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Joe Hults
Distribution Center IT and Support Manager
ABC Fine Wine & Spirits



ABC Fine Wine & Spirits toasts implementation of Manhattan's Warehouse Management 2010



Headquarters: Orlando, Florida

Distribution centers: 1

Manhattan solutions:
[Warehouse Management 2010](#)

What began as Jack Holloway's Friendly Tavern at the corner of Orange Avenue and Wall Street in Orlando, Florida has grown to become America's largest private spirits retailer. ABC Fine Wine & Spirits operates approximately 150 locations in Florida, a private delivery fleet, a 200,000 square foot distribution center, and an Internet fulfillment center.

ABC has succeeded at expanding to 1,400 employees and 15,000 SKUs by embracing technology and by being an active participant in the development of Manhattan solution enhancements.

Increased Consumer Awareness Uncorks Unprecedented Growth

Driven by a proliferation of premium brands, the wine and spirits market grew dramatically during the 1980s and 1990s. In the mid-1990s, ABC undertook an initiative to highlight its expanded wine selection and to raise the level of the "shopping experience" it provided. This included larger format stores, ranging from 8,000–10,000 square feet. They were filled with a wider variety of products, including gourmet foods, gift baskets, hand-rolled cigars, high-end spirits and even rentable wine vaults.

"It was easy to handle just a few thousand SKUs without an optimized system, but when it goes from 2,000 to 6,000 items it gets tougher to manage," says Joe Hults, distribution center IT and support manager. "You have to have a more holistic view of inventory and new structures to support all phases of your operation."

To that end, ABC implemented warehouse management software from Logistics Pro, which was subsequently acquired by Manhattan Associates. "Logistics Pro did what it did very well, but it wasn't very flexible. There were still lots of changes happening in our industry and we needed to be able to create ways to process orders faster but maintain accuracy. That's why we switched over to Manhattan's [Warehouse Management software](#) five years ago," Hults explains.

Challenge:

Streamline warehouse IT operations by eliminating as many customized functionalities as possible from the warehouse management software.

Solution:

ABC became an active member of Manhattan's Product Council to help develop the desired features and functionality.

Result:

Manhattan incorporated numerous suggested enhancements into its [Warehouse Management software](#), enabling ABC to eliminate nearly all solution customization.



The benefit of working with Manhattan isn't just having robust, flexible software. It's that their product keeps maturing and getting better and better.

Joe Hults
Distribution Center IT and Support Manager
ABC Fine Wine & Spirits



Customizations With a Twist Through Manhattan's Product Council

ABC began working almost immediately with Manhattan to develop the customized options it needed to thoroughly optimize operations, but it didn't stop there. Hults also became active with Manhattan's Product Council in an effort to make the resulting Manhattan software enhancements available to all Warehouse Management customers.

He recalls, "It was clear right from the start that Manhattan really listens to its customers. They're committed to working with users and to accommodating the many different ways they do business."

Manhattan Solution Enhancements Make 2010 a Vintage Year for ABC and Warehouse Management

As a result of input gathered through the Product Council, many of the customized functions that ABC (and other customers) had been integrating into their own versions of the software have become part of Warehouse Management 2010 and Manhattan's [Supply Chain Process Platform](#). These include:

- **Web-based Dashboard** – The dashboard is available through any Internet browser and offers graphic representations of [Warehouse Management](#) data. The displays can be tailored to individual users and provide an at-a-glance reference of current operational statistics.
- **Mix-to-Putaway Functionality** – Rather than identifying the first available location that can accommodate a particular item, the solution searches to find the smallest available space within the designated zone in order to maximize storage capacity.
- **Improved Upgrade Processing Tool** – Upgrading to the latest version of Warehouse Management has been simplified and streamlined. In fact, ABC made the transition using only internal staff and required no additional support from Manhattan.

Hults is proud to have been instrumental in the development of many of the new Manhattan solution enhancements. He says, "The benefit of working with Manhattan isn't just having robust, flexible software. It's that their product keeps maturing and getting better and better."

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