

“The Wine Trade Solution ... And More!”



Customer Profile

John E Fells and Sons Limited was founded in 1858 and the company has traded for many years in the City of London as a shipper and importer of wines and spirits. Over the years, Fells has built up an extensive portfolio of premium agency products, and represents a large number of different companies.

One of the great strengths of John E Fells is that it has contact with the complete spectrum of the UK wine and spirits trade, from small but prestigious restaurants to the largest High Street Supermarket chains, (Tesco, Sainsbury, Asda, Somerfield, Morrisons, Safeway, Waitrose etc). Customers include regional brewers, traditional wholesalers, individual cash and carries, department stores and many other independent outlets.

Key Achievements

- Enabled Fells to record year-on-year 50% growth in their Gift Pack business.
- Helped Fells remove business process inefficiencies in their [price lists](#) handling.
- Fells get their prices right, first time, with de Facto S5.

Needed - An Integrated system geared up for the Wine Market

In late 2001, Fells recognised the need to integrate their then separate accounting system (Exchequer) and stock control systems (Merchant). Struggling with both their menu driven interfaces, and to bridge the increasing gap between them, they embarked on the process of choosing a new [fully Windows-based](#) integrated system. Fells investigated a number of potential systems, including those traditionally recognised as being purely 'wine trade solutions' with their inherent legacy weaknesses. Recognising that de Facto's feature rich solution handled everything they needed and more, implementation began early in 2002.



Excise Duty - A Key Feature with Power and Flexibility

In it's handling of [Excise Duty](#), de Facto S5 shows both its [power](#) and its [flexibility](#). Whilst not merely a 'wine trade system', S5 is flexible enough to be easily configured during implementation to handle this key feature of any business in the wine distribution trade. Once set up, this feature becomes extremely powerful indeed. A standard structure for excise duty handling can be quickly configured, but where the need exists, the system is flexible enough to allow for alternative methods for handling this data.

Gift Packs - Precision Management of Stock Assembly

As well as their mainstream business of distributing wines and spirits, Fells also has a growing business activity in [Gift Packs](#). These packs consist of a single bottle of spirit, together with associated gift items, such as cheese boards etc. Manufactured by [multiple companies](#) in multiple locations and stored in [multiple warehouses](#), de Facto S5 is fully geared to such scenarios.

A clear benefit of a solution like de Facto S5 is its ability to cope with diversification of business, where vertical market systems would struggle. Where those systems typically have the core functionality for that sector and no more, de Facto's broad-based solution gives you a vast range of functionality which can be rapidly deployed, wherever your business goes.

Price List Features - Simplicity and Efficiency

De Facto S5's powerful [price list](#) features have dramatically simplified the task of maintaining Fells' price lists. Previously utilising custom price lists for specific customers, Fells now utilises price banding to dramatic effect. Furthermore, with a number of bonded customers, Fells are able to automatically recalculate prices for them, using formulae to manage the conversion.

“ With huge lead times, and an ultra-seasonal business, de Facto has enabled Fells to register year on year 50% growth with the Gift Pack side of the business. ”

De Facto consultants bring Business Benefits

Implementing de Facto S5, we were able to spot inefficiencies in the way price lists were handled, and bring about the re-engineering of business processes, which resulted in dramatic gains in efficiency. The more structured form of pricing has also led to greater ease of maintenance. Complementing the strategic benefits of the software, the deployment of de Facto's service expertise yields further value to businesses.

Fells and De Facto Salute Success!

As a major force in the UK wine distribution market, Fells have found de Facto S5 to be the ideal system to manage their [financials](#), [production](#) and [logistics](#). The single integrated system handles their disparate product activities with ease, and is fully geared up to the specifics of the wine market and its associated requirements. However, de Facto S5 is designed to cope with the entire distribution marketplace, and its necessary functions. You can be assured, therefore, that as your business grows, any new required functionality will already be at hand, and ready to implement.

No wonder Fells' Financial Director Colin McKenzie is happy to raise a glass to the continuing success of the partnership of Fells and De Facto Software!

Visit the website of
[Fells](#)

Call Us Now ...

to find out how de Facto S5 can deliver a powerful, flexible and easy to use solution to your business system needs!

Tel: 01473 417 200

Powerful Solutions for Multiple Markets

de Facto Software provides business driven Accounting and ERP solutions to wholesalers, distributors, manufacturers, packers and suppliers throughout the UK.

de Facto S5 incorporates integrated [Financials and Accounts](#), [Logistics](#), [Production](#), [CRM](#), [E-Commerce](#) and [Costing](#) facilities, in one [flexible, easy to use](#) solution. Deploying the system typically delivers significant customer gains in such areas as productivity, cost advantage, management awareness, and competitive edge.



Power



Flexibility



Ease of Use

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