

CASE STUDY

ABC Fine Wine & Spirits partners with SkillNet to upgrade its systems and enable its customers with omni-channel functionality and enhanced digital security



The ABC Fine Wine & Spirits store locations were operating on an existing implementation of Oracle® Retail Xstore (v 5.5.1), Customer Engagement (MICROS Relate v 11.1.x), and Order Broker (MICROS Locate v 5.2) integrated to their web store. ABC Fine Wine & Spirits was looking to resolve two main challenges with their existing retail operations. They wanted to enable cross channel functionality for their customers allowing them to ‘shop online and pick-up in store’ to remain competitive and enhance their customer shopping experience. Additionally, they wanted to replace their existing payment system with a solution that offered greater support and security. Realizing the limitations of their current systems, ABC knew one option would be to upgrade these platforms, but they were unsure how to evaluate the best course of action and determine which path would bring the best return on their investment.

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ABC partnered with the leading Oracle Retail Stores Global Partner SkillNet to help them assess the impact and value they would receive from upgrading their products, as well as the overall cost and implementation timeline for the same. After SkillNet completed and shared their comprehensive upgrade analysis, ABC had all the data they needed to make an informed decision and execute on a clear path for the future of their operations.

Ultimately, ABC chose to invest in an upgrade of their systems to take advantage of the omni-channel functionality available in the newer releases and moved forward with SkillNet to design and implement their system upgrades and integrations. “With the goal of improving our IT infrastructure to better accommodate the needs of our

customers, we needed a partner with broad expertise across store technologies including retail system upgrades, integrations, and solution design. SkillNet was the right choice,” states Tina Burleigh, Director of Store Systems for ABC Fine Wine & Spirits.

XSTORE UPGRADE

Following step with the key points of their upgrade analysis, SkillNet worked closely with ABC Fine Wine & Spirits to simplify and accelerate their upgrade of Xstore. With the upgrade assessment of their existing system configurations and where to optimize new release functionality, ABC chose to streamline their new system implementation and keep customizations to a minimum. SkillNet worked diligently installing a near vanilla implementation of Xstore reducing costs and expediting project delivery.

PAYMENT SOLUTION

As part of the Xstore upgrade implementation, SkillNet also focused on resolving ABC’s issues with their current payment system. For in store payments, ABC had previously been utilizing Xpay for their credit, debit, and gift card payment authorizations but wanted to replace it with a solution that offered greater support and security. ABC wanted to replace their existing process with a certified, sustainable, and hassle free EMV solution. With this in mind, SkillNet designed a new EMV payment solution for ABC utilizing in-store Verifone pin-pad devices fully integrated to Xstore.

In addition to integrating ABC’s new EMV payment solution, SkillNet handled a number of other Xstore system integrations including integration to their existing implementation of Order Broker and Customer Engagement to round out the first phase of their upgrade deployment.

RESULTS AND FUTURE

SkillNet and ABC Fine Wine & Spirits successfully piloted their new Xstore upgrade implementation and will begin to roll out the build companywide. SkillNet is continuing work with ABC to complete the next phase of upgrading their Order Broker platform to facilitate the ‘buy online and pickup in store’ functionality across channels.



CLIENT

ABC Fine Wine & Spirits is a family-owned, privately held American alcohol retailer. ABC Fine Wine & Spirits is Florida’s oldest and largest independent retailer of fine wine and spirits. The company is headquartered in Orlando, Florida and has nearly 130 stores located in the state.

INDUSTRY

Specialty Retail
» Wine and Spirits

APPLICATIONS IN SCOPE

- » Oracle Retail Xstore POS
- » Oracle Retail Order Broker
- » Oracle Retail Customer Engagement

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