

Fells

John E Fells and Sons Limited were founded in 1858 and the company has traded for many years in the City of London as a shipper and importer of wines and spirits. Over the years, Fells has built up an extensive portfolio of premium agency products, and represents a large number of different companies.



One of the great strengths of John E Fells is that it has contact with the complete spectrum of the UK wine and spirits trade, from small but prestigious restaurants to the largest High Street Supermarket chains, (Tesco, Sainsbury, Asda, Somerfield, Morrisons, Safeway, Waitrose etc). Customers include regional brewers, traditional wholesalers, individual cash and carries, department stores and many other independent outlets.



Industry

Wine and Drinks Trade

Key Achievements

Enabled Fells to record year on year, 50% growth in their Gift Pack business.

Helped Fells remove business process inefficiencies in their price lists handling.

Fells get their prices right, first time, with de Facto S5.

Needed - An Integrated System

In late 2001, Fells recognised the need to integrate their then separate accounting system (Exchequer) and stock control systems (Merchant). Struggling with both their menu driven interfaces, and to bridge the increasing gap between them, they embarked on the process of choosing a new fully Windows-based integrated system. Fells investigated a number of potential systems, including those traditionally recognised as being purely 'wine trade solutions' with their inherent legacy weaknesses.

Recognising that De Facto's feature rich solution handled everything they needed to do and more, the implementation began early in 2002.

Excise Duty

In its handling of Excise Duty, de Facto S5 shows both its power and its flexibility. Whilst not merely a 'wine trade system', S5 is flexible enough to be easily configured as part of the implementation to handle this key feature of any business in the wine distribution trade. Once set up, this feature becomes

extremely powerful indeed. A standard structure for excise duty handling can be quickly configured, but where the need exists, the system is flexible enough to allow for alternative methods for handling this data.

Gift Packs

As well as their mainstream business of distributing wines and spirits, Fells also has a growing business activity in Gift Packs. These packs consist of a single bottle of spirit, together with associated gift items, such as cheese boards etc. Manufactured

by multiple companies in multiple locations and stored in multiple warehouses, de Facto S5 is fully geared to such scenarios.

A clear benefit of a solution like de Facto S5 is its ability to cope with diversification of business, where vertical market systems would struggle. Where those systems typically have the core functionality for that sector and no more, De Facto's broad-based solution gives you a vast range of functionality which can be rapidly deployed, wherever your business goes.

Price List Features - Simplicity and Efficiency

de Facto S5's powerful price list features have dramatically simplified the task of maintaining Fells' price lists. Previously utilising custom price lists for specific customers, Fells now utilises price banding to dramatic effect. Furthermore, with a number of bonded customers, Fells are able to automatically recalculate prices for them, using formulae to manage the conversion.

“With huge lead times, and an ultra-seasonal business, de Facto has enabled Fells to register year on year 50% growth with the Gift Pack side of the business”

De Facto consultants bring Business Benefits

Implementing de Facto S5, we were able to spot inefficiencies in the way price lists were handled, and bring about the re-engineering of business processes, which resulted in dramatic gains in efficiency. The more structured form of pricing

has also led to greater ease of maintenance. Complementing the strategic benefits of the software, the deployment of De Facto's Professional Services expertise yields further value to businesses.

Fells and De Facto Salute Success!

As a major force in the UK wine distribution market, Fells have found de Facto S5 to be the ideal system to manage their financials, production and logistics. The single integrated system handles their disparate product activities with ease, and is fully geared up to the specifics of the wine market and its associated requirements.

However, de Facto S5 is designed to cope with the entire distribution marketplace, and its necessary functions. You can be assured, therefore, that as your business grows, any new required functionality will already be at hand, and ready to implement.

No wonder Fells' CEO Colin McKenzie is happy to raise a glass to the continuing success of the partnership of Fells and De Facto Software!

Accounting and ERP Software for Wine and Drinks Businesses

de Facto S5 is the ideal solution for the UK Wine and Drinks trade. These companies operate in a tough market, with ever increasing customer demands. De Facto is fast making inroads into this marketplace with industry specific functionality within a standard package that is extremely flexible.

Overview

de Facto S5 delivers all the features you'd expect and require to run a UK Wine and Drinks business. Though vertical market solutions exist, they typically fall short on basics, and are often missing strategic components. Our system is a standard business package which provides comprehensive financial and distribution functionality, whilst also delivering the specific features that benefit the Wine and Drinks trade.

Powerful user defined Landed and Delivery Costs, unlimited Pricing options, in built CRM and Telesales, EDI with the Multiples and large customers, Electronic Integration with LCB and Cert/Octavian, Business Intelligence for reporting, graphing, MAT's plus Brand Marketing, Costing and Analysis are all there, and much more.

Utilising the system can give you the edge over the competition by increasing your efficiency, lowering your costs, and delivering improved profitability. You can be assured that S5 has all the key functionality you need. Our scalable solution will also grow with you, enabling you to manage all areas of your business from a single integrated and powerful solution.

