

Delta Wines Chooses Aptean Food & Beverage ERP Cloud for Scalability, Reliability and Security



Industry

Food & Beverage

Challenges

- » Hard to facilitate continuous growth due to inflexibility of on-premise system
- » Too many solutions being tied together

Benefits

- » Always up-to-date with the latest version
- » Able to work anywhere, anytime
- » Ensured scalability, dependability, security

Delta Wines is the largest wine importer in the Netherlands and has been experiencing healthy growth for years. Thanks to this success, they expanded their distribution center three years ago to manage and support a capacity of 24,500 pallets (15 million bottles of wine).

The company continues to expand, both nationally and internationally. In order to facilitate this progress, the business recently made the choice to migrate their ERP platform and specific beverage functionalities to the cloud with Aptean Food & Beverage ERP *DIN Edition*.

Valentijn Schenk, operational manager at Delta Wines, and Marcel Versluis, IT manager, discussed the business's motivations in choosing a cloud solution.

"Delta Wines has grown incredibly fast," said Schenk. "Whereas just a few years ago we were very proud that 20 million bottles left our warehouse in a year, last year that number was over 70 million bottles. We have largely achieved this increase in scale by building an intensive collaboration with supermarket organizations, wine specialists, wine buyers and partners in the food service channel."

"Because we serve such a wide variety of markets, Delta Wines is fairly crisis-proof," Schenk continued. "We do notice a difference in the various sales channels, but because we supply both retail, traditional trade and catering wholesalers, we're able to absorb losses more easily. By making conscious choices, we ensure that our company becomes healthier. That's the key to our success."



“Aptean has a clear cloud strategy and a wide portfolio of proven products. When you add it all up, it makes the decision to go for this solution a lot easier.”

Marcel Versluis, Manager IT, Delta Wines



The business's focus is shifting more to ecommerce in light of some emerging consumer trends.

“Even though wine consumption in the Netherlands is currently decreasing a little, we see online sales as a market for growth,” said Schenk. “And if we believe that the future is in online, then we as a company must also increasingly embrace it ourselves. We have a pretty ambitious plan through 2024. It's important that our systems will be able to facilitate this growth and that we are not hindered in our daily processes.”

In November 2020, Delta Wines was purchased in part by Navitas Capital. As a major shareholder, the firm is very involved in the business. They provide guidance but leave the final decision to us.”

“The last time we upgraded was in 2016,” said Marcel. “Even then, we faced the choice of whether or not to migrate to the cloud. At the time, we didn't have very big plans for our ERP platform and were satisfied with how everything was working. But continuing to host on-premise meant a direct restriction on the resources we had available. If we had a spike and volumes quickly increased, we ran the risk that our system wouldn't be able to cope in the long run.”

“It's no longer best practice to host your system on-premise, maintain your own infrastructure and upgrade extensively every 5 to 7 years,” continued Marcel. “Our growth has meant that we as a company can no longer stand still. We have days where more than 500,000 bottles go in and out of the warehouse, so halting our processes for three to four hours would be a big problem. By migrating to the cloud and allowing Aptean to handle maintenance of the system, we achieve scalability, dependability and security.”

“We’ve also noticed that the ability to work flexibly—including at home—has given this the final boost we needed,” concluded Marcel. “When something happens at the facility, you need to be able to log in somewhere else and trust that you can still perform your tasks.”

Another reason for choosing a cloud solution was the ability to apply automatic updates. These allow the business to stay up-to-date without heavy upgrades while also taking advantage of the latest functionalities without customizations.

“As an organization, we try to be lean,” said Schenk. “We don’t have a large staff, and we try to use our people as effectively as possible. We work with a number of systems as a base—Aptean Food & Beverage ERP *DIN Edition* is just one of them—. All of this needs to be in order and up-to-date so that we can focus on our core business.”

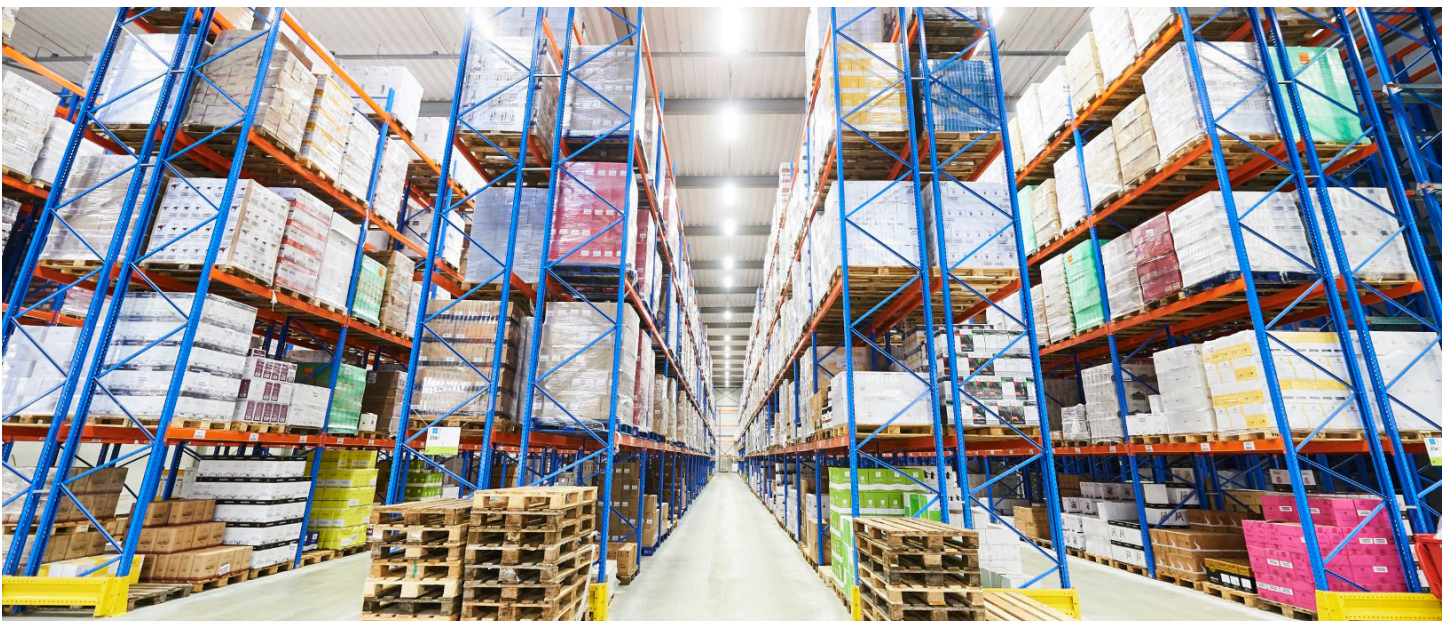
“The world is moving faster and faster, and we’re dealing with an international product and suppliers that range from a 2-person family business to large wine cooperatives,” Schenk continued. “You need to devote time and energy to connect that to a world that is becoming more and more transparent, where anyone with an app on their phone can see what a bottle of wine costs. We don’t want to worry about our ERP.”

“We have an ERP that meets our requirements as a wine importer, it works, and it’s up-to-date,” Schenk concluded. “Having that reliability lets us use our time for other things.”

“We expect that using the application will become easier,” said Marcel. “We have access to our information from any location without too many detours. And it’s all maintained by one vendor, so we don’t have to deal with multiple parties and wait for responses if there is a problem.”

“Aptean’s acquisition of DIN Solutions actually surprised us in a positive way,” Schenk said. “Aptean has a clear cloud strategy and a wide portfolio of proven products. When you add it all up, it makes the decision to go for this solution a lot easier. The responsibility of system management will soon be entirely in Aptean’s hands. If we experience a problem, we can trust that it will be resolved without having to stand in as a middleman between various providers.”

“If too many solutions are being tied together, that can create a large technical maze and lead to malfunctions,” added Schenk. “On the one hand, it’s nice that you no longer have to host locally, but at the same time, you put all your fate in other people’s hands. You have to have confidence in your supplier and make clear agreements. You have to make sure it works.”



“The developments in ecommerce and the KPIs and dashboards of Aptean’s Business Intelligence solution also appealed to us,” continued Schenk. “There are customer-ready dashboards that are entirely tailored to the food and beverage market. The advantage is that no one from our organization has to put a lot of time and energy into these tools, but we can immediately use these ready-made solutions.

“In addition, Aptean’s large client base acts as a larger sounding board for testing solutions or adjustments. That’s definitely an advantage to working with a larger partner,” Schenk concluded.

Delta Wines has started the first phase of implementing their new cloud solution and will continue to collaborate with Aptean as the system is rolled out.



Are You Ready to Learn More?

Interested to see how Aptean Food & Beverage ERP can help you better manage your food or beverage company?

Contact us at info@aptean.com or visit www.aptean.com.



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