Wine Warehouse

CALIFORNIA DISTRIBUTOR OF FINE WINE, BEER & SPIRITS

Digitizing Warehouse and Logistics Operations for Increased Productivity

About Wine Warehouse

Wine Warehouse is a multi-generational, family owned and operated, wholesale distributor of fine wine, beer, and spirits in California. Their unique branding and category mix is a part of a nationally recognized portfolio in the premium beverage and alcohol space. Wine Warehouse continues a tradition of providing superior products to California while being supported by a team of dedicated professionals.

They invested in SAP to consolidate finances, order entry systems, and the management of stock, shipping, sales orders, and invoicing processes. With a growing distributor network, new suppliers, and a need to collaborate and share timely information with customers, investing in SAP was an essential first step to ensuring that Wine Warehouse had the flexibility and capacity to meet new business challenges.

The Situation

After investing in SAP, Wine Warehouse was able to streamline large areas of their business operations, specifically accessing accurate and timely finance and customer information, along with enhanced order-to-cash processes, greater fulfillment percentages, and more accurate invoicing and stock control.

However, because of the nature of the parts of their business processes and having large warehouses with lack of connectivity and driver routes all over California, there were still parts of their processes that were paper-driven and manual. Specifically, their warehouse processes that lead to outbound deliveries to customers, Inbound deliveries from vendors, goods movement processes and also the keg return process executed by their drivers were paper-driven and manual.

Wine Warehouse would print physical bin locations of products out of SAP and then bring that paper to the warehouses to distribute to pickers for them to know where to get materials for their delivery process or where to put their materials for stocking prior to delivery. There was no real time insight into inventory which limited the amount of product they could both get out the door as well as take in, because of the amount of time it took to manually track everything.

From a keg return and receipt perspective, Wine Warehouse gives financial credits to customers when they return their empty kegs which are tracked in SAP. However, because of the nature of where deliveries are made(a lot of basements, not a lot connectivity) this was always a paper process, forcing delay on accurate keg inventory, delay on customers receiving credit, and a lot of additional costs related to taking kegs that were from another vendor and having to return them.

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The Business Challenge

- Lengthy manual paper process for material tracking before customer delivery and following vendor delivery in warehouses; paper process used for keg receipt process as well.

- Lack of real-time visibility into company's core assets.

Pillir's Solution

- Designed and built a custom online/offline app with a user-centric, customized experience that tightly integrates to SAP and is based on roles and authorizations with ability to track assets in real time, in weeks instead of months.

- Deployment to multiple locations and users is done seamlessly.

- Hosted on Pillir's cloud based SaaS platform, with no infrastructure or operational overhead added to WW's plate. A simple, user-based pricing model for a fully customized enterprise scale application.

Benefits Overview

Streamlined and Efficient Processes

Process and productivity efficiencies gained, without a dependency on network availability, resulted in near real-time updates into SAP and enabling visibility with improved reporting capabilities, including users only having to enter critical information. Increased capacity for both delivery as well as receipt of product (in warehouse and for keg receipt process), as well improved customer satisfaction with better insight to credits earned.

Deployed Quickly with Little-To-No Programming

Deployed very quickly with no programming and no infrastructure investments or people overhead for operational costs. Offline capability and deployment done rapidly with minimal resources and little to no programming. Significant reduction of maintenance time and effort for future enhancements and support.

Ensuring Best Practices

SAP maintained as the core system of record but kept as standard and close to best practices for existing processes as possible – while still having customized user-centric experiences for edge use cases and processes.

About Pillir

Formerly appsFreedom, Pillir is a low-code, cloud native, PaaS provider that specializes in enabling customers to generate resilient, always-available, self-managing applications that work in any connectivity landscape. Pillir's EdgeReady Cloud provides rapid application development with little-to-no programming and reusable objects; enabling companies to enhance speed to market and innovation. With pre-built integrations for SAP, Oracle, Microsoft Dynamics, Salesforce.com and other legacy systems, customers leverage Pillir to modernize any process or application in weeks, regardless of connectivity, device or back end system. Contact us to explore how Pillir can improve business productivity by enabling teams to build apps quickly on any device and tightly integrate with core business systems that are critical to your operations.

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