

## National Importer & Distributor Manages Highly Complex Business with Business One and VistaVu

### Challenge:

Massanois, a national importer and distributor of fine wines and craft spirits was using SAP Business One but knew they could be doing more to maximize the system's full capabilities for better decision making.

### Solution:

By forming a close partnership with VistaVu Solutions, Massanois was able to unlock their data and build a comprehensive tech stack, using Business One as the foundation, and gain visibility into key metrics.

### Result:

Massanois has grown from one warehouse to four and continues to expand its business across the United States. They recently added craft spirits to their line of products and can successfully manage over 1,000 different SKU codes a month with SAP Business One and Resolv.

Massanois, a national importer and distributor of fine wine and craft spirits works with close to 200 wineries and distilleries globally to source quality products to distribute to restaurants and retailers across the United States. When DeWayne Martin, Partner at Massanois, and his two business partners first purchased the company, they inherited SAP Business One and knew that they needed to use the system more proactively.

They were excited about the power of Business One and saw the potential to re-engineer and expand their use beyond what the company had been doing previously. As an extremely complex business with 4 third-party warehouses across the United States in New Jersey, Virginia, California, and Chicago and over 1,000 different SKUs of product within any given month, Massanois manages high volumes of data and needed accurate visibility into their supply chain, demand, and stock to operate efficiently. Martin explained, ***"When we acquired this business, we knew we wanted to push out as much data as possible to our suppliers and employees – specifically our sales team. We integrated SAP with Salesforce and implemented a new order tool, zed E-Commerce, to ensure that all of our inventory and orders were tracked throughout the product and purchasing lifecycle."***



**Industry:** Import & Distribution

**Size:** 30 Employees

**Products & Services:** Wine & Spirits

**Location:** New York City, New York

<https://www.massanois.com>

## Developing a Tech Stack Built to Grow

Massanois had been working with Achieve IT Solutions, now part of VistaVu Solutions, for over 10 years to continually improve and optimize their business processes. One of the keys to their success was pairing Massanois with a reliable implementation expert who understood their business. VistaVu assigned Patricia McGrath, Business One Project Manager, as their dedicated partner and she has been an important extension of Massanois' management team since day one. Martin says, ***"Patricia knows everything about our business and our technology stack. Her experience in Business One and her knowledge around our processes has been instrumental in helping us scale our company and create efficiencies across all areas within Massanois and our warehouse operations."***

Part of Massanois' business model is to source and sell direct, with sales teams and sales channels in New York, New Jersey, Washington DC, Illinois, Virginia, and California. In addition, they have 44 national distribution partners that purchase and sell their wine and spirits. Their national footprint requires a great deal of communication between teams to ensure timelines are met. Currently, Business One is integrated into each of their four warehouses so that when an order comes through from a sales representative or distribution partner, it can be immediately processed through SAP and pushed out to the respective warehouse. With most of their inventory landing in New Jersey, Massanois requires clear communication between warehouses to ensure that stock is being shipped to the proper location.



## Unlocking Data to Drive Growth

As part of the wine and spirits industry, Massanois manages enormous amounts of data to understand trends, buying patterns, and make informed decisions. Martin explained, **“When you’re managing over 1,000 different SKUs that are seasonally based, there are a lot of trends. It is so important that we are analyzing our business to make sure we are understanding people’s palates, setting price points, and processing orders months before they are required.”** Since the process from order to bottling to shipping is so long, proper forecasting is important to deliver the right products at the right time.

To unlock all this data, Massanois uses multiple solutions including SAP Business One, Resolv’s Document Delivery module, and Salesforce to run their business. Most recently, they worked with VistaVu Solutions to implement an order tool, zed E-Commerce, to help manage their inventory. This tool is especially important for their sales team to ensure that they have the right inventory in stock – including additional considerations, such as vintages and price. Martin said, **“If representatives need to access historical data, our systems can help them easily see what the customer bought, when they bought it, and at what price. We can drill into specific accounts and details which really helps us proactively manage our business.”**



Having SAP Business One at the core of their tech stack provides a solid foundation for Massanois to build on. Martin says, **“There is no question that as we continue to grow, SAP Business One will be sufficient to support our development into new markets.”** In 2020, Massanois expanded into the craft spirits market, and they easily added their new product offerings into SAP Business One to start tracking very granular information. When looking at direct markets, Martin says that they are better able to group restaurants and retailers by their buying patterns, and they have the confidence to make strong recommendations based on this data.

**“ Business One and Resolv gives us the supply chain visibility, strong financial and accounting insights, integrated invoicing, and automated communication that we need. Our company wouldn't be able to work without these systems. ”**

DeWayne Martin, Partner at Massanois

Like many distributors during the pandemic, Massanois struggled with supply chain disruptions and delays, but they were able to effectively manage these challenges. Martin explained, **“Business One and Resolv gives us the supply chain visibility, strong financial and accounting insights, integrated invoicing, and automated communication that we need. Our company wouldn't be able to work without these systems.”** Martin advises that a solid technology foundation starts with finding the right solution partner and the right system from the onset. In comparison to their competitors, Martin says, **“Massanois is ahead of the curve with our systems and technology infrastructure because we have 10 years of Business One experience and a great partner that has grown with us along the way.”**

Looking into the future, Massanois knows that they are set up for success. They are excited to continue adding warehouses, suppliers, partners, and accounts and they know that they will be able to achieve these milestones with the help of SAP Business One and VistaVu Solutions.

### About VistaVu Solutions:

VistaVu Solutions is an employee-owned integrator focusing on technology, innovation, and solving critical mid-market business challenges across various industries. VistaVu is one of the largest SAP mid-market gold partners across North America and features unique add-on solutions for whole distribution (Resolv) and industrial field services (FieldVu).

### About Resolv:

Resolv is a fully integrated suite of distribution, logistics, and warehouse management software, developed for SAP Business One. Resolv optimizes freight, shipping, and warehouse operations to increase productivity, quality, and revenue with integrated and mobile supply chain technology.

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