

Clear thinking about your **IT** support

At a glance - Technical highlights

- Surestore Virtual Array VA7400
- Surestore Tape Library
- 2 x hp Brocade switch
- SAP R/3 4.6
- Oracle8
- Server rp7400
- 5 x hp Server rp5400
- MC/ServiceGuard

Business benefits

- Replaced an array of standalone systems with single ERP solution
- Implemented SAP R/3 as an ERP platform for all key business operations
- Maintain market leadership in the face of intensifying competition
- Focus on fulfilment as main competitive differentiator
- Improved customer service through faster delivery and fewer substitutions
- Up to 10% reduction in stockholding
- Secure storage of vital business data
- Easier data storage management across multiple platforms
- Increased data availability and access speeds
- Quality of existing relationship with Prestige and HP provided reassurance of key partners' ability to deliver the solution on time

For more information:

To find out more about the solution featured in this case study or about how Prestige could help you, call us now on

0121 585 5111.

Or, visit us at www.prestige-systems.co.uk.



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Case Study: Direct Wines

An inspired performance for Direct Wines

Customer service is our most critical success factor,

Michael Bennett, I.T. Director, Direct Wines Ltd.

Reading-based Direct Wines Ltd, which specialises in quality wines from smaller producers and has grown into the world's largest mail order supplier of wines. With the UK consumer's increasing thirst for wine showing no sign of slowing down, the company is at the heart of a growing market.

Not surprisingly, however, the ballooning demand for wine has sparked an equally rapid growth in competitors to Direct Wines. Vast numbers of off-licences, supermarkets, online wine retailers, mail order companies and wine producers are all fighting for a share of the retail market.



Running SAP/R3 on HP to enhance customer service



Perfect timing...

A long-standing success story

Direct Wines built its enormous success on a key factor: customer service, measured in terms of the efficient, fast and accurate fulfilment of customer orders. I.T. has played a major role in the efficiency of the company's fulfilment procedures, with Prestige Technology Solutions providing a range of I.T. services for over 12 years.

Michael Bennett, Direct Wines' I.T. Director is very clear about the importance of the company's fulfilment procedures. "Customer service is our most critical success factor.

“Even the best products in the world count for very little unless customer orders are fulfilled promptly and accurately.”

Michael Bennett, Direct Wines' I.T. Director

A new solution to maintain competitive advantage

The decision to invest in SAP R/3 was a direct result of Direct Wines' commitment to high standards of customer service. As Michael points out, the investment decision was driven by a realisation that fulfilment was being compromised by the company's reliance on a diverse range of stand-alone systems that were used to run different parts of the business.

Given the difficulties involved in continuing to maintain and upgrade existing systems, it was a relatively simple choice to replace them with a single SAP R/3 implementation.

The move to SAP R/3 inevitably led to a review of the company's storage requirements. A storage area network (SAN) was chosen as the most effective way of accommodating the increased data storage requirements of SAP R/3. The SAN would also enable the integration of data storage needs throughout the company.



Prestige the obvious choice

As Direct Wines had been a Prestige customer for over 12 years, it was a straightforward decision to choose Prestige as an implementation partner and HP UNIX as the technology platform.

“We wanted a storage supplier that was stable, reliable and capable of delivering on its promises in a timely manner. We had complete trust in both Prestige and HP.”

Michael Bennett, Direct Wines' I.T. Director

The benefits of the new I.T. infrastructure provided by Prestige and HP are clear. Michael points out that the system is delivering more integrated processes and consolidated information that enable Direct Wines to relate supply to demand more efficiently and fulfill customer orders faster.

Impressive results

As a result, the company is benefiting from better planning and inventory management, leading to fewer substituted products. These and other efficiencies mean that Direct Wines overall stockholding can be reduced by as much as 10%.

These changes are directly attributable to Prestige and HP's successful design, installation and implementation of the new infrastructure. It is a prime example of how a resilient solution enables data to be accessed quickly and reliably. Storage management across multiple platforms is also easier and less resource intensive. Importantly, Michael is also confident that vital data, including a database of more than 600,000 active customers, is completely secure.