

"I have used the eWinery platform for several years to support multiple brands and marketplace applications. I experienced an immediate and significant jump in conversion rates and consumer satisfaction over other systems."

Matt Wood– Wine Tasting Network



# Software for the Wine Industry

The consumer-direct channel is the fastest growing, and most profitable segment of the wine industry today. eWinery Solutions offers you the freedom to market your wines easily and effectively by creating a one-on-one dialogue with your best customers. Our exhaustive list of features, developed exclusively for the wine industry, will help you grow and retain your customer relationships. Given the 'bottom-line' potential of consumer direct marketing, you cannot afford to wait. Our winery-specific features will help you:

- Enhance your brand's visibility
- Improve results for your direct marketing initiatives
- Build and grow your knowledge of your customers buying habits
- Increase sales and profitability
- Manage complex state compliance rules with ShipCompliant integration
- Synchronize customer data across all your direct-to-consumer channels
- Streamline accounting and admin processes to better manage resources

## Key Features

- Powerful Ecommerce Engine
- Call Center Management
- Ship to Multiple Addresses
- Real-time integration with POS, Compliance and Shippers
- Allocation Management
- Wine Club Management
- Customer Relationship Marketing
- Sophisticated Promotional Tools
- Content Management
- Search Engine Optimization Tools

Component	Feature	Benefit
Ecommerce Engine	Address Book–Multiple Shipping Addresses in the same order	Allows consumers to create an Address Book and send wine to multiple recipients within the same order. Manages state shipping rules, compliance and proper taxes.
	Allocations	The most robust Allocation product on the market. Manage multiple allocation scenarios, customize each allocation at the consumer level, hold orders for future shipment and instantly track results.
	Call Center	Easily place orders from the Admin Panel for telephone sales for both single order transactions or group orders. Supports unlimited simultaneous users at no additional fee.
	Edit, Split, Copy, Cancel and Process Refunds in Admin Panel	This feature allows wineries to review and edit orders before releasing to fulfillment. Easily split orders to accommodate compliance rules.
	State Profile Manager	Manage state availability, taxes, compliance messaging and shipping advisories.
	POS Integration	Synchronize customer and transaction data with your Elysis POS system using WebLink to give you a 360° view of your customer. (Optional feature, requires Elysis POS)
	Real-time Compliance	Customer orders are checked in real-time for quantity limits, address verification and age verification through Gold Certified integration with ShipCompliant. (Optional feature, requires ShipCompliant)



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Component	Feature	Benefit
Customer Relationship Marketing	Member Types	Member types define the relationship with a group of consumers, for example Wine Club Members or Best Customers. Allow access to pages, products, discounts, allocations and special privileges using Dynamic Member Types functionality.
	ListBuilder	Create Lists to communicate with consumers using our ListBuilder. Select subsets of customers based on Who, What, When and Where. Slice data based on buying habits and demographic info.
	Preference Based Marketing	Collect valuable marketing data by asking questions of consumers during their visit to your site. The more you know about your customers interests, the more effective your marketing efforts will be.
	Email Blast	Effective email marketing starts with creating the right message and personalizing that message to your customers.
Wine Club Management	Easy to Use Interface	Allows customers to easily join online. "My Account" area allows members to update shipping and billing info, credit cards, view order history and allocations and manage Address Book.
	Member Benefits	Provide access to pages, products, discounts and other privileges for Club Members. Easily add and update membership data in the Admin panel, including putting memberships "on hold". Changes to Customer Profiles made by consumers auto-generate emails to winery Admin.
	Fast, flexible club processing	Create club orders quickly, then easily edit orders, decrement inventory, check compliance and process orders at 2,500 per hour.
Content Management	WYSIWYG Editor	Allows you to edit your website in real-time and publish directly to the web immediately. Easy to use interface makes creating new pages, uploading pictures or flash files a snap.
	Search Engine Optimization	Search engine friendly structure makes it easy to edit page attributes such as Meta information, keywords and marketing URLs for every page, store category and product. Free Google Analytics.
Integrated Solutions	Elypsis Microsoft RMS Point of Sale	Our exclusive integration, Weblink, facilitates the synchronization of customer data, Wine Club membership info and transactional data between the web and tasting room Point of Sale.
	ShipCompliant	Gold Certified Integration partners with ShipCompliant, offering real-time state quantity limit checks, address verification, age verification, inventory tracking, and shipment tracking.
	Card-in-the-Box	At time of purchase, allows consumers to purchase a high-quality gift card and customize the message, even upload a picture. Currently requires fulfillment with New Vine Logistics or WTN.
	Gift Cards	Valutec Gift Cards to your customers that can be purchased and redeemed online or in the tasting room, with Elypsis POS.
	Fulfillment Partners	Fully automated order transmission to premier fulfillment companies, including Copper Peak Logistics, New Vine Logistics, Pack n' Ship Direct, Wine Shipping, WTN (Wine Tasting Network), and many others throughout the U.S.

