



Crown Wine and Spirits Implements iVend Retail for Modern, Touch Screen POS and Faster Checkouts across their Retail Liquor Chain

Company

Crown Wine and Spirits

Industry

Wine and Liquor – Retail Stores

Challenges

- Current system lacked financial reporting capabilities
- Needed integrated solution to provide real-time access to information
- Wanted to improve inventory management
- Wanted to improve in-store customer experience

Solution & Services

iVend Point of Sale (POS), iVend Loyalty

Benefits

- Financial reporting capabilities
- Inventory and sales data synchronized with ERP
- Integrated loyalty management capabilities
- Modern POS look and feel
- Faster checkout times

Location

Fort Lauderdale, FL

Partner



“iVend Retail has helped us improve our customer experience specially for our loyal customers. The intuitive and interactive interface of iVend Retail has reduced transaction time and eased the overall checkout process.”

Fernando Rapa
Crown Wine and Spirits

About Crown Wine and Spirits

Providing customers with a sophisticated alcohol retail shopping experience is the Crown Wine and Spirits difference. Crown Wine offers upscale products coupled with a relaxed and gourmet atmosphere that appeals to a wide variety of shoppers. With top-rated selections in fine wines and spirits, craft beers, ales and lagers, mixers, elegant gift baskets and gourmet snacks, Crown Wine and Spirits is committed to providing the best merchandise selection at the lowest possible prices.

About Blackledger Technology Advisors

Blackledger Technology Advisors is a boutique advisory firm dedicated to providing business and technology solutions to domestic and international companies that are looking to succeed in the ever changing, volatile and globalized business world. Their experienced team of advisors is committed to providing expert and knowledgeable advice to help capitalize on business solutions and technologies to simplify business and maximize efficiencies. Blackledger is a certified SAP Business One implementation partner.



Business Challenge

Founded in 1955, Crown Wine and Spirits has evolved considerably over the last 60 years. It began as a small corner liquor store in Fort Lauderdale with a drive through window and grew to 10 stores within its first decade. In 2015 Liquor Management purchased Crown and enabled the company to begin expanding throughout the Sunshine State once again, embarking on exciting time of growth towards the future for Crown Wine and Spirits. Today, Crown Wine & Spirits has 12 stores and a product offering of over 20,000 unique items. Crown Wine and Spirits prides itself on providing a vast array of quality products to suit the needs of a variety of customers.

Prior to iVend Retail, Crown Wine and Spirits were using NCR Counterpoint systems. When the company was purchased in 2015 the new management wanted a Point of Sale (POS) that would integrate with a back-end enterprise resource planning (ERP) solution and enable advanced financial reporting capabilities. They also needed to continue with their existing customer loyalty 'Royalty Program' with a requirement for a solution that would successfully management their loyalty program with 80,000 Royalty Members.

The Solution

Crown Wine and Spirits selected iVend Retail Terminal Point of Sale (iVend POS) and iVend Loyalty, and partnered with Blackledger Technology Advisors to manage the implementation alongside SAP Business One as an integrated ERP. iVend Retail integrated with SAP Business One was able to resolve Crown Wine and Spirits' business challenges as an integrated solution that leverages all retail touch points.

Business Benefits

After selecting iVend POS and training their retail associates, Crown Wine and Spirits believe that iVend Retail is working well for their POS needs and employees appreciate the colorful, modern look and feel of the touch screen POS solution. It enables them to work quickly and offer customers faster checkout times to maintain operational efficiency.

Additionally, they are able to manage their Royalty Program with 80,000 members digitally, bypassing traditional plastic points cards. The program is configured to allocate 2 points for every dollar spent.

Crown Wine and Spirits has enjoyed working with their implementation partner, Blackledger Technology Advisors, and find that *"their expert knowledge of SAP helped greatly to enable a tight connection between their ERP system and the stores to minimize manual work and provide all departments of the organization with the business information they require to both keep track of daily sales, deliveries and stock levels."*

Additional Benefits

- Modern POS display with touch screen
- Integrated management of Royalty Program
- Data synchronicity between ERP and POS
- Faster checkout times
- Financial reporting capabilities

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