

HELPS WINE MERCHANT  
REDUCE ITS ECOMMERCE  
ORDER PROCESSING TIME  
BY 90%



## PROJECT OVERVIEW

Frazier's Wine Merchants is a Solihull-based wine merchant with an ecommerce business. The company had previously built its operations using several disconnected IT platforms, which meant staff had to manually re-enter data between them to process orders.

Solid Code Solutions built a custom serverless architecture to unite the systems, reducing the company's order processing time by 90%.

## BACKGROUND

Although a relatively small business, Frazier's has a great reputation amongst wine lovers. The company stocks one of the UK's largest selections of Bordeaux wines and prides itself on excellent customer service.

### What's the challenge?

In 2020, the company was seeking ways to streamline its processes, as it was relying upon multiple disconnected systems for keeping track of orders and products. As a result, staff had to manually re-enter data into different systems for every order that came in.

What's more, Frazier's had no way connect its inventory and pricing data with third party websites that sell wine. As a result, its listings on other sites were often incomplete or out of date.

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## SOLUTION

The Frazier's realised that if it could automate these manual processes, it would free up time for its employees. And if it could **sync the data with third-party websites, it could sell to more customers** — a priority during the 2020 coronavirus pandemic.

### Getting separate systems in sync

Frazier's asked a software consultancy, Solid Code Solutions, to custom-build a solution that would unite the systems. The first step was integrating the company's on-premise Enterprise Resource Planning (ERP) system with its BigCommerce ecommerce site.

Solid Code Solutions used Microsoft Azure Functions to sync price and inventory data between the two systems. First, a scheduled task pulls data from the on-premise ERP and pushes it into the cloud in Azure Table Storage. Next, an Azure Function syncs this data with BigCommerce through its API.

Any change made in the ERP systems is now automatically synced with the BigCommerce site, and vice versa. The solution can handle huge order volumes, and if a problem occurs in Frazier's IT infrastructure, no orders are lost. What's more, because Solid Code Solutions built it using serverless architecture, the solution costs almost nothing to run and host.

### Keeping third-party website listings up to date

Frazier's also wanted to improve its presence on a third-party listing site, Wine-Searcher.com. The site's listings were often not up to date with Frazier's stock levels and pricing, which could lead to frustration for customers.

To make the listings sync up, Solid Code Solutions created a scheduled task that pulls price and inventory data from the ERP system. It transforms the data into a file format that's compatible with Wine-Searcher and uploads this file to the cloud. Wine-Searcher's API then retrieves the data and the listings are updated.

Now when Frazier's changes pricing information in its ERP, the site listings are automatically updated too. It also syncs inventory levels, so customers only see products if stock is available.

## Freeing up time for customer service



With the data entry tasks now handled automatically, staff no longer need to manually copy and paste data. William Frazier, the company's director, explains the solution's impact:

“It used to take us 2-3 minutes to process an order with the manual data entry that was needed. With the systems that Solid Code Solutions has created, we can do it in 15-20 seconds. It's a huge time saving.”

The company processes thousands of orders each month. Accordingly, this 90% reduction in processing time has freed up significant time for other activities, as William Frazier explains.

“Customers often call in for updates, so we need to speak to our carriers and then get back to them. Streamlining our processes has freed up our time so we can respond far more quickly.”

## Improving visibility online

With the integrations provided by the serverless solution, Frazier's also has greater control of its Wine-Searcher listings. The new integrations even pull case prices through to the site, showing wine buyers the exact information they want.

“When we want to change something on Wine-Searcher, we just alter a variable in our ERP system” says William Frazier. “Whether it's a price change or an inventory update, it gets updated on Wine-Searcher automatically—it's effortless.”

“We're only a small company, so we have to make it easy for customers to find us. Now our systems are integrated, we can focus on promoting the wines that people want to buy. And because we have more control, we've stopped paying for listings that don't sell.”

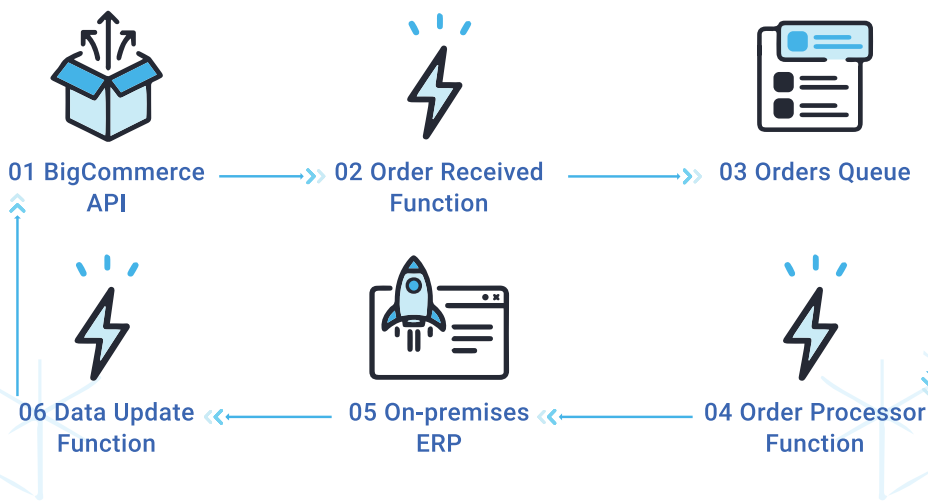
## Enjoying fresh growth during market changes

By automating vital data entry processes, Frazier's has streamlined its eCommerce processes. This improvement came during a precarious time for business during the 2020 coronavirus pandemic.

# IMPACT

“With pubs and restaurants being closed, we lost a lot of our B2B sales” William Frazier explains. “Fortunately, we were able to adapt by improving our visibility online. The B2C side of our business has quickly grown, which means more individual orders of smaller quantities. Thankfully, with help from Solid Code Solutions, we could handle all the orders without taking on extra staff.”

As the pandemic ends and business goes back to normal, William Frazier plans to make even more IT improvements with help from Solid Code Solutions. It's safe to say that the company has got a taste for innovation!



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*William Frazier, Director, Frazier's Wine Merchants  
[www.frazierswine.co.uk](http://www.frazierswine.co.uk)*



“It's been fantastic! Solid Code Solutions have helped us adapt during a difficult time and become more efficient with our ecommerce business. I wish we'd done this years ago!”

*William Frazier, Director, Frazier's Wine Merchants*

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