

# WINEWORKS MEETS GROWING CUSTOMER DEMAND

with Manhattan Associates

## OPERATIONS

Number of distribution centres and locations: 2 DCs – Marlborough, South Island and Hawke's Bay, North Island, New Zealand

## MANHATTAN SOLUTION

Manhattan SCALE™



WINEWORKS



## CHALLENGE

To improve warehouse efficiency and provide greater visibility of inventory across the entire supply chain for WineWorks' rapidly growing customer base.

## SOLUTION

Manhattan SCALE was selected for its flexibility and scalability as well as its ability to seamlessly integrate with WineWorks' existing operational systems, including its ERP solution.

## PROGRESS & RESULT

Increased visibility of inventory across the entire supply chain; advanced tracking capabilities to support New Zealand customs regulations; improved warehouse efficiency and improved accuracy.

"Manhattan Associates is a leading player in the warehouse management space, with a global reputation for best-in-class solutions. Based on this alone, we knew they would be a partner for the longterm. The scalability of Manhattan SCALE made us feel confident this was a solution that could grow with us and offered the flexibility to integrate seamlessly with other IT systems we have in place."

MIKE BRASCH, GROUP SYSTEMS MANAGER, WINEWORKS

# NEW FLEXIBILITY AND SEAMLESS INTEGRATION

at WineWorks

## WINEWORKS ENSURES IT HAS WORLD-LEADING WAREHOUSE MANAGEMENT SOLUTION IN PLACE WITH MANHATTAN SCALE

Founded in 1995, WineWorks offers wine bottling services to New Zealand's leading wineries. As the country's most certified and trusted wine bottler, WineWorks provides unique temperature-stable warehousing and next generation online stock management and dispatch services to its customers. With warehouses strategically located in the heart of New Zealand's two key wine regions — Marlborough in the South Island and Hawke's Bay in the North Island — WineWorks offers the key infrastructure required to provide an end-to-end service that ranges from bottling, labelling, storage and distribution. Given the highly specialised nature of each of these processes, which can prove very problematic for wine producers, it is imperative that WineWorks operates world-leading technology, machinery and facilities, and employs industry experts to meet the specific needs of its customers.

As a third-party logistics provider (3PL) with more than 250 customers, holding over 15,000 active items across the company's two warehouses at any one time, it is essential WineWorks can offer its customers complete visibility and control of their inventory at all times. Similarly, the ability to track and record all inventory at every stage of the supply chain process is also unequivocally important for wine producers.

Working in close partnership with its customers, WineWorks recently expanded both its warehouses to over 430,000 square feet (40,000 square meters), almost double their original size. The decision to expand the company's warehouse operations was driven by the need to accommodate increased customer demand and inventory volumes.



Compelled by a period of continued growth, WineWorks made the decision to review its critical IT systems, including its Enterprise Resource Planning (ERP) solution. Having previously leveraged the Warehouse Management System module of its ERP system, WineWorks realised it was no longer sophisticated enough to meet the demands of its growing customer base, and associated volume of inventory. WineWorks subsequently sought to implement a dedicated, industry-leading WMS that could not only support company growth and its industry commitment, but could also meet the needs of New Zealand's strict custom regulations.

"Prior to implementing Manhattan SCALE, we operated a completely paper-based environment, which provided limited visibility of inventory across the supply chain for our customers. We also lacked the ability to easily and digitally track and record inventory at every stage of production. In addition, this manual environment meant customer orders had to be made via fax or over the phone, creating inefficiencies for both the customer and our warehouse staff," said Mike Brasch, Group Systems Manager at WineWorks.

## WINEWORKS SELECTS MANHATTAN SCALE FOR ITS SCALABILITY TO SUPPORT COMPANY GROWTH

Following in-depth evaluation and analysis, WineWorks made the decision to implement the Manhattan SCALE: Supply Chain Architected for Logistics Execution solution. Manhattan SCALE was chosen primarily for its flexibility and integration strength, but also for its scalability.

"Manhattan Associates is a leading player in the warehouse management space, with a global reputation for best-in-class solutions. Based on this alone, we knew they would be a partner for the long-term. The scalability of Manhattan SCALE made us feel confident this was a solution that could grow with us and offered the flexibility to integrate seamlessly with other IT systems we have in place," said Brasch.

**"Manhattan's Trading Partner Management is a critical feature that directly benefits our customers, especially as they experience high volumes of growth. This module allows customers to view real-time reports on the status of their inventory and orders within the warehouse and as goods make their way to and from the warehouse. It also gives customers the ability to place orders online, as opposed to traditional paperbased models such as via fax or over the phone, which has significantly improved the time it takes to place and process orders."**

Having successfully leveraged Manhattan SCALE for a number of years, WineWorks made the decision to upgrade to the latest version of the solution last year. It has subsequently implemented a number of new features of the Manhattan SCALE solution including its Trading Partner Management module, which allows customers to view real-time reports on the status of inventory and orders, anywhere within the warehouse and as goods make their way to and from the warehouse.

“New Zealand has some of the world’s finest wines. We also pride ourselves on providing world-class services to our customers. Without implementing the right solutions and investing in the right partners, we cannot confidently say to our customers that we offer world-leading facilities. By upgrading to the latest version of Manhattan SCALE we know we have the best IT infrastructure and solutions in place to support our growing business and more specifically meet the unique supply chain and warehousing needs of our customers.”

### **WINEWORKS INCREASES INVENTORY VISIBILITY WITH MANHATTAN SCALE**

WineWorks has enjoyed a number of benefits since deploying the Manhattan SCALE solution that have significantly improved the overall efficiency and productivity of its warehouse operations.

In particular, since bringing Manhattan SCALE on board, WineWorks has been able to provide real-time visibility of inventory across every stage of the production process, a service that is imperative to its customers.

“Being able to see exactly where a particular product is in the production line is extremely important for our customers. On average, our warehouses dispatch over 18,000 cases daily. Manhattan SCALE provides a visual representation of order progressions, allowing warehouse supervisors and customers to see exactly where any particular order is in the production process, at any given time,” says Brasch.

WineWorks has also been able to adhere to New Zealand’s strict customs regulations, providing its customers with a tool that easily tracks and records every item at all stages along the production process. This capability has only been made possible since deploying Manhattan SCALE.

Brasch continued, “As every bottle needs to be tracked once it reaches customs, Manhattan SCALE has enabled us to provide our customers with a tool to map out the entire journey of any given bottle. This feature allows us, and our customers, to have

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a retrospective view of the entire production history of any product that comes out of our warehouse. For example, we can now provide specific data about every individual bottle of wine, including the date it entered the warehouse, who was picking the order, and also the actual ship completion date.”

With Manhattan’s Trading Partner Management module—an online web portal that facilitates the exchange of real-time information between customers via the Internet—WineWorks is able to offer its customers full transparency of goods as they make their way across the entire supply chain.

“Manhattan’s Trading Partner Management is a critical feature that directly benefits our customers, especially as they experience high volumes of growth. This module of the Manhattan SCALE solution allows customers to view real-time reports on the status of their inventory and orders within the warehouse and as goods make their way to and from the warehouse. It also gives customers the ability to place orders online, as opposed to traditional paper-based models such as via fax or over the phone, which has significantly improved the time it takes to place and process orders.”

WineWorks also recently implemented GS1 receivers in its Hawkes Bay warehouse to allow customers to utilise universal barcodes, facilitating improved operational quality and efficiency across its supply chain.

“As our customer base continues to expand, resulting in greater volumes of inventory being processed by our warehouse facilities, we feel confident we have the right platforms in place to facilitate and sustain continued growth. Manhattan SCALE certainly has a pivotal role to play in supporting this broader vision. We look forward to continuing our relationship with Manhattan well into the future, as well as exploring additional capabilities we can implement that will help us further support our customers.”