Case Study: Channing Daughters Winery

Using the Microworks POS and Nexternal eCommerce Platform Integration

OBJECTIVE

➤ Streamline purchase order processing and reduce manual effort and IT overhead by replacing a legacy EDI system with a robust and easy-to-use EDI solution that integrates seamlessly with Microsoft Dynamics AX

SOLUTION

➤ Implement a fully embedded EDI solution for Microsoft Dynamics AX that addresses current and evolving EDI needs

BENEFITS

➤ Increase overall productivity

➤ Faster, simpler order processing workflow with fewer errors

➤ Reduce IT management time and administrative effort

ABOUT CHANNING DAUGHTERS WINERY

Channing Daughters is a winery located on a beautiful plot of land in Bridgehampton, NY that contains twenty-eight acres of vines, their winery, and tasting room. They are currently producing about fourteen thousand cases of wine a year spread across nearly three dozen different bottlings. They do everything by hand in small batches with lots of love and attention in order to fulfill their commitment to quality wine in the bottle.

BEFORE THE INTEGRATION

Channing Daughters has been working with Microworks' wine club and point of sale software for 12 years at their winery location and tasting room. Their previous eCommerce platform had completely stopped working and they were unable to take online orders for weeks. This presented a large loss of revenue as a growing number of their orders were being processed online and being shipped out of state. Channing Daughters not only needed a dependable eCommerce platform to handle all their orders, but they wanted to inject some efficiencies into their online order processing methods.

IMPORTANCE OF INTEGRATION

Point of Sale and eCommerce Platform

Channing Daughters was looking for a combination of best of breed solutions that could handle all their transactional needs without needing to manually enter customer and order data from one system to another. "The integration between Microworks and Nexternal provided us a seamless flow of data, which ultimately enhanced out customer experience," said Allison Dubin, Partner and General Manager at Channing Daughters Winery. "We used to have to manually create the order in Microworks with our last eCommerce platform. Now, all sales and customer data is updated immediately." If someone joins the wine club in the tasting room, an online account is automatically

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created for the new member's convenience. Likewise, if someone joins the club online, a new wine club member is created in Microworks. Furthermore, if a wine club member updates their primary ship-to address online, their existing record is automatically updated in Microworks which reduces a lot of phone calls.

SETTING UP THE INTEGRATION

A major key to success for Channing Daughters was the teamwork between the Microworks and Nexternal teams in setting up the integration. The two companies came together to make the process as seamless as possible for Channing Daughters, without disrupting any sales. The teams worked together to not only get the integration up and running, but to do the proper testing to make sure everything was working properly before go-live. They monitored all data exchange to ensure integrity. "They were very helpful and involved in making sure everything went smoothly for us," said Allison.

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>
> **– Allison Dubin**
>   Partner and General Manager

ABOUT TRUECOMMERCE

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