

Case Study – Multi-Channel Retail

The Company:

Sherry-Lehmann is arguably one of America's most famous wine merchants. With a lineage that dates back nearly a century, the company has continued to grow with a business built on three principals: Service, Service, and Service.

Their new store located on Park Ave. in NY provides shoppers with a classic wine buying experience where the old Sherry-Lehmann can still be felt, but with all the advantages that new, larger space and better technology afford. Sherry-Lehmann's merchant operations are supported by a large temperature and humidity controlled warehouse that uses advanced technologies to manage inventory and fulfillment.

Sherry-Lehmann's multi-channel sales model augments their retail store with internet sales and their popular wine catalog which is distributed to hundreds of thousands of clients, serving the needs of wine enthusiasts worldwide.

The Challenge:

Iconic wine merchant Sherry-Lehmann was moving to a new store, enjoying continued sales growth and needed solutions to help them manage their high value inventory, eliminate errors and improve their customers buying experience.

To do this they needed solutions that would enable them to leverage new technologies without taking away from the classic merchant atmosphere their customers were used to.

The Solution:

To improve their business Sherry-Lehmann needed to extend their PowerHouse/WMS system they had been using to control their warehouse inventory right on to their retail store floor.

From their very beginnings sales associates had been taking customer orders with pencil and paper and passing them to a wine cellar clerk for fulfillment without even knowing if stock was available. This was no longer a viable solution.

The answer was to put PDA's connected to their PowerHouse warehouse system to enable real-time inventory visibility and order fulfillment. Today with the implementation of the PowerHouse Mobile Point of Sale solution, sales associates on the retail floor carry PDA's that allow them to provide premier level service.

Sales people are now able to use their PDA's to access inventory levels for both the wine cellar and the warehouse enabling them to better assist their customers. Once the customer has made their choices, their orders are instantly placed for fulfillment.

But the improved buying experience doesn't end there. Because the entire order has been electronically captured on the floor there is no need to put customers through a typical checkout line. The order is simply retrieved from the PDA, showing all the products ordered and delivered, making their purchases nearly automatic and a positive, memorable experience.

Sherry-Lehmann wine & spirits merchants

*Sherry-Lehmann blends old world charm
with new technologies to improve
customer shopping experience.*

SHERRY-LEHMANN
wine & spirits merchants
since 1934



Highlights at a Glance

Company

Sherry-Lehmann wine & spirits merchants

Business

- Retail – Multi-Channel sales of high quality wines & spirits and merchandise

Marketing Channels

- World renowned NYC Retail store, Internet & Catalog sales

Points of Interest

- New Classic style retail location in the heart of NYC
- Onsite temperature controlled wine cellar for immediate order fulfillment
- 60,000 sq ft temperature controlled warehouse storing over 950,000 bottles of wine

Technologies:

- QSSI's PowerHouse/WMS solution
- Teklogix Radio Frequency devices
- HP Wireless PDA's for retail store ordering

Benefits

- Real-time inventory visibility increased order volumes
- Faster order fulfillment improved customer experience
- Increased productivity, accuracy and profitability



PowerHouse WMS

More than just warehouse management

The Heart of Your Inventory, The Pulse On Your Business....

ADVANCED TECHNOLOGY ENABLES SOLUTIONS THAT ADD VALUE

PowerHouse/WMS leverages the latest technologies to provide a single solution that is adaptable to any type of business. To maximize the strengths and flexibility of *PowerHouse/WMS*, QSSI employs only the most experienced warehouse specialists to assist you in configuring a solution that will enhance your business.

SCALABLE ARCHITECTURE PROMOTES GROWTH

PowerHouse/WMS features a scalable performance based design that optimizes programs, databases and computing hardware to enable high speed transaction processing.

The ability to scale up without the need for modification means your *PowerHouse/WMS* solution is the only one you will ever need, regardless of how large your business grows or whatever new direction it may take.

Experience Matters:

QSSI offers an unmatched level of experience.

Operationally oriented, QSSI brings a unique “hands-on” approach, ensuring maximum performance and the fastest ROI in the industry.

Proven at installations worldwide, our Results Implementation Methodology provides you with unprecedented control over your project with the lowest total cost of ownership.



QSSI

Headquartered in New Jersey, QSSI (Quality Software Systems Inc) is the leading software development company specializing in design and implementation of best-of-breed warehouse management and supply chain solutions. Founded in 1986, QSSI's track record of providing long term success for our shareholders and partners is unparalleled.

QSSI also serves as a system integrator for complementary Supply Chain Management software solutions, RF, Printing and Computer hardware to provide turnkey solutions with predictable, superior results.

AT QSSI:

**“WE CONTINUE TO LEVERAGE OUR SUPERIOR TECHNOLOGY AND SERVICES
TO FURTHER THE SUCCESS OF OUR CLIENTS”.**