

Product Review: Wine Club Software

Company	Cost/Fees	POS Integration	Upgrades	Training	Compliance	Shipping Integration	Customer Relationship Management	Customers
Advanced Management Systems	\$2,250 alone; \$6,995 and up as part of AMS suite	Proprietary POS	No additional fees; Upgrades continually released	Training provided as needed	Internal real-time compliance rules engine	Direct export to FedEx, UPS; document preparation for other shippers or fulfillment centers	Single database; customer history and preferences can be noted; integration with email campaign services	Cakebread Cellars, Ferrari-Carano Winery, J Winery & Vineyards, Litorai Wines, Wente Brothers Winery
Anacapa Systems Corporation	\$995 and up	Customize to any POS system	Included with maintenance contract	Upgrades included for large, complex installations	CISP compliant; state-by-state list is managed by winery	Integrated with FedEx, UPS, DHL and others	Special query management only	Not available at press time.
Cypress Solutions, Inc.	\$2,895 and up	Proprietary POS	Included with monthly support contract; otherwise, about \$250 each	Installation and training offered at about \$950 per day, includes 60 days of remote support	ShipCompliant integration	Integration with FedEx and UPS; document preparation for other shippers or fulfillment centers	Built-in personalized email marketing tool; sales tracking and customer history reports	References available on request
Elypsis, Inc.	\$3,995, optional modules extra	Microsoft RMS	Maintenance provided at 18 percent of system cost	Training provided as needed, including business training	ShipCompliant integration with additional \$1,495 tool	Integration with FedEx and UPS; fulfillment center integration	Customer history across all sales channels; built-in email marketing tool; integration with email campaign services	Rombauer Vineyards, Honig Vineyard and Winery, Opus One, Icon Estates, Ceja Vineyards
Microworks Technologies, Inc.	\$3,000; optional modules cost \$750-\$1,500	Proprietary POS	Upgrades free to "preferred service" members; non-member price varies	Training is included with system setup; ongoing training for \$300/session; web training; business training	Standard compliance tool built in; ShipCompliant, WineCompliancePro and New Vine Logistics integration	Integration with FedEx, UPS and other shippers; fulfillment center integration	Personalized email system built-in; customer history and other sorting options; integration with email campaign services	Mumm Napa, Roederer Estate, Foley Wine Group, Terlato Wines, Facelli Winery
POS Resources	\$2,200 as POS stand-alone; \$3,600 and up as stand-alone	Microsoft RMS	Annual upgrades included with paid support contract	Training and live support starts at \$125 per hour	ShipCompliant integration possible	Direct export to FedEx, UPS and other shippers	Can track customer preferences, purchase histories; customer history reports; some email marketing abilities possible	Not available at press time.
Technology Consulting Alliance	\$3,400-\$6,200	Proprietary POS	Annual upgrades available for purchase	Three training packages and unpackaged training available for purchase; phone and instant message assistance included	ShipCompliant, WineCompliancePro and New Vine Logistics integration	Optional UPS integration; direct export to FedEx, UPS; custom exports to several fulfillment centers	Customer query by multiple data points; email marketing tools; integration with email campaign services	Madonna Estates, Abacela Winery, Weisingers Winery, Beaux Freres, T-Vines
U.S. Business Concepts	\$2,800 - \$3,500	Any POS system	Nearly all updates included at no cost	Minimal training needed; dedicated phone support offered to clients	Some compliance tools built-in; third-party compliance integration possible	Direct upload to FedEx, UPS or fulfillment centers; shipment tracking from within system	Data tracking; customer preferences; email marketing built-in; correspondence tracking	Harlan, Marilyn Wines (Nova), Levy & McClellan
VinNOW/Update Software	Under \$5,000	Proprietary POS	Upgrades available with annual fee	Remote setup and initial training included; support available seven days a week	ShipCompliant integration	Integration with UPS, customer tracking built in; export to FedEx, UPS World Ship and fulfillment centers	Email capabilities built-in; customer history tracking and notes; loyalty card; integration with web shopping carts	Cypress Bend Vineyards, dkcellars, Elk Cove Vineyards, Halter Ranch Vineyard, Roshambo Winery
Vintage Consulting Group	\$3,000-\$7,500+	Proprietary POS	N/A	Two days of on-site included; more provided as needed	ShipCompliant integration	Integration with FedEx and UPS; fulfillment center integration	Extensive customer history sorting options; email list preparation; integration with email campaign services; tracks three-tier sales and inventory depletion	Ridge Vineyards, Testarossa Vineyards, Landmark Vineyards, Sokol-Blosser Winery, Alexander Valley Vineyards
Wineware Software Company	\$2,574 wine club; \$7,000 with POS and integration	Proprietary POS	Upgrades offered annually; usually around \$200	Interactive Internet and telephone training included; unlimited telephone and email support	ShipCompliant integration	Integration with FedEx, UPS and DHL; export to other shippers and fulfillment centers	Built-in email marketing tool; customer history reporting; three-tier and Internet sales tracking; int. w/ email campaign services	Wooldridge Creek, Storybook Mountain, Windwalker Winery, Laird Family Estate, Opolo Vineyard
WEB-BASED SYSTEMS								
Active Club Management	\$500 one-time fee plus \$2 transaction fee on completed sales (can be reduced with increase in sales volume)	Proprietary POS	Upgrades included at no additional cost	Training and support offered at no charge; live and online support; business training	Integration with ShipCompliant, WineCompliancePro and all other compliance services	Integration with FedEx, UPS and GSO; label creation, shipment tracking from within system	Built-in email tools; integration with email campaign services; direct printed mail campaign, customer preferences and purchase history tracking	Wente Winery, Fort Walla Walla Cellars, Page Mill Winery, Saviah Cellars
Cultivate Systems	2% transaction charge on web sales	Microsoft RMS	Upgrades included at no additional cost	Training included	ShipCompliant and New Vine Logistics integration	Integration with FedEx; export to other shipping providers	Can personalize and send emails from system; email marketing services integration	Bressler Vineyards, Arietta, Vineyard 29, Ramey Wine, Pahlmeyer
eWinery Solutions	\$3,500 plus flat monthly fee for hosting, no percentage revenue share	Elypsis RMS only	Upgrades included at no additional cost	Initial on-site training included; additional support included in monthly fee	ShipCompliant integration, New Vine Logistics integration	Integrations with several shipping partners and fulfillment houses	Built-in email marketing tool; email marketing services integration; customer data mining and preferences tracking	Icon Estates, Domaine Carneros, V Sattui, Raymond, Meadowood, Cliff Leide
EVT Solutions	\$1,250 setup fee; \$125 minimum subscription fee; add'l flat fee beyond 100 orders	Microsoft RMS and custom integration with any other POS sys.	Upgrades included at no additional cost	Some initial training included; additional training for \$175/hour; some support included in monthly fee	ShipCompliant integration	Integration with FedEx, UPS, DHL; several fulfillment centers for an additional fee	Built-in email marketing; automated email generator; all-channel customer history and management; custom reports	Ste. Michelle Wine Estates, Seghesio Family Vineyards, Monticello Vineyards, Jordan Winery, Matthews Cellars
Inertia Beverage Group	\$3,000 and up for setup, \$150/month, revenue share	POS Resources only	Upgrades included at no additional cost	Weekly free training via webinars and live, free quarterly workshops	IBG's Rethink Compliance tool	Integration with several logistics and fulfillment centers; export to FedEx and UPS	Built-in CRM system including email marketing tool; customer segmentation tools; includes email campaign services	Luna Vineyards, Turnbull Wine Cellars, Rodney Strong, Robert Hall Winery, Benessere Vineyards
Nexternal Solutions	\$1,000 setup, monthly fee of 0.5% of net sales w/\$250 minimum	Microworks, AMS and any other using XML or export tools	Upgrades included at no additional cost	Training included; each client has dedicated account manager	ShipCompliant integration; IDology age verification, other built-in compliance tools	Integration with FedEx, UPS, DHL and USPS; relationships with several 3rd party fulfillment companies	Built-in email marketing tool; several purchasing history reports; integration with email campaign services	Peter Michael Winery, Duckhorn, Lewis Cellars, Paul Hobbs Winery, Domaine Chandon
Submerce	\$5,999 setup plus \$375/month for wine club alone, no revenue share; \$10,999 for full system	Proprietary POS, other POS systems by request	Upgrades provided with purchase of Software Upgrade Program or on per-release basis	Initial training included; additional training available for \$110/hour; dedicated account manager, user manual	ShipCompliant integration; other companies on request	Integration with FedEx, UPS and USPS; fulfillment center integrations	Built-in email marketing tool; integration with email campaign services; variety of customer tracking reports	Beringer Vineyards, Chateau St. Jean, Etude, Stags' Leap, Gloria Ferrer
SYSTIME Computers Corporation	VersaPOS store \$1,500/license; \$15,000 for full POS/wine club system	Proprietary POS	Included with annual maintenance contract	Initial training included; additional web-based training with per-hour charge	Built-in compliance engine	Internal shipping management; third-party integrations possible	Built-in email marketing tool; customer purchase and communications history tracking	Foster's Group
Vineyard 2 Door	Wine club/e-commerce system only; 5% of total monthly sales; POS suite: \$28,000, all inclusive	Proprietary POS	Upgrades included at no additional cost during lease term; \$250 maintenance fee thereafter	Training and technical support included during hardware lease term; part of monthly \$250 maintenance fee thereafter	Built-in compliance engine at no charge during lease period	Integration with UPS, FedEx integration upcoming	Built-in email marketing tool; customer history report and communications tracking; several data sorting options	Ash Hollow Vineyards, Bookwalter Winery, Brian Carter Cellars, Chandler Reach Winery, Reiner Winery
WineWeb Enterprises, Inc.	\$750 setup; \$60 monthly for website system; \$30 for wine club; e-commerce 0.5% to 2% of net online sales; integrated with Active Club Management	Proprietary POS, Microworks, any POS system via web services or data file export	Upgrades included at no additional cost	Training included; ongoing phone and email support also included	Built-in compliance rules, integrated with WineCompliancePro, New Vine Logistics, Pack N' Ship (via ShipCompliant)	Integration with FedEx, UPS and DHL; fulfillment center integrations	Built-in email marketing tool; email marketing services integration; track click-through rates; track order history from multiple channels; customer analysis and targeted marketing	Graeser Winery, Sullivan Vineyards, Kuleto Estate, Summers Estate, Magito Wines