

POS Systems:

Beverage Media has built integration to the following POS systems to varying degrees. The codes with each vendor correspond with the integration points noted below:

AIM	1 4 5
ATLANTIC SYSTEMS, INC. (ASI - SPIRITS 2000)	1 2 3 4 5
CAM DATA	1
COMCASH	4 5
COMPUTER PERFECT	3 4 5
CREATIVE INFORMATION SYSTEM	1 4
INNOVATIVE COMPUTER SOLUTIONS (ICS - VISION)	1 2 3 4 5
KBA SPIRITS (KEN BUCH)	3
LSTAR	4
MAGSTAR	1 2 3 4 5
MERCHANT SOFTWARE -LiquorPOS	1 3 4
MICROBIZ	1
MICROSOFT RETAIL MANAGEMENT SYSTEM (RMS)	1 3 4 5
PERVASIVE	1
POS ANYWHERE	1 2
POS-IM	1
QUICKBOOKS	1 2
RCS	4
SMART LIQUICK	1 4
TIGER POS	3 4
WINE SOFT	1

- 1 WEBSITE INVENTORY UPDATES
- 2 WEB ORDER IMPORTING
- 3 PRICE FILE INTEGRATION
- 4 EORDERS SALES HISTORY
- 5 EORDERS PURCHASE ORDERS

For information about any of these POS companies, please call 212-695-7480, ext 231

LEARN ABOUT SELLING WINE ONLINE

See how a store uses the BMG eCommerce system to maintain and promote products on a website. For more information visit: bevnetwork.com/retailweb

TALKIN TECH by Ian Griffith

The Barcode has a Birthday

In early June the UPC code turned 35 years old. This milestone was celebrated in Orlando by attendees at the annual U Connect conference who shared an enormous birthday cake adorned with a bar code. Originally developed to help supermarkets speed up their check-out process, the UPC code has grown to become an international standard that is supported by a non-profit called GS1.

The conference is where champions of Electronic Data Integration (EDI) and the Global Data Synchronization Network (GDSN) gather each year to hear about best practices and network with peers in their respective industries. GS1 has an affiliate called the ABI EC. Membership of this group is comprised mainly of the largest suppliers, distributors and trade groups in the industry.

Given the three-tier structure of this industry, the integration challenges mostly involve distributor transactions. Distributors have mostly been brought to the task of EDI by their largest customers: the restaurant and retail chains, and in some cases, by suppliers. Integration can occur at several points in the relationship between these parties and involves product level information, pricing and promotions, and the placing of orders. The transaction codes for these exchanges were in use long before the Internet, a reminder that this is not a new challenge.

As you might expect, progress in the liquor industry lags behind other industries such as consumer packaged goods or electronics. A beer supplier gave the example of how the same UPC code is applied to the bottle, pack, and case of beer, making it impossible to tell the size of the item scanned. With wine the sheer quantity of unique products on the market is a challenge, and the fact that vintage changes are not supported with unique UPC codes limits their effectiveness.

Beer distributors have been more progressive in adopting both EDI and moving towards the GDSN standards supported by GS1. An example was presented where the world's largest ca-

Further industry adoption of UPC Codes could help save money, produce cleaner data and improve order accuracy.

sual dining restaurant company has been able to integrate with a beer distributor so they receive accurate frontline and promotional pricing, orders are transmitted electronically and the restaurant receives a pre-delivery notice once the trucks have been loaded for deliveries the night before.

The key to linking the data between the distributor and the retailer is the UPC bar code. However, wine and spirits distributors will typically only track the bar code on the case, a different code called the SCC. A distributor is only likely to collect live UPC codes if the salesperson uses a handheld scanner at the store while entering reorders electronically. In practice distributors will clean up their UPC data to a level of accuracy that supports their largest customers, but only on products that chains are ordering and only in markets where chains have a large presence.

To the extent that Beverage Media is involved in the order process through our eOrders software and the orders placed on bevnetwork.com we are exploring whether we can help move this process along by including UPC codes with purchase orders and supporting pre-delivery notices from distributors. Electronic Data Integration is on its way and with it the promise of cost savings, cleaner data and better order accuracy.

To learn more about how the Beverage Media can help with a website for you store, contact Ian Griffith at (212) 571-3232, or visit www.bevnetwork.com/retailweb.