

**Gainá**

# How Gaina Software can help you increase sales volume, value and margin

Delve into more detail on our purpose-built, all-in-one system - and how it can help you achieve your goals



[www.gainasoftware.com](http://www.gainasoftware.com)

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# The All-in-One Platform for Drinks Wholesalers

**Manage and streamline your entire drinks  
wholesale operation, from warehousing  
and sales through to logistics and finance.**

Wholesalers today don't have it easy.

While processing and shipping orders on time - and at a competitive price - will always be a vital part of the job, customers are starting to demand more.

They want their wholesalers not only to take and ship orders, but also to be able to guide them on where the industry is heading and provide real value through data-driven insights.

At Gaina, we specialise in enabling you to do just that.

Keep reading to find out more about what we can do for you.



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# Why Work with Gaina

For more than 35 years, Gaina Software has been developing, implementing and supporting Enterprise Resource Planning (ERP) and Warehouse Management Software (WMS) for customers in the UK and Irish drinks industry.

This means we aren't like off-the-shelf platforms on the market. Instead, we have a deep understanding of the drinks industry - as well as your requirements and the specific challenges your business faces - and have purpose-built our platform for drinks wholesalers, just like you.

In fact, we're the only all-in-one system that's built specifically for the drinks industry.

So, if you're

- Lacking access to reliable and accurate real-time data to make strategic business decisions
- Using legacy technologies and disjointed processes that often cause errors and require workarounds
- Struggling with off-the-shelf tools that can't accommodate the logistical and regulatory complexities of the drinks industry

We're confident we can help.



**Wholesale distributors of the future should transform their thinking from simply meeting customer needs to anticipating and shaping them, and proactively delivering solutions to problems that customers may not even know they have."**

McKinsey



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# How Gaina can Help

We're the only all-in-one system that's purpose-built for the drinks industry.

We can help you:



## Increase sales volume, value and margin

Turn order takers into order makers by maximising order volumes and profitability.



## Drive efficiencies and reduce errors

Get maximum value from your warehouse space and greater productivity from your employees.



## Add more value to customers

Deepen client relationships by providing customers with better first-party data and industry insights from our in-house experts.



## Make better strategic decisions

Get the data you need in the format you want to make the decisions that count for your business and its customers.



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# Features and capabilities

## An All-in-One Ecosystem

Our ecosystem of powerful tools covers every aspect of your drinks wholesale operation, from warehousing and sales through to logistics and finance.

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### Control-IT Cloud ERP Software

Core ERP software built on Oracle, containing modules such as your nominal, sales and advertising ledgers, with accurate and live information.

With **Control-IT**, you can:

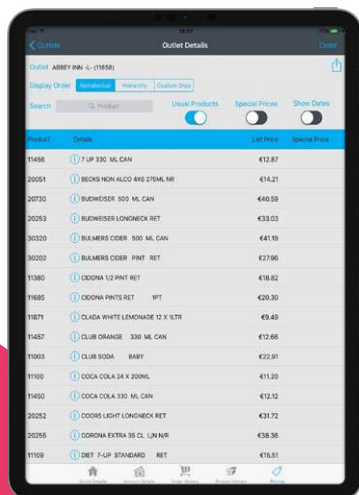
- Manage each department with reduced risk and increased efficiencies by using accurate data from across your business
- Increase your bottom line and increase profitability with a mobile sales tool, facilitated by pricing and advertising ledgers
- Save time and money by reducing errors in relation to product tracking, picking and mapping in your warehouse



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### ORCA Mobile Sales App

Gather customer information and offer bespoke and profitable promotions with our mobile sales app.



With **ORCA**, you can:

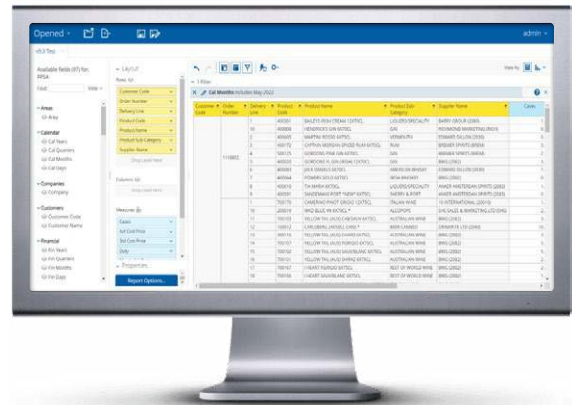
- Generate repeat business and build new relationships by collecting and storing customer information on your reps' mobile device, which is replicated on your main database
- Increase sales volume, value and margin by offering bespoke promotions and prices that are based on up-to-date, relevant data
- Save time and money across your business by eliminating the time spent on the phone to office staff

## Business Intelligence

Save your business up to 20 hours per month with automated and dynamic reporting.

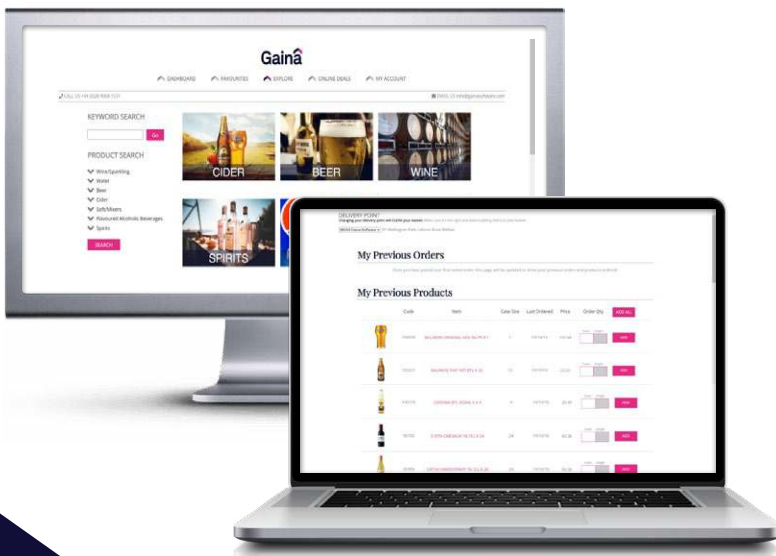
With **Business Intelligence**, you can:

- Compare weekly, monthly, seasonal and annual trends for every product and its movement
- Deliver accurate forecasting based on reliable and live information
- Generate automated reports that are delivered to the correct people in the format of their choosing



## Customer E-Commerce Web Portal

Decrease your cost per sale with a 24/7 B2B website that allows your customers to self-service orders and account information.



With **Web Portal**, you can:

- Enable your customers to place orders online, take advantage of online promotions, and view detailed information about their account
- Drive sales and influence customer behaviour through bespoke marketing techniques
- Reduce your overall cost per sale by understanding how customers use your website and understanding how to market to them accordingly



**The successful wholesalers of the future will be those who embrace innovation.”**

The Future of UK Food and Drink Wholesaling, FWD



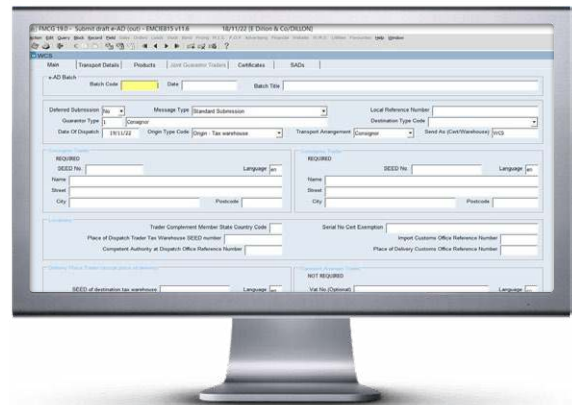


## Bonded Warehouse Software

Optimised picking and fully automated & compliant Customs & EMCS reporting.

With **Bonded Warehouse**, you can:

- Ensure reporting compliance that is free from errors with our automated reporting feature
- Open up cash flow by lowering your purchasing cost for goods that will exist in bond
- Create an additional revenue channel by hosting multiple tenants in your bonded warehouse

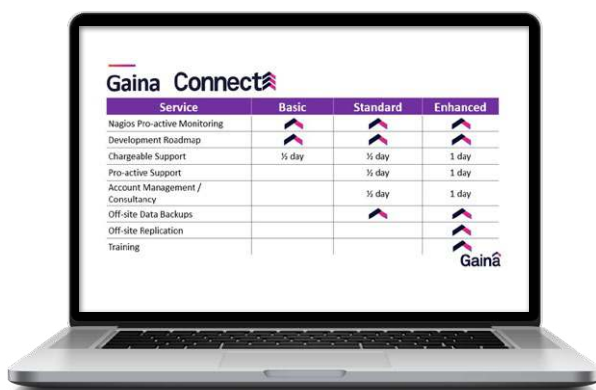


## Gaina Connect Strategic Software Support

Strategy, development and helpdesk offering from drinks industry experts and the team who built the ERP software.

With **Gaina Connect**, you can:

- Benefit from a tiered software support help desk where we will monitor, spot and fix technical problems before you know that they exist
- Increase your bottom line by receiving strategic business consultations from your Customer Success Manager
- Achieve the growth you need by influencing our product road-map and having our software developed to suit your needs



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## Real-time visibility and reporting

Our tools give you everything you need to get a single source of truth on your business, really drill down into your data and present information in any format required.

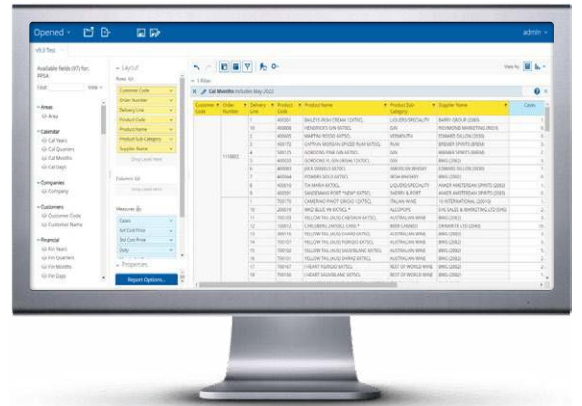
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### Pentaho BI

A third-party business intelligence tool that pulls data from the Gaina Control IT ERP database to help users analyse sales, purchasing, stock and financial data.

Using **Pentaho**, you can:

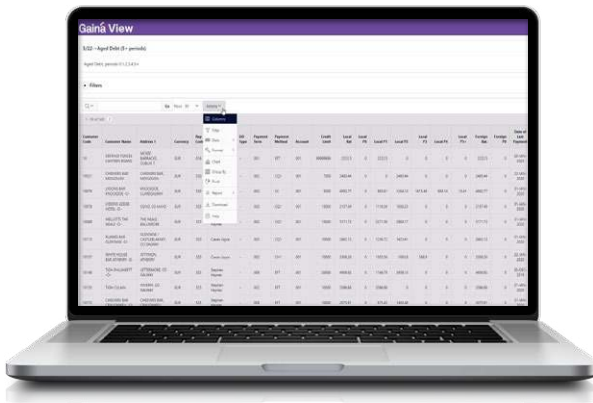
- Drill down into data with an array of visualisations, filters, query parameters, drill-down links, and more
- Understand the state of your operations by easily generating reports in any format
- See all critical information at a glance with customisable dashboards



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### Gaina View

Produce interactive reports within Control IT using Oracle Apex Reporting technology.



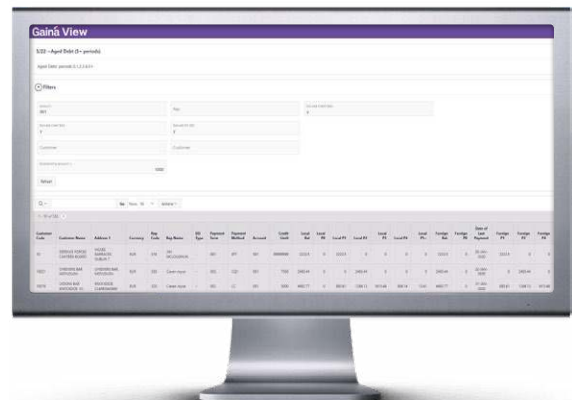
With **View**, you can:

- Reduce development time and enhance application functionality by giving users the power to customise reports
- Slice and dice data in any way you need with the ability to search, filter, sort, highlight, group-by, pivot, and more
- Get data in the right format every time with the ability to export to various file types

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### Flexible reporting

We've designed our system with your freedom and flexibility in mind. With our reporting, you get the right reporting for your needs across sales, financials, stocks, purchases and more.





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## Purpose-built for the drinks industry

As experts with decades of experience in the drinks industry, we've developed a platform that flexes to suit your specific needs.

### Get guidance from industry experts

Each of our account managers has, on average, more than two decades of experience in supporting some of the biggest names in the drinks industry.

With our **industry experience**, you can:

- Partner with a business that knows the drinks industry inside out, can share best practices, and has a finger on the pulse when it comes to what's going on in the sector
- Get help overcoming any challenge you might face - it's extremely rare for clients to present us with challenges that we haven't seen before



**The coming decade will see wholesalers split into two distinct groups; those distributors who future-proof their business through innovation and reinvention and those who maintain a business as usual strategy. Wholesalers in the latter group will decline.”**

The Future of UK Food and Drink Wholesaling, FWD





## Customise the platform as needed

Generic products often aren't customisable to meet specific drinks industry requirements. So, we built a platform that is.

Our **customisation capabilities** enable you to:

- Easily add on any features or capabilities you might need - our software development team is on hand to help with any updates
- Benefit from a system that flexes to support your existing processes - rather than the other way around

## Level up your bonded warehouse

Bonded goods areas are tightly regulated by customs regulations and tax rules. We've built bonded warehouse software into our platform to help you comply with industry regulations and maximise efficiency.

With our **bonded warehouse software**, you can:

- Comply with HMRC and EMCS regulations and get expert advice on any developments - we are a member of the Bonded Warehouse Keepers Association
- Ensure error-free reporting compliance, lower purchasing cost for goods existing in bond, and create an additional revenue channel by hosting multiple tenants in your warehouse

# How we helped Comans Beverages to increase margin per SKU by 6.6% in just 12 months



## Summary

- Comans Beverages is one of Ireland's largest drinks distributors
- They needed a software partner that could help them manage their entire wholesale operation from one platform
- We onboarded them onto our ecosystem of purpose-built drinks wholesale tools, backed up by our in-house drinks industry experts
- Since then they've **increased margin per SKU by 6.6%**, despite the long-standing industry trend of margin per SKU declining for many beverage wholesale companies

## Customer

Comans Beverages is one of Ireland's largest drinks distributors. They supply a range of wine, beers, spirits and soft drinks from around the world to Ireland's pubs, restaurants, hotels as well as well-known retailers like Tesco, Dunnes, Supervalu, Superquinn, Spar and Londis.

They have more than 220 staff working across six distribution centres across Ireland. They have a large field sales operation to support as well as telesales, warehousing and logistics.

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# How we helped Comans Beverages to increase margin per SKU by 6.6% in just 12 months

## Challenge

Comans Beverages needed a software partner who could help them manage and report on their entire drinks wholesale operation. The tool needed to support sales, warehousing, finance and logistics, as well as providing real-time visibility and reporting to help management make strategic decisions.



**"I'm getting more time to talk and sell to my customers because admin time has been reduced so significantly. I'm giving the best deal to the customer whilst ensuring maximum profits for the company."**

Jonathan Colclough, Sales Rep

## Our solution

We provided an all-in-one solution incorporating a number of purpose-built drinks wholesale tools:



**Control IT**  
Our core ERP solution



**StokMan**  
Stock management and warehouse scanning



**ORCA**  
Our tablet app for sales reps to take orders on the road



**Bonded Warehouse**  
Automated & compliant customs & EMCS reporting



**Business Intelligence**  
Automated and dynamic reporting solution



**Gaina Connect**  
Strategy, development and helpdesk solution



**Web Portal**  
Self-service portal for customers to make orders themselves

Our in-house developers and accounts team are on-hand to support them with technical requests and broader questions relating the drinks industry.

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# How we helped Comans Beverages to increase margin per SKU by 6.6% in just 12 months

## Results

Since implementation and onboarding, Comans Beverages have been able to:

**Increase margin per SKU by 6.6%,**  
despite the long-standing industry trend of margin per SKU declining for many beverage wholesale companies

**Improve on-the-spot upselling,**  
ensuring higher-margin products were recommended to customers, particularly for customers that tended to only buy low-margin products

**Onboarded 29 Reps on the Orca sales app,**  
which displays margin in real-time as reps key in the order with a handy red/green traffic light system to ensure healthy margins



Going from a system that took you through 14 different screens between the receipt and the fulfilment of an order to Gania's one or two screens was a real game-changer. Our operators are now saving substantial time on admin, which frees them up for other important stuff."

Kieran McMahon, Systems Manager



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Get maximum value from your warehouse space and greater productivity from your employees.



## **Add more value to customers**

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## **Make better strategic decisions**

Get the data you need in the format you want to make the decisions that count for your business and its customers.

Visit our website to find out how.

VISIT GAINA

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