

# Vision Commerce Case Study

## Client: Genesis Wines



### The Company

Genesis Wines was set up by 3 former colleagues with the aim of being able to sell wines of real excellence to both private and trade customers throughout the UK. Their mission is to provide customers with wines that are both excellent of their type and that represent and reflect their region, encompassing the key wines from the Old World as well as fine wines from the New World.

They are able to provide advice on building up a cellar with a drinking plan and selling a cellar. Products can be purchased via the online shopping facility and they are always interested in buying fine wines.

### What They Wanted to Achieve

Genesis were finding it difficult to calculate how much profit they were making and in some cases it would take 3 months to work out this information due to the complexity of the buying and selling process. Genesis also found it difficult to report on exactly what stock they had, if any at all with their suppliers. Therefore, they required a system that would allow for efficient stock management, that could also be linked with Sage for more accurate accounting.

### Our Solution

Vision Commerce is an end user stock management, sales order and purchase order management system. Originally designed for use within the wine and spirits industry, it is also suitable for anyone wishing to go beyond the boundaries of what you can buy off the shelf.

### The Benefits of Vision Commerce

- > It provides fully automated stock control with daily automatic stock reconciliations
- > It comes with a fully integrated Sage accounts package
- > It comes with a management reporting tool for in depth product analysis and around 250 reports
- > It's suitable for organizations ranging from 3 to 300 employees
- > It's versatile and offers very flexible pricing structures to suit individual companies

### The Results

*"Vision Commerce has allowed us to find out instantly if we have made a profit or loss and what our current situation is regarding stock holdings. The software allows us to do numerous reports which are accurate and allows us to know exactly what stock holding we have and what we have at our disposal to sell. We can now work through what were in the past extremely busy periods like Christmas without any problems. Without Vision Commerce we could not handle the fantastic turnover in this period."*

**Tom Heywood-Lonsdale**, MD of Genesis Wines Limited

### Further Information

To take a more in depth look at Genesis, visit their website <http://www.genesiswines.com/>.