



**Apprise® ERP**  
Designed for Importers,  
Distributors and Wholesalers  
of Wine, Spirits & Beer

[Apprise.co.uk](https://Apprise.co.uk)





## We understand your business

We know the unique challenges that go into running a wine and spirits or beer wholesale distribution company. That's why we have designed a single, integrated ERP solution to meet all of your business needs. Competing in an industry that is heavily regulated and ever-changing means you need the tools to stay one step ahead. Trust Apprise® ERP to handle everything from demand planning to importing to route management because we understand the distinct challenges that go into running your business, including:

### Wine & Spirits

- > Complex incentive plans
- > Sales reporting by on/off premise, rep, brand & more
- > Sample tracking
- > Sharing real-time data with salespeople
- > Reporting at the brand and supplier level
- > Finding sales opportunities

### Beer

- > Seasonal product offerings
- > Driver commission report
- > Bottle returns and spoilage
- > Complex promotional plans
- > Forecast management and planning
- > Intricate regulatory issues

## About Apprise

We are a trusted ERP software provider within the alcohol beverage industry. Our customers love that we get them up and running quickly and that our software is tailored specifically for their industry. With Apprise you get world class wholesale distribution software, as well as:

- > Pre-sales consulting
- > Best practice reviews
- > Top notch implementation and training
- > Available 24-hour support
- > Ongoing consulting and training

*“We chose Apprise® ERP because it was better aligned with our (wine and spirits) distribution business. We needed sales reporting, financial tools and third-party integration. Apprise provided those things and more.”*

*“Apprise supplies us with both the software and the expertise that allow us to better serve our customer and vendor needs.”*





## Wine & Spirits

Operating and fuel costs are rising. New competitors are entering the market at an extraordinary rate. Customer demands are shifting and increasing the pressure on your business, forcing you to increase your number of SKUs in order to compete and grow. It's no wonder that wine and spirits companies are starting to recognise the important role innovative technologies can play in increasing their operational efficiencies.

Smart importing and distribution companies are making the move to enterprise wide ERP solutions tailored specifically to the wine & spirits industry. Apprise® ERP will help you to streamline your business, gain better insight into costs and margins, track your inventory, and have tighter control over the entire supply chain.

### Our industry-specific functionality helps you:

- > Integrate import lead times, sales trends, seasonality, and more for improved forecasting
- > Manage customer and product specific pricing
- > Share real-time product, pricing, inventory & invoicing data with field sales representatives
- > Conform to supplier compliance, including depletion reporting through VIP, TradePulse and BDN
- > Improve retailer compliance, including EDI
- > Tap sophisticated credit management tools to automate Alcohol Beverage Control & Liquor Control Board Compliance requirements
- > Optimise route scheduling and fleet delivery to help manage fuel costs and driver efficiency
- > Monitor and manage billbacks to suppliers
- > Track your true landed costs



## Beer

While the three-tier operational system has not changed much over the years, the distribution tier has undergone a sweeping transformation. Long gone are the days of consistency, when a relatively small number of brewers were brewing a relatively small number of beers and beer distributors would know exactly what to expect from week to week.

Now, with craft beers booming and SKUs growing exponentially, many beer distributors are starting to turn to higher end software to manage their supply chain. The Apprise® ERP solution for beer distributors will allow you to ensure your warehouse picking is accurate, your operating costs are under control, your drivers are operating at maximum efficiency, your finance team has up to date, accurate information, and much more.

### Our industry-specific functionality helps you:

- > Simplify complex pricing matrixes
- > Integrate all your financial and accounting data in real-time
- > Automate order processing
- > Track product by lot and batch
- > Conform to state and retailer compliance requirements including EDI, VIP, and depletion reporting
- > Tap sophisticated credit management tools to automate Alcohol Beverage Control & Liquor Control Board Compliance requirements
- > Manage returns and empties
- > Optimise route scheduling and fleet delivery to help manage fuel costs and driver efficiency



# A fully integrated software solution — we've got your supply chain needs covered

## Compliance Management

- > Integrated and automated EAN/GS1 labels, hangtags, pricing labels, and more
- > Fully integrated EDI (electronic data interchange)
- > Invoice deduction and other deduction monitoring and management tools
- > Control and non-control state requirements

## EDI

- > Fully integrated EDI transaction support
- > Self-managed or Apprise Managed EDI Services
- > EDI transaction monitoring and troubleshooting
- > EDI transaction archival, retrieval, enquiry and reporting
- > 3rd party EDI integration

## Analytics & Reporting

- > Detailed margin analysis into customer, supplier and brand-level profitability analysis
- > Above- and below-the-line visibility, including allowances, invoice deductions and more
- > Real-time drill down access
- > Business intelligence tools with easy report building
- > Detailed market penetration and opportunities through placement tools
- > Define and track incentives by date range, sales volume, reps, teams, etc.
- > Standard and customisable reports and enquiries
- > User-defined alerts, dashboards, and key performance indicators (KPIs)
- > Compliance management including BDN, VIP & TradePulse reporting, gallonage, taxes, depletions and more
- > Track business performance by territory, sales rep, customer and product
- > Integrates with DI Diver and other 3rd party tools

## Financials

- > Integrated general ledger (G/L), accounts payable (A/P) and accounts receivable (A/R)
- > Proactive credit, collections, and invoice deduction management tools
- > Financial reporting
- > Fintech interface
- > Delinquent account management
- > Automatic bank reconciliation
- > Manage billbacks for samples and depletion allowances
- > Integrates with Excel and other 3rd party tools
- > Tools help you reduce, resolve and recover chargebacks

## Sales & Service

- > Integrated rule-based order entry, including EDI, online and mobile
- > Bill & hold
- > Customer-level credit, collections, pricing, discounting, payment, and other terms
- > Integrated commissions, allowances and reporting
- > Returns management
- > Allocation, reservation and restriction management
- > Sophisticated pricing, deals, and promotion tools
- > Sample management
- > Unlimited selling notes, images, wine reviews and remarks
- > Integrates with 3rd party remote sales order entry solutions
- > On-premise and off-premise management
- > Customer and product specific pricing, discounting and incentive programmes
- > Attach unlimited sales and tasting notes, images, reviews and more

## Demand Planning & Purchasing

- > Customer collaboration
- > Point-of-sale (POS) integration
- > Robust forecasting algorithms
- > Rule-based and time-phased buying tools by customer forecast, seasonality, sales history, trends, and more
- > Depletion allowance management
- > Automated alerting

## Customer & Supplier Portals

- > Fully integrated and rule driven
- > Real-time order entry, inventory status and customer service enquiries
- > Secure anytime, anywhere access for sales reps, customers, and partners
- > Simplified, automated deployment
- > Flexible development tools make it easy to customise the look and feel of your e-commerce presence
- > Filter-based search options for personalised results

## Apprise® Mobile

- > Apprise Mobile tablet app for iOS and Android™
- > Order processing and reviewing of product catalogues, inventory, pricing, invoices, and client information
- > Real-time information with Apprise® ERP integration
- > Works offline, with auto-syncing once back online
- > Build orders with multiple units of measure
- > Pricing is item-specific at the customer level
- > Add images, media, sales documents and files

## Transportation & Logistics

- > Fleet management
- > Route scheduling and optimisation
- > Bills of lading (BOLs) and packing slips
- > Compatible with 3rd party tools including RoadNet

## Warehouse & Inventory

- > Paper or wireless receiving, putaway and picking
- > Flexible bin, zone and location management
- > Directed putaway
- > UCC labelling and other compliance tools
- > Returns
- > Lot tracking
- > Third-party WMS integration
- > Inter-warehouse transfers
- > Cross-docking, lay down areas, and more
- > Reserve, restrict and allocate inventory by customer or representative
- > Ship by the bottle or case
- > Route scheduling and fleet delivery

## Import Management

- > Flexible shipment and container building using a variety of metrics
- > PO, container, shipment and vessel tracking and management
- > PO consolidation
- > True landed cost visibility and management
- > Direct shipments and drop shipping

## Solution Architecture

- > Service oriented architecture (SOA)
- > Microsoft® .NET framework
- > Application programming interfaces (APIs)
- > Operating system (O/S) independent
- > Multi-company, location, lingual, and currency
- > Web services

## Risk Management

- > Database performance tuning
- > System monitoring and management
- > Database replication (on-premise or hosted)
- > Data storage and retrieval
- > Full disaster recovery services

## Services & Support

- > 24-hour live help desk
- > Best practice, business process re-engineering
- > Ongoing, proactive consulting and business process reviews

- > Implementation and training
- > EDI partner relationship management including setup, monitoring, and troubleshooting
- > On-premise or cloud-hosted deployment

# A deeper look

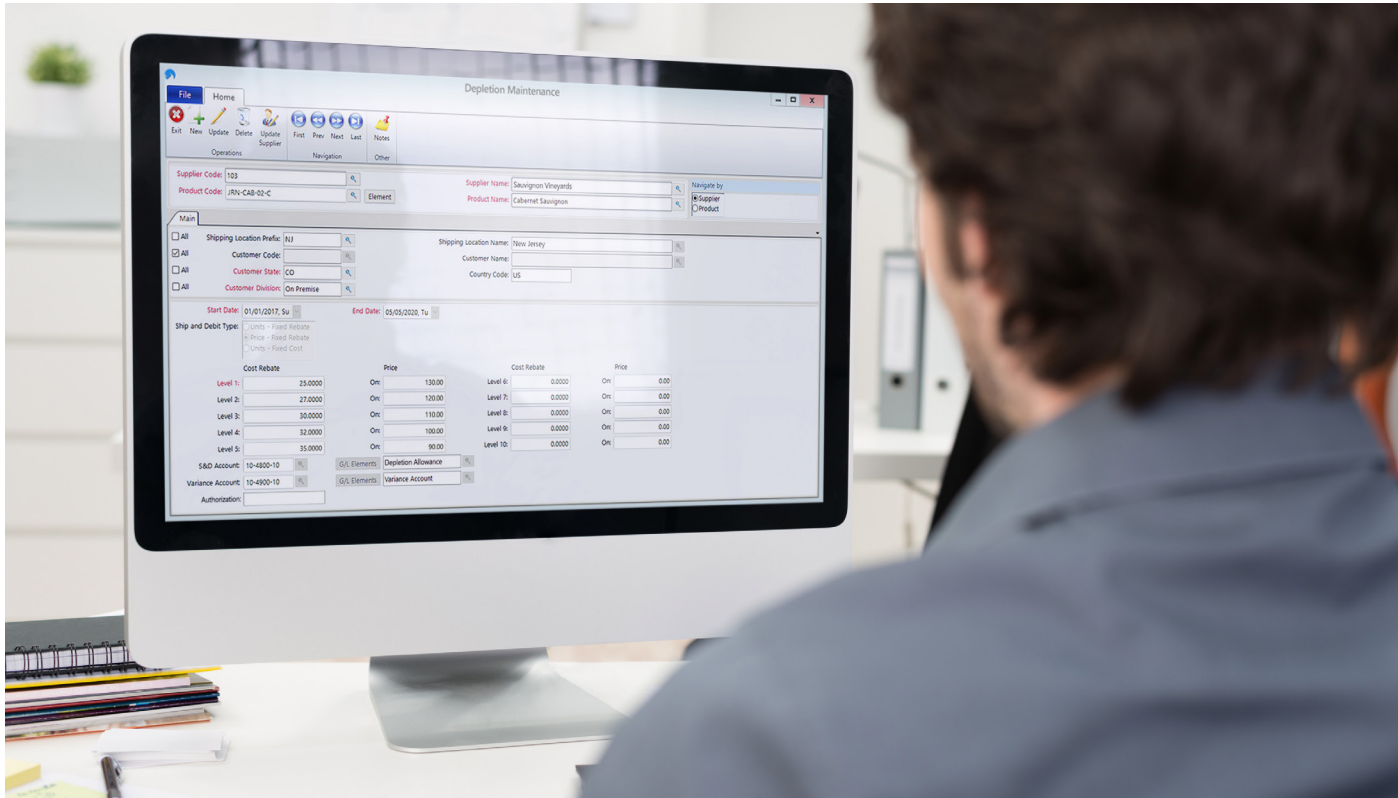
## Improve billback management

Selling product into retailers is not an easy job. Sometimes salespeople need to be incentivised, sampling stations must be used, or quantity deals need to be made. Once your product is in stores you may want to create point of sale marketing materials to help move it off the shelves. Working with suppliers to set up these programmes results in a series of hard to manage billbacks.

“ From accounts payable to receivables we now have more information at hand. It’s easier to apply payments, and easier to correct them since we can see calculations on screen. In the past, this was a struggle — now we see more detailed information.”

Apprise® ERP makes it easier than ever to keep track of your billbacks all in one area. Our billback functionality allows you to:

- > Review billback history
- > Assign billbacks to either invoice or AP debit memo
- > Provide suppliers with transaction level billback detail
- > Automatically calculate billback amounts with the option to perform manual overrides
- > Generate billbacks for samples, incentive programmes, and depletions



## On-the-go solutions

Even when you are not in the office you need access to important, up-to-date information. Our mobile solutions deliver real-time data, enabling your teams to increase profitability and efficiency. With user-friendly features and an intuitive interface, our mobile solutions ensure you are always just seconds away from the sales, profitability, and other critical data you need to run your business.

## Business Intelligence

- > Customise your Executive Dashboard to include the most relevant data to you
- > View essential data on sales, inventory, finance and more
- > Highlight data to drill-down into more detailed information
- > Compare and analyse data by date, product, sales rep, and more
- > Easily build & share reports

## Apprise® Mobile

- > Take orders remotely
- > Real-time info with Apprise ERP integration
- > Works even when offline, with auto-sync capability
- > Access to accurate history, promotional, pricing, & product info





## More than a vendor, we're a partner

Your priorities are ours. Our development strategy is driven by your needs — so we bring your industry-specific requirements to market faster and in a more tightly integrated manner.

Our Professional Services teams, from Project Management to Support, are specialists in the alcohol beverage distribution industry. Unlike providers of more generalised applications, we don't have to learn the wine and spirits or beer industry because we already know them. And we'll work with you to recommend industry best practices to improve your bottom line.

Through our beginning-to-end solutions we eliminate your need to invest in add-on systems, allowing you to keep total costs down while improving business visibility. Industry-specific requirements — such as placements, depletions, incentives, and more — are integrated within the Apprise® ERP application. With less need for customisations you can reduce start up and maintenance costs, improve solution time to deployment, simplify and lower the costs of upgrades, and speed and enhance your return on investment.

With Apprise as your partner you can achieve tighter integration, better visibility and faster results.

“The implementation of Apprise® ERP was a very positive experience. Implementation was on time, the project management team ensured a smooth transition, and the post-implementation support has been fantastic.”



“The Apprise team impressed us with their desire to truly learn our business and find ways to improve our current processes.”





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