



# DE BEAUREPAIRE WINES

Boutique French-Style Wine Producer

**Website:** [www.debeaurepairewines.com/](http://www.debeaurepairewines.com/)

**Location:** Australia

**Integrations:** Xero, Shopify, DEAR API, Square

HOW DEAR INVENTORY MANAGEMENT HELPED A SMALL WINE PROVIDER IN AUSTRALIA NAVIGATE THE MANY EXTENSIVE CHALLENGES OF SUCCESS



## THEIR STORY

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De Beaurepaire Wines was founded by Karen and Richard De Beaurepaire in 1998. At this time, their passion exploded. They pioneered the new wine sub-region of Rylstone and planted 53 hectares of vines after discovering a perfect location.

Now past their 20th business anniversary, the small company continues to hone, manage, and develop the true generation-spanning aesthetics and magic of real French wine right in Australia.

De Beaurepaire is French wine in the annals of Australia. The company's small success has been nothing short of extraordinary. But Karen and Richard De Beaurepaire had a number of challenges to contend with. The list is exhaustive, but the two were determined to reinvent their inventory management and find viable long-term solutions for a wide array of frustrating inventory dilemmas that came with quick scaling.



When we discussed DEAR inventory management with a De Beaurepaire company leader, we received comprehensive, involved, and sincere answers. The company really seemed to understand the flow of the software and how it can benefit the company at a very intricate and technical level. But they always knew the broad strokes, ingratiating the software in such a way to maximize efficiency and streamlined workflow.

The discussion was insightful and invigorating, and allowed us a real important opportunity to see how a client was responding to many exacting aspects of the platform.





## KEY CHALLENGES

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- **The need for a straightforward platform**, integrated with key software solutions.
- **Navigating the nuances** of new software.
- **Appropriate F&A** and shipping solutions.

## KEY SOLUTIONS

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- **The creation of an integrated platform** across sales and order management that is fit-for-purpose.
- Features added to **stay on top of inventory levels**.
- **Writeback capabilities** with Xero and Starshipit.

## KEY RESULTS

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- **Clearer visibility** of stock availability and sell through rates.
- **Quick insight** into payments and shipping status on all orders.
- **Automation** a number of key processes, reducing manual error and time taken on admin.



## THE CHALLENGES

*We knew that De Beaurepaire wanted the full range of features.*

Getting DEAR integrated into the company's current infrastructure was expectedly involved, but it was certainly a challenge De Beaurepaire was happy to take on. "It did take time to get our head around the nuances so that we set things up in the right way to make the most of the system...this would be the same with any new software."

The company had a laundry list of different needs. These included affordability, F&A and shipping solutions, the reduction of manual errors, functionality across multiple channels, and so much more.

We knew that De Beaurepaire wanted the full range of features and offerings, and we were confident DEAR inventory management could deliver.





## THE SOLUTIONS

*“We were looking to create an integrated platform to support our end-to-end inventory and sales order management.”*

It all began with careful consideration. According to the De Beurepaire mastermind we spoke with, “We chose to implement DEAR after careful consideration of a number of solutions on the market.”

*“We were looking to create an integrated platform to support our end-to-end inventory and sales order management. As a small business we needed a solution that was straight forward to use; integrated with key software solutions that catered for the varying needs of our B2B & B2C channels, shipping, CRM and F&A; and offered us a flexible path at a reasonable cost that would allow our integrated platform to grow with us.”*

It was a staggering challenge on DEAR’s end. Through the review process, the company was assured DEAR could provide the answers. *“Of the solutions we reviewed, DEAR best met these requirements, and we have been pleased with its performances.”*





## THE SOLUTIONS

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The solutions manifested in numerous ways. “We have been able to automate a number of key processes, reducing manual error and time taken on admin; visibility of writebacks from our F&A and shipping solutions in particular have meant that our team now has all the information at their fingertips to better service our customers and to make more informed business decisions.” This integration meant that, ultimately, De Beaurepaire was better prepared to handle nuanced inventory management.

Real-time insights have also been integral to the company’s immediate success. “Having visibility of stock movements has greatly improved our understanding of what is selling in each channel, what to focus on and promote in each channel, and particularly how to manage our stock between the various channels.”

The secret here is information. The team was able to harness these records to make practical decisions. Different modules became essential, specifically “Sales and inventory management, as well as the integrations.”

“We particularly like the flexibility and options provided in the setup of customers, products, pricing and terms. We also like the writeback capabilities with Xero and Starshipit.”

De Beaurepaire further explored the impact of the above integrations, elaborated on what changes they have incurred and what it means for their firm. “Square, Shopify, Starshipit and Xero integrations have allowed us to build an integrated platform that will grow with us, and has allowed us to have all our order management information at our fingertips, rather than having to go into multiple applications to duplicate information and activities.”

These solutions seem to have dramatically changed the dynamic of the company. No longer are they constrained by an inefficient system like before. These solutions have opened new possibilities. The results have been particularly illuminating.



## THE RESULTS

How did these solutions provide real results? The company shared their reports with exacting precision. When discussing the setup of customers, products, pricing and terms, De Beaurepaire explained the impact. “These features allow us to remain flexible in the way we manage our various channels and customer groups. Having these set up means the various pricing tiers, discounts and terms are applied automatically during invoice creation...much less room for human error.”

The results of Xero and Starshipit integration have also reaped rewards for the wine masters. “Their integration means that we have quick insight into payments and shipping status on all orders, helping us zero in on areas of focus.”

Restocking and re-ordering has also played a role, even for a company who only does so once a year. “Restocking and



re-ordering has helped us to stay on top of inventory levels. With clearer visibility of stock availability and sell through rates in the various channels, we are better able to manage vintage changes for our customers.”





## THE RESULTS

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We are often interested in the time the company was able to save. De Beaurepaire was blunt but concise. “It is difficult to quantify as we are growing so rapidly, but probably in the order of 25% of an FTE per month.”

We wanted to know more. Time is a key component of any business, and time saved means additional resources can be placed on customer service, growth, marketing, etc. The company appeared to have used the automation features of DEAR to full effect. “We have been able to automate a number of key processes, reducing manual error and time taken on admin; visibility of writebacks from our F&A and shipping solutions in particular has meant that our team now has all the information at their fingertips to better service our customers and to make more informed business decisions.”

The company summed this component up wonderfully. “Less time spent on admin has meant more time spent on value adding activities such as business development and customer service.”

But the theme of the case study circled around scalability. De Beaurepaire has been rather transparent about how DEAR has reinvigorated their operations and gave them new tools to scale. “The key stepchange that DEAR has enabled us to make is create an integrated platform across sales and order management that is fit-for-purpose for our rapidly growing business. We have moved away from using spreadsheets and relying on information kept in people’s heads to a state where all this information is kept in one place and easily accessible to all our team members.

The entire supply chain has been impacted. De Beaurepaire continued. “This visibility, access to information, generation of insights, automation of pricing & terms, and integrations across key parts of our supply chain has helped us to more reliably and flexibly service all our clients, and especially our larger clients in ways they expect from large companies, even though we are a small family owned business.”







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