

Maisons Marques et Domaines Ltd

Maisons Marques et Domaines Limited (MMD) was founded by Champagne Louis Roederer in 1986 to handle their sales, marketing and distribution in the UK market.

In the intervening years, other like-minded, family owned premium wine producers have joined the enterprise, creating a business which today has one of the finest portfolios available to the UK trade, with an annual turnover of £10m.

MMD sell solely to the trade. Customers are supported by a dedicated in-house team of product specialists. These people ensure customers have the sales and marketing support they need to be able to present the wines to the consumer.

End of life notice

The search for a new system was prompted by an end of life notice being issued against their previous system. Given their previous experiences, MMD knew they needed a package which provided stability, reliability and had a proven wine industry pedigree, as they had to ensure that the system provided high levels of industry-specific functionality. This included handling bonded and duty paid stock lines, duty calculations for wine and stock control, which included the management of cases and bottles.

Choosing My.N for Wine Importers and Distributors

Commenting on the choice of My.N for Wine Importers and Distributors, Marti Hulley, Sales and Purchasing Manager says, "We looked at a number of packages and My.N was chosen for a combination of reasons. It offered far better value than anything else we looked at without any compromise on functionality. We were also confident that the transition to the new system would be relatively painless. She continues, "Our sales people were also a major consideration. I had to make sure I could transfer all of our detailed historical sales data and My.N was the only system we looked at which would do that for us."

"My.N was the only system we looked at which could do that."

On going live, Marti's confidence was well placed. "Installation was carried out with minimal disruption to trading. On the day we went live, the transfer was completed in time for us to process all of our sales orders by our midday cut-off time. Everything that needed to go out on that day, went out."



"My.N provides MMD with a stable, user-friendly application which allows us to concentrate on the demands of the business."

"Installation was carried out with minimal disruption to trading."

Key Achievements

- Calculation of duties is now carried out automatically.
- Stock is managed effectively and with confidence.
- Purchasing with different currencies is carried out with ease.
- Helped MMD remove business inefficiencies in their price lists handling.
- MMD get their prices right, first time with My.N.

Access to historical data

Having all of the historical and current data in one system was a must, as it is constantly accessed across the whole of the business for forecasting, budgeting and allocating marketing budgets. My.N was the only solution that was able to bring all this information across, so for users accessing the reports, the migration was virtually seamless. All of the original reports, which have been in use for a number of years, were brought forward into the new system, and new reports were provided where there was information available that was of more value.

“Having the historical and current sales data in the same system is a big plus for us. Running reports from a single system was not a viable option previously” comments Marti.

Modular system

Accounting Office’s modular approach to software development means that My.N is very easy to tailor and MMD have already begun to make some changes for themselves.

“Budget day this year was hassle-free”

“We have looked at a couple of areas where we regularly have to do things in spreadsheets and asked Accounting Office to bring that functionality into the system,” says Marti. One of these areas was the regular round of price increases which happen as a result of government duty changes. “It used to take us a couple of days to make these changes in our old system but now it just takes a couple of minutes. Budget day this year was hassle-free.

First Class Support

Marchand De Goede manages the IT within MMD and his experience with the system has been very positive. “The system is extremely adaptable and reliable. I am able to tailor virtually all of the system’s screens and the report writer means I can modify any of the reports and browse screens.”

“The support staff are very knowledgeable and have responded well”

He is also pleased with the level of support he gets. “I don’t need to ask for support that often because of the system’s reliability. On the occasion when I have to ask for help, the support staff are very knowledgeable and have responded well.”

He continues, “I know that whatever the issue, if we ask for help, we will always get it.”



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