

## Business Management Software for the Drinks Industry

**My.N for the Drinks Industry is an integrated business management and accounting package specifically designed for the wine, beer and spirits industry.**

### **The system is comprehensive, flexible and easy to use**

Once installed, the system simplifies and automates the complex processes involved in managing bonded and duty-paid stock, duty revaluations, commission orders, wholesaling, retailing, en primeur sales, managing customer reserves and selling via the Web.

### **Make it easy for your sales people to take orders.**

Its your sales people who have the most contact with your customers and to reflect this, My.N's sales screen have been specifically developed to provide key customer information at the point of order. This includes previous orders, current stock availability and alternatives for items not in stock.

### **Real-time Stock Control**

My.N's stock control system is highly automated and efficient with every receipt, movement, revaluation and despatch being recorded in real time. Bonded and duty paid stock can be held in multiple warehouses and stock valuations are managed on an actual cost basis. Stock for duty-paid orders taken against stock-held-in-bond are automatically released and revalued at the point of despatch. With management of case fractions as bottles, the tracking of stock by rotation number and a whole host of options for en-primeur and commissioned orders, My.N offers you the complete management system for your business.

### **Increase the effectiveness of your Marketing**

My.N enables you to manage and target your customers based on a broad range of criteria including what they have bought previously, buying patterns, stated preferences, areas codes, account types, product types, product groups ... and if none of these are suitable, you can add your own fields based on your business specializations.

What this means to you is that when it comes to sending out that great offer on Chablis you can build a list based on previous buying habits, stated preferences and tastes, and distribute it either via Microsoft Word or as a direct email to the people most likely to buy. Your offers become relevant and of interest, which means that your offer is more likely to be read and acted upon.



Developed with one thing in mind — to make it easier for you to run your business.

### **Make more money for less work**

My.N brings together all of your front office dealings with your back office activities, and simplifies them.

You will see immediate improvements in quicker order taking, faster despatch, streamlined accounts and automatic calculation of duty.

It just means you make more money for less work.



### **Immediate Benefits:**

- Multiple Warehouses
- Bonded Stock
- Duty Management
- Commission Orders
- En Primeur
- Customer Reserves
- Integrated EPOS
- Integrated Ecommerce
- Customer Relationship Manager