate in a very fluid, fast-paced environment, making customer support extremely critical in securing repeat business. Restaurants, for example, require reliable vendors because they use printed menus and don't want to disappoint their customers by not having desired items on-hand. Also, most of Vinum's customers require 24-hour delivery from the time their order is placed. This can be difficult because it takes 30 days for deliveries from Europe and South America, and can take up to a week for delivery from vineyards in California, Washington, or Oregon.

Business Challenges

For these reasons, Vinum's inventory management required tight controls and real-time visibility - functions that were missing in their previous business software systems. Sales reps were able to open new orders at any time, causing inventory conflicts that could potentially decrease customer satisfaction and customer retention. Also, Vinum's outside sales reps often requested ad hoc reports on available inventory in order to secure a large order. If the information wasn't immediately available, Vinum risked losing the sale.

Vinum was growing rapidly, but relied on costly, time-consuming methods to forecast inventory needs and future demand. Rather than poring over spreadsheet and printouts, Vinum needed visibility into its sales pipeline and a reliable, real-time inventory management system.

Additionally, Vinum required a fast ERP implementation, partly so it could start the year with fresh data, and partly so it could handle an expected increase in sales volume stemming from liquor law revisions that permitted retailers to sell spirits, as well as, beer and wine in the state of Washington.

"Aminian Business Services delivered an implementation in just 45 days -- about half the time it would take without this kind of support -- and made the transition from our old software completely seamless."

**-Natalie Green,
Controller
Vinum Importing**



Click on the above image to for examples of Aminian's previous NetSuite customization projects

The Aminian Solution

5-Star NetSuite partner Aminian Business Services performed a 45-day NetSuite ERP implementation, with customized fields to support detailed searches and reports.

The Aminian implementation included advanced customization -- adding database fields and developing scripts -- in areas such as inventory profiling, vendor bill-backs and a custom workflow to calculate state liquor taxes. With inventory profiling, Aminian employed extra NetSuite fields to add detail on wines, allowing customers to request listings by region, or by vineyard - an item that would have consumed valuable time and resources before moving to NetSuite.

Aminian also developed an automated State Liquor Tax calculation, which automates the process for calculating two types of taxes: A Flat Liquor Tax and a Per Liter Tax. With this customization, all required taxes are automatically imposed when selling to any type of customer in their respective State.

Business Value

- Improved inventory forecasting increased warehouse efficiency, accelerated customer shipments, and reduced inventory in stock by 15%
- Order-to-invoice workflow controls eliminated conflicting inventory requests, and now permit instantaneous order entry
- The vendor bill-back processing time was reduced by 50% compared to the previous system
- Vinum reduced inventory planning time by 25%, even while adding new vendor and customer reporting categories
- The company added multi-level pricing automation and real-time inventory reporting to help field sales personnel respond to time-critical opportunities
- Detailed sales reports are now available in minutes, rather than the 2 hours it used to take to create manual reports

"NetSuite has helped us prepare for growth by giving us real-time visibility into inventory, our sales pipeline, and other key processes, and improving our responsiveness to market dynamics."

- Natalie Green, Controller, Vinum Importing

Benefits

Aminian Business Services' solution helped Vinum strategically prepare for growth, thanks to greater efficiencies and better business performance. The implementation:

- **Tightened controls** - Automation of the order-approval-picking-invoice-shipping process eliminated the chance of conflicting invoices creating inventory bottlenecks, and streamlined the ordering process to support Vinum's anticipated growth.
- **Sharpened inventory forecasting**- Forecasting and other reports, available on managers' dashboards, now let managers drill into current inventory and sales pipelines to get low-level detail on inventory needs. Improved reporting accuracy maintains customer satisfaction and also boosts warehouse efficiency, also critical for growth.
- **Improved revenue opportunities** - Vinum uses multi-level pricing and more detailed customer information to establish granular volume discounts, a move that helped increase business over time. Also, the company can now deliver instantaneous reports to the outside sales rep who request inventory status in order to make a large sale.
- **Saves time in Liquor Tax processing**- Vinum collects and pays Liquor Taxes and Liter Taxes for specific customers. The workflow consistently applies the rules to all eligible transaction eliminating the possibility of costly errors. The streamlined tax reporting and remitting functions save time when compared to a manual / spreadsheet alternative.

Conclusion

Aminian's solution, made possible through NetSuite's cloud-based ERP platform, enabled Vinum to transition to a modern software infrastructure that can support robust and sustainable growth initiatives.

About Aminian Business Services

Aminian Business Services was founded in 1994. As one of the nation's first NetSuite Solution Providers, Aminian sells, implements and supports NetSuite's cloud-based business management software.

Aminian's focused approach has enabled their talented team to render technical expertise with ease, precision and cost efficiency. With several hundred successful NetSuite implementations and strong Accounting / ERP experience, Aminian provides significant cost savings for businesses by way of a modern, efficient and well-supported infrastructure.

For more information, contact Aminian Business Services at info@aminian.com or visit our website at www.aminian.com.



Click on the above image to see NetSuite's cloud-based business management solution in action!

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