



**Case Study for  
HandApps  
SalesSlate by  
HandApps  
Software**

## Winery Lowers Overhead, Simplifies Processes by Implementing Mobile Application for Direct Sales Team

### Overview

**Country or Region:**  
United States

**Industry:**  
Winery Sales/Distribution

**Business Situation:**  
Outside sales people were limited by their current process of manually placing orders with the home office. Customer service was hampered and administrative costs were high.

**Solution:**  
Honig chose to add Handapps SalesSlate by HandApps Software to their suite of Microsoft Dynamics NAV with Elypsis e-winery Solution.

- Benefits:**
- Mobile Integration empowered Sales Reps to place their own orders from a laptop.
  - Increased efficiencies

*"After adding HandApps SalesSlate™ to our Microsoft Dynamics NAV™ suite, we are **more efficient** and have reduced risk of order errors by automating our processes. Additionally, we **have significantly lowered administrative costs** and our outside sales people have more **freedom and control** when it comes to managing their accounts. "*

Michael Honig, President, Honig Vineyard and Winery

### Introduction

Honig Vineyards was built on a 68-acre ranch in the heart of the Napa Valley, which was purchased by Louis Honig in 1964. Louis cultivated the land and planted it with grapes. For the next few years, he sold those grapes to neighboring wineries while continuing his work in advertising; all the while pursuing his dream of expanding the vineyard and bottling his own wine. When Louis passed away, he left the estate to his children and grandchildren who continued to pursue and achieve the dream. They still run the vineyard today.

Michael Honig, Louis's grandson took over management of the vineyard and winery in 1984. With a lot of hard work and a beat up pickup truck, Honig managed to get their wine into most fine restaurants in California. Michael recounts their progress,

*"When I first started out, I did not have access to the technology that we have today. I had a shoebox for an accounting system and all of my orders were written down on a tablet then taken back to the office. Today, we have cutting-edge technology that allows our sales people to place orders on a laptop from a customer's place of business and synch it up automatically to our accounting system back at the home office. We've come a long way."*





# The challenge...

*"Prior to HandApps SalesSlate, we had to phone in our orders... It was very time consuming for the sales reps and tedious for the order desk" Steven explained.*

## **Situation**

In addition to national distribution, the Honig Winery continues to service local California restaurants and stores as they did over 20 years ago. Maintaining that personalized level of service means placing account managers in four large territories within the state; Orange County, Los Angeles, San Diego, and the Greater San Francisco Bay Area. The challenge for the sales team was communicating their orders to the office and maintaining efficient and satisfactory customer service in the process. The larger they became, the more challenging the process.

"We are never in the office," says Steven Honig, another of Louis's grandchildren and a sales executive in the Bay Area, "for me to efficiently manage my relationships I need to know where my orders are at all times. I also need to be able to have total control in order to provide the service to my customer."

"Prior to HandApps SalesSlate, we had to phone in our orders. We called and left a message in a voice mailbox back at the office, and someone on the order desk had to listen to the message, write it down, and then key the order into our accounting system. It was very time consuming for the sales reps and tedious for the order desk" Steven explained.

In addition to the slow and tedious order process, from an executive perspective, this was not a cost effective way of running a business. "We basically had a full time person dedicated to nothing but taking messages and placing orders. As our business flourished, this was one of our biggest growing pains. We needed to streamline our processes and reduce overhead. We also had to service our customers in a way that met their ever-increasing expectations for quick and painless fulfillment of their orders."



## The answer...

*"Another benefit has been the ability to access business information when on the road. Using our mobile system we can check up on data while meeting with distributors and retail outlets. We have gained incredible power by using this technology, enhancing the service we provide."*

### **Solution**

Elypsis, a Microsoft Gold Partner and ISV had worked closely with Honig for the implementation of their Microsoft Dynamics NAV enterprise business software, using their custom e- Winery solution to complete the platform required to run this sophisticated winery.

"We've worked closely with HandApps Software for several years now. They have a reputation for providing solid solutions for dynamic businesses that need to implement a mobile strategy into their business. We did not to hesitate to pick up the phone and call them when we learned of Honig's issues," said Jeremy Grant, Vice President at Elypsis.

Richard Calienes, President and Chief Application Architect for HandApps Software explained that Honig's challenges are very typical for field sales organizations today. "Consumers and businesses are becoming more demanding. The Internet and the ability to purchase online for next day delivery has left the consumer with a 'now or never' approach to buying. If a distributor can't access inventory, change or place orders in the field, the customer can't value the relationship, because in the eyes of the business owner, time is money."

Using Handapps SalesSlate and Tablet PCs the Honig sales team can now input their orders on tablet notebook computers, checking pricing, inventory, and shipping details. All of this information is sent electronically directly into the warehouse where it is checked, and integrated directly into the Microsoft NAV system. This is updated immediately and generates a notification, ensuring the sales person that the order is processed.

CEO Michael Honig said, "Sales have risen 33 per cent due to these efficiencies and without hiring more staff. That's a pig plus. Sales people now have the time to make more sales and our administrative staff is able to spend time on more valuable activities."

Honig continues, "Another benefit has been the ability to access business information when on the road. Using our mobile system we can check up on data while meeting with distributors and retail outlets. We have gained incredible power by using this technology, enhancing the service we provide."



## **For more information...**

For more information about HandApps SalesSlate and the other products developed by HandApps Software please call us at 305-275-0705. To access information using the World Wide Web, go to [www.handapps.com](http://www.handapps.com)

For more information about Elypsis products and services, visit the Web site at: [www.elypsis.com](http://www.elypsis.com)

For more information about Honig Winery products, visit the Web site at: [www.honigwinery.com](http://www.honigwinery.com)

For more information about Microsoft, visit the web site at: [www.microsoft.com](http://www.microsoft.com)

**For immediate assistance please call:**

**1-305-275-0705**

## **HandApps Software**

HandApps Mobile Sales and SalesSlate is the most flexible, functional and widely installed .NET mobile solution for Microsoft Dynamics. HandApps Software is a real solution, available now, with hundreds of installations and the benefit of over five years of daily use in the real world by real users. Let us show you how to extend your business to the palm of your hand.

Since 2001 HandApps Software has been providing users of Microsoft Dynamics the means to automate their sales force using mobile devices. In that time we've performed hundreds of installations and empowered our customers with the technology to generate millions of dollars in increased sales and reduced costs. Our HandApps modules extend the functionality of Dynamics systems to the point of activity and deliver seamless integration with the back office database. Take advantage of our years of concentrated experience in mobility and make HandApps Software your partner for anytime, anywhere mobile solutions.

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