



Direct Wines Uncorks Microsoft Dynamics AX 4.0 for a Business success, Improves Customer Satisfaction and Increases Sales

Direct Wines

Overview

Country/ Region: Global Industry: Food and Beverages

Customer Profile

Direct Wines is a leading supplier of wines in the UK and has a global presence spanning Australia, Hong Kong, Germany, Switzerland, and the USA.

Business Situation

Direct Wines wanted an agile and scalable IT set-up for its business operations to help manage its customer catalogue-based Order-to-Cash business across different geographies.

The Solution

Infosys successfully helped streamline the core business processes by implementing a single instance-based, multi-site/multi-language/multi-currency solution, Microsoft Dynamics AX 4.0 in USA and rolling it out worldwide.

The Benefit

The new solution helped Direct Wines reduce customer attrition, increase order volume, enhance the customer base, reclaim sales tax faster from the US govt and improve operational efficiency.

“This project was very successful due to three main ingredients: Product, Partner and People. The powerful combination of Dynamics AX’s multicountry capabilities; the Infosys team’s expertise, professionalism and dedication; and the drive and enthusiasm of the Direct Wines team, proved to be an unstoppable force.”

- Gary Isaacs, CIO, Direct Wines

Launched in 1969, Direct Wines is a major supplier of wines. One of the world’s largest mail-order and online wine retailers, it is the top direct marketing wine merchant and home delivery wine company in the UK. The company’s reach extends across the world to Australia, Hong Kong, Germany, Switzerland, and the USA.

Direct Wines realized that to ensure efficient operations and further growth, its successful mail-order business required a globally agile, integrated and scalable IT system. Equipped with a robust customer relationship management mechanism, such a system could help Direct Wines better manage its customer catalogue-based Order-to-Cash business across geographies and improve customer satisfaction.

The wine retail major partnered with Infosys to streamline its core business processes by implementing a single instance-based Microsoft Dynamics AX 4.0 multi-language, multi-currency and multi-location enterprise resource planning (ERP) solution. Infosys helped replace the legacy systems, unify and streamline processes in USA, roll out the seamlessly integrated and scalable solution in Germany and Hong Kong and augment solution in Australia and Switzerland.

The successfully implemented solution allowed Direct Wines to do business across countries with agility, manage its vast customer network with efficiency, and scale up for future growth needs with ease. It enabled Direct Wines to increase its customer base and order volume and enhance the ordering experience. Direct Wines also realized savings from the solution that helped directly improve customer call times, efficient wine substitutions, reclaim sales tax for returns and manage efficient holiday shipment programs.

Business Situation

Faced with the need to future-proof its business for growth and promote efficiency and customer satisfaction, Direct Wines wanted an agile, scalable system for their international business to:

- [Replace the existing legacy system](#) and resolve scalability and integration issues
- [Streamline and automate](#) core business processes globally to support acquisitions and achieve quicker time to market for new locations
- [Manage a complex network](#) of stakeholders in the US and other markets to enable smooth shipment of wine
- [Meet statutory tax and compliance](#) requirements in accordance with location-specific wine shipment regulations
- [Support multi-brand](#) marketing initiatives, business analytics, and reporting with secure access capabilities

Infosys' Approach

Direct Wines engaged Infosys to enhance the existing Microsoft Dynamics AX 4.0 solution in Australia and Switzerland, design and implement a new solution for the US and globally roll out the solution to other markets to help meet its business objectives for the international business.

The Infosys-employed InTrak methodology had distinct project phases. Activities within each phase were distributed between offshore and onsite locations by leveraging the Infosys Global Delivery Model. Adoption of the InTrak methodology helped implement the solution rapidly at a lower cost, with reduced risk and better process improvements.

Solution Overview

Infosys designed, developed and implemented the solution to provide enhanced scalability, interoperability, security, accessibility, and agility and lowered total cost of ownership (TCO).

Key Solution Highlights:

In the solution, Infosys:

- [Designed an ecosystem](#) for the single-instance Microsoft Dynamics AX 4.0 to support multiple companies across geographies
- [Incorporated a mechanism](#) to track and report statutory regulatory compliance for shipping wine in USA, improve federal and state tax reporting and to reclaim sales tax from states for returns
- [Built a wine plan management solution](#) on Microsoft Dynamics AX 4.0 to support sale of recruitment and upgrade wine plans with multiple payment options including instalments
- [Performed location-specific integration](#) to third-party warehousing partners to support order fulfillment, shipment tracking, and procurement processes
- [Integrated Microsoft Dynamics AX 4.0](#) with payment processing companies to handle credit card transactions, GIRO invoices, and recurring payments
- [Developed a 'virtual inventory'](#) solution to enable inter-company inventory access and operations, thus enhancing collaboration
- [Built a branding solution](#) to support multi-branded sales, inventory control, call center operations, customer communication, brand-specific compliance regulations, reporting, branded customer profiles, and business partner integration
- [Helped set up](#) production environment of Microsoft Dynamics AX 4.0 at a third party hosting site

Business Benefits

The Infosys solution helped Direct Wines reap multiple operational and financial benefits. A flourishing online and mail-order business requires efficiency in operations, accuracy in delivery and satisfied customers, all of which are enabled by this Infosys solution. The key benefits accruing from the customer, process and technology perspectives are:

Customer Perspective

- Sales/hour from outbound calls increased by about 10% powered by Customer service interface improvements
- Customer Dashboard helped improve call quality and reduce call times up to 30 seconds per call
- Recovered an estimated \$300K till date in sales tax , assisted by the recap solution

Business Process Optimization

- Streamlined core business processes across international locations to support acquisitions
- Global standardized solution for multi-brand, web integration, wine plan Management and holiday Shipments ensured quicker roll out to new markets, thus increasing customer and sales volumes

Technology Enablers

- Substitutions management solution led to about 20 person hours' effort savings per week
- Better 'Order to cash' cycle time through reduction of the online order entry to fulfilment processing lag by about 47%
- Enabled faster implementation by leveraging global roll out template for Microsoft Dynamics



For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

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