



How a wine wholesaler improved the flow of information.

The ability to access the right information immediately is crucial for any business. But many businesses are not set up to exchange data between departments—leaving them vulnerable to miscues and missed opportunities. On a smarter planet, we can optimize information platforms so businesses can make better decisions.

Wine Warehouse, a midsize business specializing in wholesale distribution, was growing too fast for their infrastructure—causing inconsistencies between invoice amounts, goods shipped and inventory. They saw an opportunity to become more nimble by consolidating their data into a single shared database, and they jumped on it. Working with Wine Warehouse, IBM developed an SAP Business All-in-One solution that integrated their finance, order-entry and pricing systems. With greater visibility and real-time sales and stock reports, Wine Warehouse improved inventory efficiency and order accuracy, expanded business opportunities, and implemented dynamic pricing to maximize profits. We'll toast to that. To see more evidence of smarter midsize businesses, go to ibm.com/engines/wine. Lets build a smarter planet.

Midsize businesses are the engines of a smarter planet.

