



eVINEYARD®

New systems helps eVineyard through year of 1000 percent growth

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eVineyard (www.evineyard.com) is a leading Internet wine merchant that needed to update its Web site and upgrade its financial and distribution systems. CTR provided the company with Epicor eFinancials and eDistribution, helped update the Web site, then integrated the site, the business systems and its ten logistic centers across the nation.

Situation

The only multistate, licensed, online wine retailer and the leader in the B2C wine market, eVineyard serves wine buyers in 27 states. With its ten logistics centers, eVineyard serves 75% of the off-premise premium wine market in the United States.

eVineyard offers a selection of more than 5,000 domestic and imported premium wines and has experienced growth averaging more than 150% per quarter since launch. Sales for 2000 increased by 1000 percent over 1999.

Critical issues

Since its launch in May of 1999, eVineyard had been using the Pandesic merchant system, based on IIS and SAP, to handle its operational and financial computing requirements. In July of 2000, Pandesic announced that it was winding down operations. As a result, eVineyard needed new financial and operational systems integrated with its Web site.

Solution

CTR, working with eVineyard staff, provided the following:

- A redesign of the company's Web site. This included creative design, creative direction, business analysis, human factors analysis and technical services. Work for the new version focused on making the site friendlier to users, included the updating of primary and secondary navigation bars on all pages and a more consistent use of graphics.



Michael J. Osborn,
vice president of
development

eVineyard
Portland, OR

- Epicor eBackOffice software, including general ledger, accounts payable and FRx reporting software. The business model is integrated throughout, from the customer-facing Web site to the back-end business systems.
- Epicor eDistribution software to enable eVineyard to manage its back-office activities and further streamline its operations. eVineyard's financials are also integrated directly into Cybersource, Taxware and its Web applications.



The new site has an elegant wine-shop look and makes use of their existing brand, colors, and illustrations.

Technology

Microsoft:

- Windows 2000 Terminal Server
- Windows 2000 Advanced Server
- SQL Server 7.0
- IIS 5.0
- SiteServer 3.0

Epicor:

- eBackOffice
- eDistribution

Other:

- CyberSource
- TAXWARE
- CommerceRoute eBusiness Suite

Results

“We selected Epicor software because of its ability to seamlessly integrate multiple components of our business, from processing customer orders to placing orders with our wholesalers,” said eVineyard founder and vice president of development, Michael J. Osborn. “This multifaceted software gives us a competitive edge in this fast-paced industry, where speed and efficiency mean everything.”

“The integration of Epicor eDistribution with Epicor eFinancials and other Web-related applications enabled eVineyard to completely integrate its accounting department with its ten logistic centers across the nation, which is critical to serving our national customer base,” said Ben Tallman, chief technologist for eVineyard.

And, with its sourcing and tracking capabilities, the Epicor eDistribution software gives eVineyard instant access to inventory and ordering information, enabling the company to manage the distribution operations of its virtual inventory. Epicor eDistribution simplifies the entire order entry process, with automated order processing, easy navigation, online data access and tight integration with other e-applications.

“CTR came through for us, from the re-design of the Web site itself, to the integration of our business systems,” said Osborn. “The usability studies they did for us, for example, allowed us to make the site even more user-friendly than it was before. And that’s really important. We want our customers to have great experiences every time they come to the site.”