



Two Hands Wines | South Australia | Agriculture | MYOB Exo

Founded in 1999, Two Hands Wines was born from a love of Shiraz wine. The goal was simple: make the best possible Australian Shiraz wine. Their first vintage was in 2000, starting with just 17 tonnes of fruit. In the past decade, Two Hands Wines has grown to be a clear market leader: exporting wines to over 24 countries globally.

In November 2012 Two Hands Wines was named in the Wine Spectator's annual Top 100 for the 10th consecutive year, an achievement unequaled by any other winery the world over.

With their high level of success came tremendous growth and a great increase in business processes. The need for a more robust and versatile business and accounting management system became apparent.

A Lack of Integration

Prior to MYOB Exo, Two Hands Wines were using MYOB Premier for inventory and accounting, MYOB Retail Manager at POS, and reporting in Excel with in-house spreadsheets and databases.

The problem? None of these systems were integrated.

Two Hands Wines Financial Controller Danyelle Robson explains, "Everything took a considerable amount of time as we were entering the data manually between the systems". Other key issues included; the lack of a dedicated CRM system, having to enter data more than once, and not having the real time information they desperately needed.

"It was frustrating at times. All our sales reports required data to be exported and collated first, which was time consuming"

MailChimp was being used as an Electronic Document Management System, but they didn't have the ability and resources to manipulate or record relevant data, so it wasn't targeted.

The Solution

The wine industry is unique, so finding the right system was a difficult task. For Two Hands Wines, Customer Relationship Management, stock control and POS were the most important features required.

They also needed to be able to easily capture data, while having real-time inventory management, and the ability to integrate with other systems, such as their website.

When looking for a system, Two Hands Wines reviewed several other systems in detail. Each system reviewed offered differing strengths and weaknesses, but they soon realised Exo was the right choice for them.

“I would definitely recommend Exo and Axsys to others in industries where real-time data capture is essential and flexibility is a must.”

Exo provided them with the CRM system they so desperately needed, giving them the ability to capture and maintain data, create marketing classes, while offering the ability for seamless integration.

In addition, they found that having the ability to speak with another business in their own industry who already used Exo, really helped to make their decision.

Working With Axsys

“We really enjoyed working with the Axsys team. Their professionalism gave us confidence in their ability to meet our needs. They were transparent and understanding.

We just got a sense of integrity from their sales person - You don't often get that”, says Robson, who has a background in professional services.

“Communication was constant during implementation and consulting stages - we were always kept up-to-date”, continues Robson, “Flexibility was another great highlight”. During implementation, Robson had to travel internationally and Axsys had no issues rearranging their set schedule to suit her needs.

“When I couldn't travel to meetings at the Axsys Adelaide office, they would travel to the Barossa Valley to meet with me. They were so accommodating - at one stage, I even worked from their Adelaide office”, says Robson.

“When the implementation was almost complete, I was working around the clock, so Sean, (Axsys consultant) offered weekend assistance to ensure everything was done in time. He delivered on his promise to answer emails promptly. He honestly wanted to help”, states Robson.

When asked about her experience with Axsys, Robson says, “They had this great ability to understand our requirements while offering practical ideas”.



Getting the Right Support From Axsys

When discussing her experiences with the Axsys support team, Robson states “They are consistently good - They acknowledge all requests and most importantly, they meet set deadlines. I’ve found them to be really personable and up-front about time frames and setting expectations. Which is something I really appreciate”.

The Outcome

Two Hands Wines went live on November 1st, 2015 and they haven’t looked back since. One of the main benefits they have noticed has been due to CRM, and their ability to capture real-time data and segment the data with ease.

Robson provides an example, “...within 30 minutes we were able to create 6 targeted customer lists and thanks to pre-set marketing classes, the entire process was really simple. We can offer our clients a much more tailored service”.

“Having live data means having quick reports.”

While they are currently still working through the building of history for their reports - monthly reporting has become much easier and Robson can see that next year end will be much quicker and easier to complete.

Making Things Easier

Another huge improvement can be seen in sales processes. “When customers come in, we can tell them if an item is there, if they can take it, or if it needs to be shipped out to them. The process is just much more streamlined now - the sale goes straight through to Finance, Banking, Bank Rec,

and the stock’s updated instantly - as are financial reports and customer transaction history”, says Robson.

Noticeably, time has been saved at almost every process. For example, monthly reports that previously took 4 hours to complete are now done in under 20 minutes.

Robson estimates that real-time sale and stock integration is saving the accounting team at least an hour a day.

In Conclusion

“Thanks to Exo our business processes have improved dramatically. CRM lets us manage sales and customer interactions in a way that we simply could not do before. On a daily basis this all adds up to savings in resources and time. For our customers, this all adds up to a better service experience”.

Robson concludes, “I’d definitely recommend Exo to others in my industry and Axsys as a service provider”.

Ready to Take the Next Step?

To find out how you can dramatically improve your business processes with an ERP solution like MYOB Exo, contact our sales team on **1300 553 228** or email sales@axsys.com.au



Axsys | We Make Business Better

With over 20 years in ERP solutions, Axsys is Australia’s most experienced MYOB Diamond Partner.

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