



Client Case Study

“MicroChannel has consistently provided us with prompt and efficient service, with their telephone help desk and on site visits by consultants. Whatever software, hardware or network requirements we have, we know we can rely on MicroChannel to find a solution.”

Max Shirley,
Finance and Administration Manager,
Brokenwood Wines.

Brokenwood Wines

Established in 1970, Brokenwood Wines has evolved from a weekend venture for self professed hobby wine makers into one of Australia’s most reputable wine labels. The company now has a presence in 8 wine regions throughout Australia and has a selection of over 25 different types of wines. While the size of the company has grown, the wine making operation remains deliberately labour intensive, being the only way of assuring the individuality of the wines.

Challenges

- Required an integrated accounting and point of sale system.
- The ability to have separate customer databases for marketing and accounting.
- To have one solution provider to integrate and support all business systems and IT infrastructure across all parts of the organisation.

Solution

- Sage Accpac ERP with General Ledger, Accounts Receivable, Accounts Payable, Inventory Control, Order Entry, Purchase Orders, Point of Sale and Fixed Assets.

Achievements

- Increased control of stock and accounts receivables has provided Brokenwood with improved cash flow and a reduced debtor list.
- The separation of customer databases for marketing and accounting has improved customer and prospect relations.
- Rationalisation of hardware required at point of sale resulted in improved control and efficiencies.

At a Glance:

Key Challenge: Required an integrated accounting and point of sale system with separate customer databases for marketing and accounting.

Key Achievement: Increased control of stock and receivables combined with separate customer databases for marketing and accounting has improved cash flow and customer and prospect relations.

Industry: Wine

Solution: Sage Accpac

Solution Provider: MicroChannel

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