
Shopping Cart Solution for **Gold Medal Wine Club**

A Case Study

LAN Services, LLC



ISV/Software Solutions



The GOLD MEDAL Wine Club

America's Leading
Independent Wine Club™
Over 2 Million Shipments
Since 1992

A Cyber Gold Rush

As the operation head, **Bruce Nuttman** and his team were expected to meet the need of highly sophisticated and elite members of **Gold Medal Wine Club**. *“As America’s leading Independent Wine Club, we deliver award-winning wines from distinguished wineries,”* he says. *“Unlike other wine clubs, we don’t choose wines based solely on our palate preferences.”* The service demanded extreme precision in delivery and a flawless customer care. Before spring 2008, Gold Medal Wine Club was using Wine Club Manager from Elypsis Inc. (a solution based on Microsoft Dynamics RMS) and Bruce and his team needed a robust online solution to cater the requirements of a rapidly growing member-base and the accentuating demand for rare wines. After numerous business presentations and analyses, the management zeroed on **RMSCart** – the RMS integrated Shopping Cart Solution from **LAN Services** who vouched for a completely customized interface for Gold Medal Wine Club’s online store. *“We keep adding new functions and they keep making it all work,”* Bruce commented recently.



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The Challenge

Till spring 2008, members' account management was a collection of disparate processes. Although, a point-of-sales system by Microsoft called Retail Management System (RMS) and an add-on by Elypsis called the WineClub Manager were used to run the day-to-day operation, but these applications were not integrated with the ecommerce website. This lack of integration resulted in gruesome redundant tasks. *"We had a tough time managing our members' history,"* recalled Bruce. *"The moment we received an online-order, we had to go through a number of steps to complete the order and update WineClub Manager."* The sales team had to feed everything in the WineClub Manager - manually. The process had its disadvantages:

No integration, no synchronization: The data managed through WineClub Manager on Microsoft RMS and that on the web site were two completely separate entities without any synchronization.

Erroneous records: The staff spent considerable time entering and maintaining redundant data and re-entering members' details and sales into WineClub Manager.

Managing choices: The member had limited club-choices to make and the team had to edit every change in the WineClub Manager accordingly. For any change of choices, they had to rely on the 'notes' entered during the previous change and manage the member's portfolio.

Ineffective promotion: No way could the team announce new wine collection or any promotional campaign or offer special discounts to elite club-members instantly.

At that time, Gold Medal Wine Club was looking for a completely automated solution that would systematize the entire business process along with the online storefront. The feasibility study showed the following functional requirements:

- A robust storefront with customized features
- Synchronization mechanism that would integrate WineClub Manager with the storefront
- Seamless field mapping with the main database
- An "Enter-once-manager-everywhere" system to minimize data-entry
- Easy and one-time transaction processing mechanism

"We needed complete retail integration between the storefront and WineClub Manager," Says Bruce. He admitted that GMWC had options offered by various shopping cart vendors who promised to create **"copies of the RMS database"** from time-to-time and update the storefront. *"But, none could give us the option to sync both so that we could give the updated inventory status to our members at all time",* he recalled.



The
GOLD MEDAL
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GOLD MEDAL
**WINE
STORE**

Award-Winning, Highly-Rated Boutique



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The Solution

The RMS/WineClub Manager integrated solution developed for Gold Medal Wine Club is a programming marvel in itself. Not only did it provide a feature-rich ecommerce platform with customized options, but the data-synchronization process between WineClub Manager, RMS and the online store was seamless also.

To achieve 3-way synchronization the developers at LAN Services had to do the following:

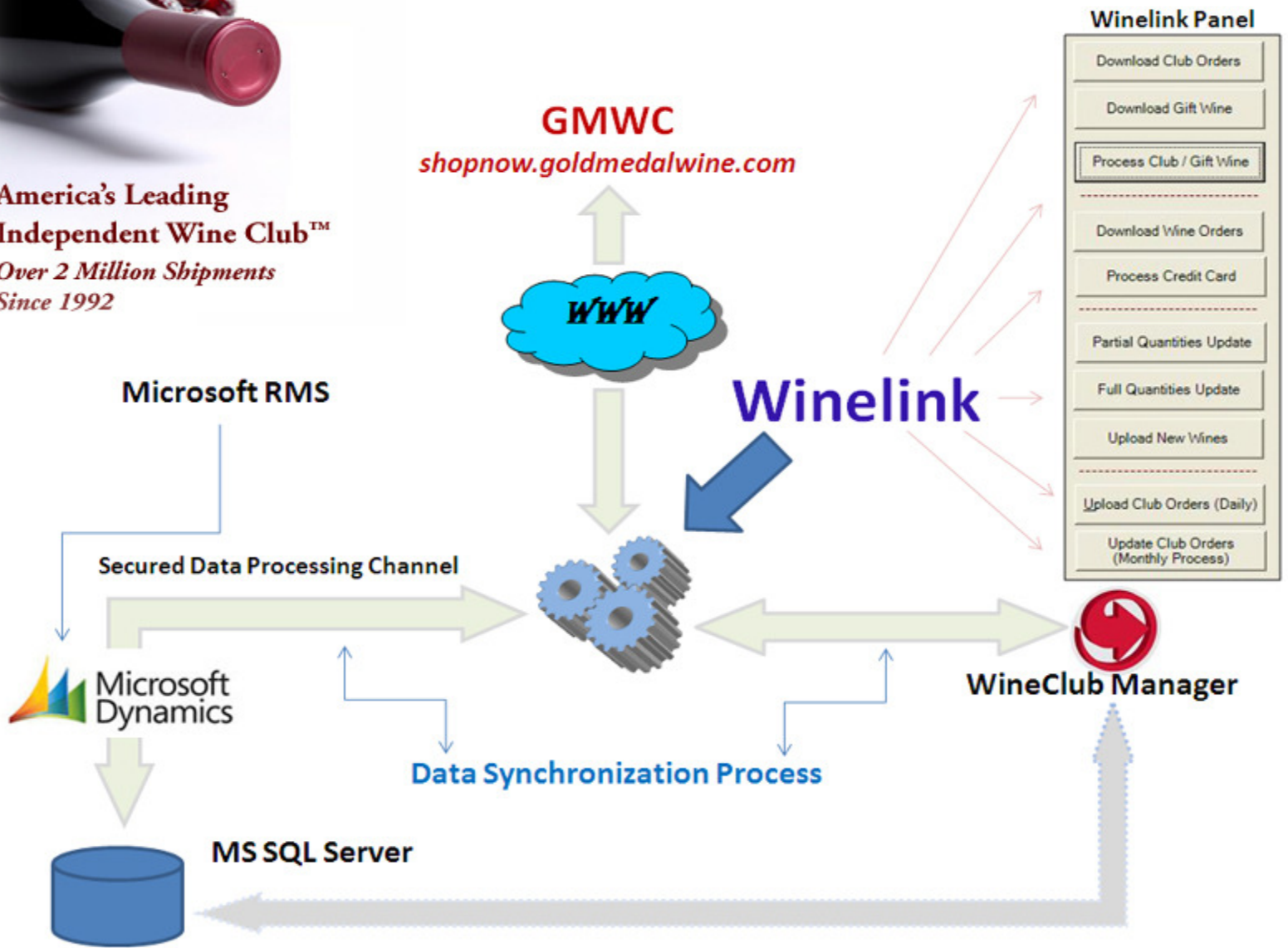
- ❖ Design the ecommerce architecture with real-time data processing
- ❖ Develop an APIs to integrate it with RMS and WineClub Manager
- ❖ Establish multiple bi-directional channels from the online store
- ❖ Device the automated data-transfer mechanism for scheduled processing
- ❖ Develop a strategy for initial customer database synchronization with shopping cart

The main website of Gold Medal Wine Club has the beautiful burgundy color that depicts the quality of finest grape-wines collected from chosen vineyards. Naturally, the entire layout of the storefront **was recreated to match the main website** and was seamlessly integrated in it.



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“We first spent a considerable time to study the Wine Manager®; then, we had to work on the linking mechanism and the APIs for our Web Integrator,” Recalled Deepak, one of the Lead Programmers. To ease the development stress, the complete project was divided to proceed with a modularized approach.



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Solution Highlights

A fully customized web integrator, also known as 'Winelink', communicates back and forth between the online store, WineClub Manager and RMS. Thus, any change made in WineClub Manager or RMS gets updated in the online store – *automatically*.

The WineClub Manager provides an interface to manage clubs and members' accounts. Naturally, the same data is made available on the website, allowing members to manage their own accounts and procure their choice of wines at leisure.

Operators at GMWC can now process and record online orders in minutes, which used to take hours earlier.

The sales-order processing at GMWC is now completely integrated into one single entity with a faster and secured system capable of handling bigger business volumes in a relaxed way.

"Thanks to LAN Services' flexible shopping cart solution, we now know our members' demands more accurately." Bruce acknowledges that without the RMS integrated shopping cart solution, the marketing team's concerns would have multiplied.



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The benefits

"Based on our design and requested functionality, they were able to build a very complicated website that completely integrated with our 3rd party RMS software," Bruce commented.

Buyers are now opting for the easier options to get exclusive wines from GMWC's collection and are served faster. Bruce thinks that the **RMSCart** solution *"far exceeds anything on the market that integrates wine clubs."* For every variety of wine at the online store, the store manager can now assign multiple 'attributes' such as Special Discounts, Pack Size, Limited-offer Notice, Wine-Specifications, Featured Wines, Promotional Notices, and many more.

"We can now easily process wine orders as well as Club orders simultaneously," Bruce seemed excited. With the help of **Winelink**, Wine orders are downloaded into RMS and Club orders are downloaded into WineClub Manager, saving us valuable time and eliminating any errors.

The members can now purchase wine for self-consumption or gifts for others, all during the same checkout. At all times, the members are assisted with rating details and various newsletters, which are instantly accessible from the website.

"The team at LAN Services definitely meets and exceeds our expectations," a delighted Bruce was equally generous in praising.



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About LAN Services

A decade in the information technology market of the United States and with 500+ satisfied customers, LAN Services (a Microsoft Certified Partner) have now an enviable list of worldwide clientele. Over the years, we have developed complete business models for e-retailing, point-of-sale solutions, ecommerce, Social networking, Price Comparison Engines, intranet portals and online marketing.

Our ethical business practices have earned us a number of customers and business partners with a reliance that goes beyond commercial benefits. The respect and the unconditional business opportunities we share with our customers only help all us to grow further and capitalize on revenue matrices as well.

Apart from our RMS integrated E-commerce solutions, our basic services also include:

- *ePOS (Electronic Point-of-sale) Solutions*
- *Application development services*
- *Price Comparison Engine*
- *Comprehensive Internet marketing services and SEO solutions*
- *Web designing and template generation services*
- *Hosting and Emailing solutions*

Inspired by the vision of a prolific e-business networking and a mission to innovate and implement cost-effective and simplified solutions for all ecommerce business processes, we will continue our endeavor towards a holistic growth and better profitability for everyone involved with us.



The **GOLD MEDAL** Wine Club

About Gold Medal Wine Club

Located in the picturesque 'honeymoon' city of Santa Barbara, California, **Gold Medal Wine Club** is a common name amongst the wine enthusiasts across the United States.

Since 1992, **GMWC** has been serving wine-lovers with excellent quality wines procured from small production, award-winning wineries from California and the world's best boutique wineries. These highly allocated, hard-to-find wines are usually not found in stores.

The Gold Medal Wine Club has a strict selection criterion for every series of wine collection that includes multiple medals from major wine competitions, and high ratings from national wine publications such as Wine Spectator, Wine Enthusiast, Wine & Spirits, and Robert Parker's The Wine Advocate.

Gold Medal Wine Club

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shopnow.goldmedalwine.com

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