



## CUSTOMER SUCCESS STORY

**CUSTOMER**

The Scotch Malt Whisky Society

**INDUSTRY**

Leisure and Retail

**LOCATION**

Europe

**SYSTEM**

Sage Accpac 200 ERP

## Sage Accpac Helps the Scotch Malt Whisky Society Implement Fully Integrated Business Management Applications

### A New Accounting System for a Different Business

The Scotch Malt Whisky Society is for people who enjoy fine Scotch. It began as a group of friends who shared the price of a cask of fine malt whisky. But of course Scotch Malt is a truly international drink and as membership grew, the Society was officially founded in 1983. Membership is now over 24,000 with branches in the United Kingdom, the Netherlands, Switzerland, Germany, Austria, Italy, France, Japan, and North America.

The Scotch Malt Whisky Society now does much more than whisky tasting. The Society has its headquarters in one of the oldest commercial buildings in Scotland—the Vaults in Leith, Port of Edinburgh—and runs a Members' Room in London, located in the heart of the City, as well as four self-catering flats in Edinburgh that can be booked by members. It holds a variety of events at both Members' Rooms throughout the year, including Burns Suppers, members' dinners, musical performances, and, naturally, whisky



tastings. The very finest whiskies are made available to members to buy by mail order and online, bottled direct from the cask in the peak of condition.

The Society is obviously a very different business than it was in those early days when the group of friends shared a wee dram. Similarly its financial management requirements have moved on considerably. The Society's existing accounting system didn't have the breadth to manage the full range of booking, subscription and membership services, retail operations, and events management now maintained by the Society.

**CHALLENGE**

The Scotch Malt Whisky Society needed a comprehensive financial system that could manage a wide range of offerings as well as provide an up-to-date picture of their overall position.

**SOLUTION**

Sage Accpac 200 ERP significantly streamlines operations with a highly open architecture that easily integrates with core accounting solutions.

**RESULTS**

Sage Accpac streamlines the Society's operations and provides financial data in real-time for improved forecasting and decision-making.

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—Joan Saywood  
Head of Finance  
The Scotch Malt Whisky Society

After considering a wide range of financial systems from the major suppliers, the Society selected an integrated financial solution from Sage Software and Sage Software business partner, Gamma Dataware.

### Selecting the Right Blend

Joan Saywood, head of finance at the Society, explains: "We have a very wide range of offerings, and it was becoming impossible to manage and integrate all of this with our existing accounting infrastructure.

"For example, we buy whisky from distilleries by the cask, bottle it ourselves, and provide it to our members. We need to be able to deal with the complex duty implications of introducing whisky from bond, bottling, and exporting the finished product. We have also opened an online shop, selling whisky, books, gifts, and more to our members, and this needed to link straight into our accounting systems—having to retype all the orders manually would almost defeat the object!"

The Society took their time to examine all the solutions on offer. "The Sage Accpac/Gamma Dataware solution was the only one to provide truly end-to-end management capabilities, and give the highest standards of performance in every area of our business. We don't believe in blending our whiskies, but the combination of Sage Accpac and Gamma Dataware was certainly the strongest offering on the table! The integrated solution allows us to control each separate service whilst giving us a unified view of the business as a whole," Saywood continues.

### Matured in Just Three Months

The Sage Accpac 200 accounting solution was implemented, customized and supported by Glasgow-based Gamma Dataware, the leading Sage Software business partner in the region. The Sage Accpac system integrates with Gamma's own specialized LeisurePOS front-office marketing solution that includes events, booking, point-of-sale, and membership





systems. The entire implementation was carried out swiftly, smoothly, and successfully, with the whole process being completed in just three months.

The Gamma Dataware LeisurePOS system is a combination of hardware and software products specially tailored for the leisure and tourism industry. The Scotch Malt Whisky Society has selected the Retail POS, Stock and Purchase Order Processing, Membership, Mail Order, and Bookings and Event Management modules of LeisurePOS—and these modules integrate directly with their core accounting solution, Sage Accpac.

Peter Ferguson, managing director at Gamma Dataware, explains, “We tailor our solutions to the needs of the business, to make sure that the system someone installs is exactly what they require, rather than what we want to sell them. That’s why it’s vital for us to be able to integrate the best-of-breed accounting engines into the finished item—and that’s why we work with Sage Software. Sage Accpac has one of the most open architectures of all systems on the market, making for easy integration with our own solutions.”

#### **Bricks and Clicks— From the Vaults of Edinburgh**

“LeisurePOS and Sage Accpac are the perfect combination for us,” continues Joan Saywood. “Information entered into the Bookings or Events modules of LeisurePOS, for example, is automatically uploaded into the Sage Accpac system. This prevents laborious re-keying of data and ensures that we have access to consistent, up-to-date financial data.

“A large amount of our consolidation used to happen as an end-of-the-day process—with information from the various areas of our business being integrated manually. The Sage Accpac solution will streamline our operations significantly, enabling us to speed up bookings, sales order processing, and new memberships. For example, we now have a live link from our London operations to our main systems in Edinburgh, from where we operate our



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*"We are confident that as we continue to expand, welcoming and providing yet more services to whisky lovers across the globe, the Sage Accpac system will be able to grow with us."*

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## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and midsize businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



mail order business and dispatch items purchased from our online shop. This gives us real-time updates of what purchases are being made and lets us fulfill orders quicker to keep our members happy."

### Tasting the Quality

"As well as integration and breadth of functionality, better quality management information was a major requirement for us," Saywood continues. "Sage Accpac is more than just a basic accounting package—it's a comprehensive business management tool that lets us collate and analyze financial data from across the Society.

"We are expanding rapidly in terms of our size and the services we offer, so the powerful financial and business intelligence we get from Sage Accpac is of real value to us in forecasting and making fully informed decisions in both the short and long term. And we are confident that as we continue to expand, welcoming and providing yet more services to whisky lovers across the globe, the Sage Accpac system will be able to grow with us," Joan Saywood concludes.