

L. Mawby Winery TrueCommerce Nexternal eCommerce Platform

L. Mawby Winery Triples Online Sales and Streamlines
Order Fulfillment with the TrueCommerce Nexternal
eCommerce Platform

BENEFITS

- The ability to easily run a wide range of promotions contributed to a 300% increase in online sales in the first year.
- A feature-rich, always visible shopping cart reduces cart abandonment and helps sustain higher online sales figures



OBJECTIVE

- As part of a complete website makeover and a drive to boost online sales, replace a homegrown, outdated web storefront with a robust, flexible eCommerce solution from a trusted vendor that meets needs for wine-specific features and integrations

SOLUTION

- Implement the Nexternal eCommerce Platform, including custom wine club support and integrations with wine-industry point-of-sale and age verification solutions

BENEFITS

- The ability to substitute for preselected wine choices keeps wine club members happy and further supports sales
- Built-in integration with point-of-sale and age verification solutions streamlines fulfillment of alcohol and inventory management
- Responsive and experienced support helps maximize return on investment

BACKGROUND

This popular winery sought to boost online sales with an updated eCommerce storefront that integrated out-of-the-box with its point-of-sale and age verification solutions.

Vintners of "Michigan's Sparkling Wine," the L. Mawby Winery have a national reputation. The vineyard grows many varieties of grapes, and also purchases grapes from other Leelanau Peninsula growers for its popular sparkling wines and ciders.

Prior to implementing the TrueCommerce Nexternal eCommerce platform, the winery had a custom-built web storefront. "It was inflexible, not very user-friendly, and certainly didn't inspire confidence in online ordering because of its clumsy appearance and outdated interface," recalls Peter Laing, Operations Manager.

After careful consideration of several wine-industry solutions, Mawby chose to move to the Nexternal platform in early 2014 as part of a complete website makeover.

TRIPLED ONLINE SALES IN THE FIRST YEAR

With Nexternal, Mawby far exceeded its aggressive goals for online sales growth.

The winery had high expectations for online sales growth with Nexternal—and significantly exceeded them.

"We had a goal to double our online sales in our first year with Nexternal, and we came close to tripling them," states Mr. Laing. "Since then we've dialed back some of our promotions but we haven't lost any online sales volume."

Nexternal makes it very easy to run promotions using coupons, shipping deals and other approaches. "With Nexternal there are any number of ways we can make it clear to the customer that we've got deals going on," Mr. Laing adds.

Mawby currently sells about 50% of its wines through distributors, and 50% direct-to-consumer through its tasting room, wine club and online sales. Their Nexternal storefront offers not only a wide selection of sparkling wines, but also gifts, special offers, wine club member signup, and the ability to purchase custom-labeled wines for weddings and other occasions.

BUILT-IN SUPPORT FOR AGE VERIFICATION

Out-of-the-box integration with IDology was an important selling point.

A key driver for choosing Nexternal was its built-in integration with the IDology age verification solution. "Here in Michigan we are required to either have a copy of a driver's license on hand or use age verification for direct-to-consumer wine sales," notes Mr. Laing. "Nexternal was one of the few eCommerce platforms I found that had age verification integration built in, so we can age-verify our customers as they go through their online shopping experience."

MULTIPLE STOREFRONTS FOR MULTIPLE BRANDS WITH A SINGLE NEXTERNAL ACCOUNT

The ability to process orders for multiple brands in a single database saves time and money.

Another important feature for this customer is the ability to run two storefront designs under the same Nexternal account. "That's very cool and very valuable for us, because we have another wine brand that uses the same Nexternal account, but its storefront has a completely different look-and-feel," Mr. Laing affirms.



Mr. Laing also appreciates that the Nexternal shopping cart is always on-screen: "Not only can customers see what's in their cart at all times, but also they can calculate their shipping costs, or see what deals might be going on through cart messaging," notes Mr. Laing. "Nexternal's shopping cart has a lot of features that make it very attractive to users, which means less shopping cart abandonment and more people going through with their transactions."

HIGHLY FLEXIBLE SUPPORT FOR WINE CLUB PURCHASES

Custom Club Functionality gives Mawby's wine club members greater freedom of choice.

Prior to Nexternal's release of its popular built-in custom club feature, Mawby worked with Nexternal to implement a custom-built add-on to support its wine club, using the platform's XML toolset.

"We allow our wine club customers to substitute different wines for the ones that we preselect," explains Mr. Laing. "The experience is easy, seamless and intuitive when they customize their orders."

The winery uses Nexternal's order management system (OMS) to manage its multi-brand database of wine club customer information, including their wine preferences. All wine club sales transactions go through Nexternal for payment processing, shipping and other fulfillment processes.

POINT-OF-SALE INTEGRATION

Integration with the Microworks point-of-sale solution simplifies critical business processes.

Like many wineries, Mawby has a Microworks point-of-sale solution and uses QuickBooks as its accounting system.

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Operations Manager,
L. Mawby Winery



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According to Mr. Laing: “We use Microworks as the primary integration point with our QuickBooks accounting system. Data flows from Nexternal to Microworks and then to QuickBooks. This has helped us a lot with keeping our inventories accurate and keeping the customer data in both systems synchronized and up-to-date.”

GREAT SUPPORT FROM THE GET-GO

A dedicated, experienced Account Manager has made a major contribution to the value of the Nexternal solution.



“From my initial contact with Nexternal I've been fortunate to receive amazing customer service, and I can't stress

enough how important it's been to have a dedicated point of contact,” says Mr. Laing. “Any question or issue we've raised has been addressed quickly and efficiently.”

This was crucial to make the most of the highly sophisticated and robust platform.

“Because the software is so versatile and there are so many options, there's a bit of a learning curve,” continues Mr. Laing. “But the fact that someone is always there to point you in the right direction is invaluable.”

In addition to technical prowess, the Nexternal team also added value through in-depth industry knowledge.

“Our Nexternal Account Manager hasn't just helped us to implement solutions, but also has suggested alternative approaches based on her extensive experience with other wineries—and that's been huge in helping us achieve our eCommerce goals,” Mr. Laing emphasizes.

ABOUT TRUECOMMERCE

TrueCommerce revolutionizes trading partner connectivity, visibility, and collaboration by linking suppliers, retail hubs and end consumers in one global commerce network. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world's most complete commerce network.

Connect. Integrate. Accelerate.

THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how it applies to your business, our passionate, eCommerce focused team is here for you.

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