

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

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Sign up for our next Webinar on **January 5th at 10am EST**. See how a store uses the BMG eCommerce system to maintain and promote products on a website.

For more information visit:
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Wine Information: from Scarcity to Abundance

If you've spent time searching for labels and wine information you will recognize that access to this information is variable. Wineries and importers assume that you will come to their website where they may provide trade-oriented content resources. In many cases the information is missing, or more frustrating has been built into a 'flash presentation' that doesn't allow for copying. At best your quest is time consuming and no one, least of all the winery, knows what the finished product will look like.

The success of your e-commerce venture depends on your ability to merchandize your products. Yet, the prevailing mindset in the wine industry is of companies that protect their content and hoard their intellectual property. The result is a barrier for retailers who attempt to sell online; either you invest in the labor to track down the content you need, or your website does a less than optimal job at promoting your products.

Imagine a future where online wine stores have easy access to product information. Wine labels, tasting notes, technical specifications, even reviews and ratings are widely and accurately distributed. In this vision of the future, wineries and importers are making this information available as soon as products are released. This content then circulates through service providers whose mission is to distribute it to retailers, marketing sites, bloggers and bulletin boards. Anywhere a consumer finds mention of a wine it includes consistent, accurate information that originated from the supplier.

If this sounds a little fantastic you would be forgiven for doubting it could ever happen in this industry. But looking beyond wine labels for the moment, prominent retailers Amazon, eBay and Best Buy promote the distribution of their product catalogs as open APIs (application programming interfaces). Web developers can import it, display it on their own sites and, most importantly, sell from it. By be-

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ing the source of product content, these retailers attach rules on its use that help drive sales for their business. For instance Best Buy requires that if the developer site offers e-commerce, Best Buy needs to be one of the options. By opening up access to valuable assets that were being hoarded on their servers, these retailers have greatly increased the reach of their products. Amazon announced last year that their web services (API) now consume more bandwidth than all their global websites.

Back in the wine business, two companies recently announced open APIs that will provide wine information to various website partners. Cruvee, based in Napa, has been providing social media monitoring for wineries. They announced a new service where wineries can control how their wines are represented online. Cruvee then distributes it to marketing and retailer websites. Adegga, based in Portugal, is a wine review site that spawned the AVIN, a universal identifier for wine. Adegga, with the help of Catavino, plans to turn the AVIN into an open project where wine notes from bloggers and review sites around the world can be linked.

Both projects are in their early stages and have a way to go before they can offer the level of product information available on Best Buy's catalog, but this is where it starts. These projects point the way to a future with abundant and accessible wine information.

To comment on this column or to learn more about how Beverage Media can help with a website for your store, visit bevsites.com, contact Ian Griffith at 617-864-1677 or follow us on Twitter at twitter.com/bevsites.