



CUSTOMER SUCCESS STORY

CUSTOMER

Ponzi Vineyards

INDUSTRY

Beverage

LOCATION

United States

SYSTEM

Sage Accpac ERP

Sage Accpac ePOS

ACCPAC Online

Ponzi Vineyards Drives Business with Sage Accpac

Now in their second generation of family ownership, Ponzi Vineyards produces 15,000 cases of wine each year from 100 acres of vineyard. With five different vineyards and 24 different jobs in each vineyard, tracking costs associated with vineyard tasks can get quite complex. Ponzi relies heavily on their accounting system to gather all the detailed information they need to price wines both profitably and competitively.

"Our ACCPAC Plus accounting system worked well for 15 years—and continued to do so," says Michel Ponzi, owner of Ponzi Vineyards. "But we wanted to improve our operation in several areas in ways that just could not be achieved under DOS. The most efficient point-of-sale systems, for example, were Windows-based—and even more important, to create a presence on the Web would have been extremely complex without Sage Accpac."

Sage Accpac: An Easy Choice

Ponzi evaluated several other accounting solutions that were designed specifically for wineries, and found that "while they did



some individual tasks well, such as barrel or vineyard management, they did not offer an end-to-end, fully integrated solution that handled every phase of accounting from the vineyard right through to our retail and Web stores." Even the generalized accounting solutions, Ponzi learned, did not offer the comprehensive approach that Sage Accpac did, with its integrated point-of-sale solution, Sage Accpac ePOS.

After his research, Ponzi's decision to move up to Sage Accpac was simple. "It was clear to us that Sage Accpac still leads the industry for functionality, features, performance, flexibility, ease-of-use, and cost-effectiveness," says Ponzi.

CHALLENGE

Ponzi Vineyards needed to launch a Web store, speed transactions in their retail outlets, and gain comprehensive end-to-end control over all steps in the wine production process.

SOLUTION

Sage Accpac provides Ponzi Vineyards with the tools to effectively streamline customer service, increase its Web presence, and monitor customer loyalty.

RESULTS

Sage Accpac and ACCPAC online help the winery have control over their business processes, improve customer satisfaction, and boost sales within six months of Web store launch.

"We now have comprehensive end-to-end control over all processes associated with producing and selling wine. Furthermore, the solution has made us more efficient, made it easier to train employees, and streamlined and boosted sales. What more could we ask?"

—Michel Ponzi
Owner
Ponzi Vineyards

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized 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.



Faster Point of Sale Streamlines Customer Service

One of the benefits that Ponzi appreciated about Sage Accpac was the availability of Sage Accpac ePOS, a best-of-breed point-of-sale solution developed specifically for a retail environment. "One of our goals in upgrading to a Windows-based accounting system was to streamline transactions in our retail stores," Ponzi says. "With our older DOS application it could take two to three minutes to make a sale and we knew we had to cut this down significantly or risk losing customers. With Sage Accpac ePOS, transactions now take less than 15 seconds—both customer satisfaction and sales have increased dramatically."

Web Store Boosts Sales

Ponzi Vineyards has also boosted sales through implementation of a Web store hosted at ACCPAC Online. The combination of Sage Accpac and ACCPAC Online enabled Ponzi to establish their Web store quickly and easily. And with ACCPAC Online hosting their Web site, Ponzi did not incur any capital expense to launch their Web store. Equally important, the company does not face the challenges of maintaining and administering the Web store within a secure and reliable environment.

"We wanted to be represented on the Web as a real business, with real product, professional presentations, and reliable access to current inventory data," Ponzi says. "ACCPAC Online lets us achieve those goals."

Customer Tracking Increases Customer Loyalty

Ponzi Vineyards even uses its accounting solution to track customer sales and increase customer loyalty. "A record of every customer who purchases our wine, whether in our retail outlets, our Web store, or over the telephone is stored in Sage Accpac," Ponzi explains. "This lets us deliver personalized attention to a growing number of repeat customers, giving them the service they deserve."

Ponzi relies on customer tracking to provide their very best customers with VIP treatment, such as winery tours, wine-tasting dinners, or discounts.

A Firm Grip on the Entire Company

All of these benefits add up to peace of mind and improved business process management. "The most important success that Sage Accpac has delivered to me is better control over the company," Ponzi says. "I come to work in the morning and know that the reports I need will be ready and accurate so I always have a firm grip on what's happening all over the company. I feel like I'm able to see the entire company better than I did before and this is particularly important as we continue to grow."