

Large Wineries: Augmenting eCELLAR Functionality by Addressing Unique DTC Needs

CHALLENGE

Implementing an up-to-date pos/ecommerce/crm platform for a large winery that can handle thousands of skus, event management, wine futures, clubs, and multiple sales channels without resorting to a patchwork of solutions.

V. Sattui Winery is perhaps the most unique winery in all of Napa Valley. It has been grandfathered with a food and grocery permit from the 1970s and has the right to perform weddings. Additionally, V. Sattui Winery is allowed an unlimited number of visitors and, of course, the ability to make and sell wine. As a result, V. Sattui has created one of the most robust and popular winery destinations in the Valley.

However, its POS/Ecomm technology was a combination of different systems that often didn't communicate effectively, and represented outdated technology. This resulted in inefficient handling of precious data as well as systems that did not talk to each other, which in turn inhibited marketing and sales opportunities.

V. Sattui turned to eCELLAR to solve this problem of complexity that was unique to V. Sattui, yet a common paradigm among large wineries.

SOLUTION

eCellar's engage program is a collaborative initiative designed to develop new functionalities with our clients and prospects. By closely collaborating with v. Sattui, we have gained profound insights into our clients' needs, allowing us to shape features and functionalities that cater to all our clients' requirements.

Despite the robust all-in-one nature of the eCELLAR platform, this alone could not address the enormity of V.Sattui sales, POS and CRM needs. The only solution was to add intensive custom programming to address



MARKET OPPORTUNITY

eCELLAR provides an integrated POS/eCommerce/CRM solution for large wineries to manage complex operations, extensive SKUs, event management, and multiple sales channels efficiently.

SOLUTIONS

- Layaway Function (POS)
- Advanced Product Search
- Collaborative Development
- Integrated Platform



challenges specific to the V.Sattui universe. eCELLAR developed functionality to scan weighted product barcodes, enabling deli-style experiences in the tasting room. To handle robust wine futures sales and deposits for future weddings and events, eCELLAR created a "layaway" function for this "over time" sales channel. Additionally, to manage V. Sattui's extensive range of SKUs, eCELLAR introduced an advanced Product Search feature for public websites, providing a seamless shopping experience for wineries with hundreds of online SKUs.

This was all made possible by eCELLAR fostering a highly collaborative environment, incorporating recommendations from V. Sattui's team into the custom development process.

OUTCOME

Creation of a pos/crm/ecom platform completely unique to the wine industry that has led to new features being rolled into the ecellar platform.

Today V. Sattui winery possesses a POS/Ecomm/CRM system that is unique to the wine industry and allows far more efficient and cost saving customer and sales management. Additionally, the collaborative development effort has given V. Sattui the confidence to move forward with additional projects to further customize their technology. Equally important, the custom work done for this leader and innovator in onsite DtC experiences will benefit eCELLAR's other clients striving to deliver new experiences as much of the customer development is rolled into the eCELLAR core platform.



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