



HOWARD RIPLEY WINES

TICKING ALL THE BOXES FOR HOWARD RIPLEY WINES



An introduction to Howard Ripley Wines

Howard Ripley Wines is a small, specialist fine wine importer and merchant based in Barnes, London. The company imports fine wines from Burgundy, Germany and Northern Italy and is particularly proud of its German range which is widely recognised as the largest and best list of fine German wines in the UK.

Howard Ripley Wines started life as a sole trader under the stewardship of, firstly, Howard Ripley himself and then later current Director, Sebastian Thomas. Over the last decade, the business has had a period of sustained growth and now employs nine members of staff. They sell directly to the public, through their website and phone orders, and also sell to restaurants, wine bars and wine shops on the trade side of their business.

Systems no longer meeting business requirements

For many years Howard Ripley Wines used an old version of Navision (an early predecessor of Microsoft Dynamics 365 Business Central) to manage their financial and operational systems. This Navision solution had been heavily customised for the business to fit their particular management and reporting requirements.

Following this, Howard Ripley Wines decided to move to a browser-based solution that was based on Oracle NetSuite. Their new solution implementation partner, however, had not worked in the wine trade before and, as a result, didn't have an in-depth understanding of particular business needs and the processes of the wine industry. It became clear that the new solution was not "fit for purpose".

Howard Ripley Wines struggled with this solution for two years before Emily Jackson-Kenyon, their Marketing & Operations Director who had joined the business during the new solution's implementation process, decided that it was time to move to an industry specific solution.

Commenting on why Howard Ripley Wines decided to implement Bevica as their new solution, Emily said: "Bevica had been on my radar from the beginning as an industry specific solution that we could move to. I had worked with the Bevica system at a previous employer and so was fully aware of the out-of-the-box drinks industry functionality it can provide the wine trade. I also knew and worked with

lots of people in the wine trade who use it and were very happy with the solution."

In addition, there were two important factors that contributed to Howard Ripley Wines' decision to move to Bevica. Firstly, there was the fact that Bevica is powered by Microsoft Dynamics 365 Business Central. Its seamless integration with both Business Central's core finance and operations functionality as well as the wider Microsoft stack was a definite draw. Secondly, and more importantly, the team responsible for implementing the Bevica solution at TVision Technology all had extensive experience of working in and with the wine trade.

Emily explains: "The fact that multiple people in the Bevica team have experience of both working in the wine trade and implementing the Bevica solution within the industry was very important to us. We wanted to be sure that the solution we were implementing, and the team helping us to do this successfully, would understand our particular business requirements and be able to meet them. Bevica, and the Bevica team, definitely ticked these boxes for us!"

Implementing the Bevica Solution

Howard Ripley Wines started their Bevica implementation project in October 2020. The team was led by a TVision project manager and consultant and, on Howard Ripley Wines' side, Emily along with an external project manager.



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**Emily Jackson-Kenyon, Marketing & Operations Director,
Howard Ripley Wines**

Bevica: the winning combination of Microsoft power and drinks industry experience

Emily found this approach very beneficial: "Our external project manager was really effective at keeping us on track with our decisions. She has worked on a number of Bevica implementations and was able to advise us on best practice and what other clients had done before us."

One concern that Howard Ripley Wines did have during their implementation was the process of extracting data from their old system and uploading it into Bevica. These concerns were, however, mitigated by Bevica's data migration templates, undertaking a number of practice data uploads and uploading the static data prior to go-live. Emily added: "We also had lots of support from the Bevica team at TVision Technology on the weekend of the go-live." As a result, the whole implementation process went very smoothly and Howard Ripley Wines went live with their Bevica system in May 2021.

Reaping the benefits of an industry specific solution

Howard Ripley Wines now has an established Bevica solution with 10 users: the nine members of staff plus an external consultant who is helping them with ongoing system development and integrations.

Howard Ripley Wines felt the benefits of the change to Bevica were almost immediate. Its built-in drinks functionality meant that they had absolute confidence that entries were posting to the right place and running as they had intended. Bevica's private reserves functionality and ability to produce duty and VAT invoices is very important to Howard Ripley Wines, as it sells a great deal of en primeur wine and has customers that store in bond.

Implementing Bevica has led to significant productivity gains for the business in the two years since it has been implemented, particularly from a marketing and customer service point of view.

- Emily, as Marketing & Operations Director, is now able to dedicate more time to the marketing and PR side of her job: something she was unable to do in the first two

years she was in her post when using their old solution. Howard Ripley Wines are now able to do regular press work and host regular events which has had a positive impact on sales.

- The Sales team now have more time to concentrate on actual selling activities as they find it much easier to key in orders.
- Operations find it easier to keep track of their customers and pricing with the Bevica system.
- The business has embarked on a stock reconciliation project which has been a decade in the planning.
- One of the admin team is now able to work full-time on their customers' paid reserves.

In addition, Howard Ripley Wines implemented Continia Document Output alongside Bevica. This introduction of Continia's automated document distribution functionality means that they no longer need to manually produce and send out individual invoices to customers, saving them time and resources.

Future plans

Looking ahead, Howard Ripley Wines plans to increase its use of the Bevica system's built-in functionality and integration capability. Development projects include: an upcoming LCB integration which will happen later in 2023, integration with the business's ecommerce website, and the adoption of Bevica's cellarage module.



About Bevica

Bevica is a powerful best practice cloud-based ERP (Enterprise Resource Planning) solution that has been developed over the last 20 years to help businesses in the drinks industry, such as yourselves, to manage and gain insight from every part of their business.

Powered, by Microsoft Dynamics 365 Business Central, Bevica is a modern and user-friendly system that offers innovative and dynamic businesses in the drinks industry complete control over their finance and accounting, seamless supply chain management, and effective management of their duty and VAT responsibilities.



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