

Direct Wines Live on Omnica

Direct Wines, the world's largest independent wine specialist, has gone live on Omnica MCR in its international division. Direct Wines is a clear market leader – a highly respected organization with a turnover of over £300m per annum in the UK and overseas, and a serial award winner in both the catalogue and wine industries. Direct Wines is actively pursuing an internationalization strategy through both organic growth and acquisition.

In 2007, Direct Wines selected Microsoft Dynamics AX as the IT platform of choice to support its international plans, and then chose Omnica MCR as the best all-round industry-specific solution for direct marketing, and catalogue/web based organizations.

Dynamics AX and Omnica MCR gave the business the best of all worlds – a Microsoft's tried and tested business computing platform, Omnica's out-of-the-box functionality for its direct-to-consumer business processes, and the flexibility to use a range of resources, including its own staff, contractors, and Omnica, to further adapt the solution to its own specific requirements.

Simon McMurtrie, Managing Director of Direct Wines International, commented "The Microsoft Dynamics AX platform gave us the freedom to run IT as we want, as a strategic tool in achieving competitive edge. Omnica's functionality, pedigree, and expertise for direct marketing companies has substantially reduced our implementation costs and we are looking forward to working with Omnica as our roll-out continues"

Gary Isaacs, Chief Information Officer, said "Dynamics AX has the flexibility of a bespoke system with none of the cost and risk. Anyone considering new systems would be wise to consider it."

Direct Wines' existing Omnica MCR implementation covers its Chateau Direct brand in the German market. Further go-lives are scheduled in Switzerland and Australia over coming weeks, and a roll-out is underway for Direct Wines' US businesses, Lionstone International and Beveridge Solutions, in Lake Forest, IL, USA.

Harry Manley, Managing Director at Omnica, noted "Direct Wines have aggressive plans for further roll-outs and Omnica has an aggressive product development roadmap. Our relationship with Direct Wines will deliver benefits for our other customers, present and future."

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Microsoft Dynamics AX is Microsoft's flagship business software solution, aimed at mid-market companies. It provides strong functionality for supply chain, financial accounting and CRM, has thousands of references sites, and is supported by business partners all over the world.

Omnica was founded in March 2007 to develop new software solutions for direct marketing and multi-channel retail companies. The founders have a combined 30 years experience in distribution and mail-order software, having worked with many of the best known businesses in this sector. Omnica has rapidly established a strong product solution, a user base, and an international partner network for support and implementation, including Sense Enterprise Solutions in the UK, nFocus Technologies in the USA, Scalable Data Systems in Australia, and Prodware in France.

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