

“ Brand Marketing a Prestige Drinks Portfolio ! ”



Customer Profile

InSpirit Brands promote a range of drinks from around the world to trade bars in the UK. As a small but aggressive new player in the market, they pride themselves on understanding the people who drink in such bars, and their tastes.

InSpirit Brands have enjoyed phenomenal success nationwide since their inception, but remain strongly committed to responsiveness to their customers, regardless of size, or whether trade or public. Such is their success and the awareness of their brands, InSpirit have also moved from the on-trade to the off-trade sector. Consequently, they now supply high street stores such as Sainsbury's.

Key Achievements

- Enabled the management of multiple sales and marketing indicators to facilitate Brand Marketing.
- Key **Implementation** Deadline met with focused and methodical teamwork.
- Powerful and flexible handling of **Excise Duty**.

Needed - A Flexible, Integrated System for a Dynamic Company

InSpirit Brands are a young dynamic drinks marketing company, set up to promote top of the range brands to upmarket drinks outlets in the UK. With a prestige portfolio acquired from around the world, InSpirit are entirely focused on understanding the needs of such outlets, and those that drink in them, and delivering on that understanding. Their success has been outstanding, reflected in InSpirit's 60% year on year growth in sales.



Drinks Market Features Plus, and Future-Proofed Too!

As a new company in the process of being set up, InSpirit were able to investigate appropriate software systems without any constraints based on past history. InSpirit were looking for an integrated system which was highly flexible and capable of matching their likely rapid future development. Charles Troward, InSpirit's Commercial Director, investigated a range of 'drinks market solutions', but all of them left him unconvinced as to the merits of these narrow and potentially constricting solutions.

Discovering **de Facto S5**, he found all the necessary functionality that he required, such as **duty handling**, as well as a host of powerful features which would not only meet their current needs, but provide a range of additional features for future implementation. In short, Charles felt S5 was a perfect fit for their current accounting and business management needs, and provided the maximum possible future proofing too.

Brand Marketing - Managing a host of Indicators

Crucially for InSpirit, de Facto S5 provides the tools with which they can pursue their brand marketing. Their business model is based on tracking and understanding a host of factors around the selling of their product lines. Knowing who is taking what product and the consequent market response becomes a key factor in InSpirits business flexibility.

Where many companies essentially focus on 'shifting units', InSpirit are primarily focused on marketing brands, and de Facto S5 is the ideal system for managing the whole range of factors necessary for that task.

InSpirit track such things as which sector of the trade is sold to, who the customers are, what marketing is undertaken and its costs, and also track sales by brand, by product group, by salesman, and by sector. Then, in response to that information feedback, InSpirit are able to modify their activities. A broad-based solution like de Facto S5 covers all this and more with its powerful tools, whilst still providing the drinks market specifics which are essential for any drinks distributor. de Facto S5 is the solution which enables a company like InSpirit to compete in a fluid and dynamic market in a highly flexible and responsive fashion.

■ Duty Handling - A Key Feature with Flexibility and Power

In its handling of **Excise Duty**, de Facto S5 shows both its flexibility and its power. Whilst not merely a 'drinks trade system', S5 is flexible enough to be easily configured during implementation to handle this key feature of any business in the drinks distribution trade. Once set up, this feature becomes extremely powerful indeed. A standard structure for excise duty handling can be quickly configured, but where the need exists, the system is flexible enough to allow for alternative methods for handling this data.

■ Hitting a Key Launch Deadline with Efficient Methods

De Facto aims to 'set the standard' with efficient and effective **services**, and both these qualities were evident when **implementing** de Facto S5 for InSpirit Brands. With a key deadline looming, the company launch, De Facto worked hard to ensure that the system was up and running in time for the start of trading. Organisation and focus were vital, and De Facto's consultants worked hand in hand with the InSpirit **Project Team** to ensure success.

As a forward looking company with high expectations, InSpirit Brands chose de Facto S5 to power their accounting and business management operations. Being a company with equally high aspirations, De Facto Software works hard to ensure we not only 'set the standard' ourselves, but enable all our customers to lead their fields too!

Visit the website of
[InSpirit Brands](#)

☎ Call Us Now ...

to find out how de Facto S5 can deliver a powerful, flexible and easy to use solution to your business system needs!

Tel: 01473 417 200

Powerful Solutions for Multiple Markets

De Facto Software provides business driven Accounting and ERP solutions to wholesalers, distributors, manufacturers, packers and suppliers throughout the UK.

de Facto S5 incorporates integrated **Financials and Accounts, Logistics, Production, CRM, eServices, Business Intelligence, WMS, EDA and Costing** facilities, in one **powerful** solution. Deploying the system typically delivers significant customer gains in such areas as productivity, cost advantage, management awareness, and competitive edge.



Power



Flexibility



Ease of Use

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