

Overview

Microworks **Wine Direct 4.1** is a **completely integrated** industry-specific solution for managing your tasting room, direct sales, customers and inventory.

MultiSite Manager offers a multi-store solution based on a centralized data model using Microsoft SQL database technology.



Centralized or Decentralized Back Office Operations

Do you feel that your direct marketing business is too important to leave isolated at the winery and needs to be focused on with as much attention as brand marketing?

Do you know that the most successful clubs are those that retain their winery identity and cultivate their relationship with the rest of the hospitality and retail teams?

With Wine Direct you have the option to organize the business the way you know it will be the most efficient and profitable for your business.

- Bring your wine club workers together to maximize synergies
- Allow your wine club, hospitality and retail operations to be run as one cohesive business

Features

- Manages Multiple Tasting Rooms
- Multiple Sales Location Tracking
- Centralized Database Across all Sales Locations
- Consolidated Management Reporting
- Enterprise Wide Compliance Control
- Microsoft SQL Database Technology

Multiple Sites, One Customer Base

With our MultiSite Manager, gain the option of keeping track of all your customers. Have one master database of all your customers, no matter where they originated. See who buys the most across all your properties. See who are wine club members at multiple properties and give them special benefits.

- Keep track of all customers across all your businesses.
- No more double entry
- See sales trends across your sites
- Market to best customers