production to management

Built Atop NetSuite Platform, VinSuite Will Give Wineries First Integrated Cloud Application to Run an End-to-End Business and Manage Omnichannel Sales Including Tasting Room, Telesales, B2B and B2C

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While location and the nature of local soil matters significantly when it comes to wine growing, location no longer matters when it comes to managing the business side of the wine industry.

Cloud accounting and ERP system developer Netsuite is partnering with eWinery Solutions a provider of DTC (direct-to-consumer) software and systems for the wine industry. Together, they are offering an industry-specific cloud software solution called **VinSuite**, which will be available to support wineries throughout the world.

The planned solution will give wineries the tools they need to truly compete at both the local and international levels.

VinSuite, to be built atop NetSuite using NetSuite's SuiteCloud development platform, will combine the power of NetSuite's ERP, CRM, and eCommerce with eWinery's vertical domain knowledge in the wine industry and expertise in winery software development.

It will deliver the first integrated solution for wineries to manage all of their mission critical business operations in the cloud with one system – from tasting room point-of-sale (POS) systems, wine club membership and program management, to allocations of inventories, order management, customer relationship management, and omnichannel sales including tasting room, telesales, B2B and B2C eCommerce and global expansion.

For the first time, wineries will have a cloud solution to provide the power, flexibility

solution between NetSuite and eWinery will offer wineries a comprehensive set of capabilities to manage and streamline DTC sales, covering CRM, POS, loyalty clubs, email marketing, eCommerce through the NetSuite SuiteCommerce platform, and more.

"The wine industry has lagged in technology development and this has resulted in a myriad of home grown solutions that either don't communicate at all with other systems or do so poorly," said Richard Kline, eWinery Solutions founder and CEO.

Atop NetSuite, the eWinery solution will give wineries a single record of customer transactions across multiple channels, from online orders to in-person purchases at a winery to call center sales.

In addition, eWinery will offer new capabilities to allow wineries to manage their wholesale B2B distribution businesses through customization of NetSuite functionality for ERP, order-to-cash cycles, inventory and order management, warehousing, shipping and fulfillment, B2B eCommerce, financial reporting and analytics, and self-service portals for buyers.

The eWinery solution includes functionality specific to wine industry DTC sales, such as age and address verification of customers, compliance with local restrictions at the state and county level, and tools to build and manage loyalty programs popular with wine connoisseurs.

eWinery's customization is based on NetSuite's SuiteCloud, a comprehensive offering of development tools and services designed to help customers and commercial software developers take advantage of the significant economic benefits of cloud computing.

Through its partnership with NetSuite, eWinery Solutions has access to the top experts and systems in cloud computing, as well as the ability to fully design and

develop new software solutions for every phase of the wine industry, from the

partnership, we can deliver solutions to help winemakers across the globe improve business efficiency, customer relationships, sales and growth while taking advantage of the economic benefits of cloud computing. Current eWinery and Napa Valley POS clients will be migrated to the new platform, so this will represent a significant upgrade for our client base."

"eWinery Solutions is an outstanding business partner for NetSuite," said Guido Haarmans, Vice President Business Development for Technology Partners at NetSuite. "With eWinery's recent merger with Napa Valley POS, their combined leadership in wine industry software solutions coupled with NetSuite's cloud business management and multi-channel retail solutions will bring innovation to the wine industry."

Today, more than 16,000 companies and subsidiaries depend on NetSuite to run complex, mission-critical business processes globally in the cloud. Since its inception in 1998, NetSuite has established itself as the leading provider of enterprise-class cloud financials/ERP suites for divisions of large enterprises and mid-sized organizations seeking to upgrade their antiquated client/server ERP systems.

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