

System Expectations by Stakeholder

System	Tasting Room	Shipping / Compliance Warehouse	Accounting	Marketing
POS/ register	Easy entry, accurate inventory qty, handle credit cards, discounts	Valid addresses, correct items and pricing	Accurate cash receipts, correct taxes, compliant	Accurate demographic data, buying patterns
Compliance	Make rule-following invisible and automatic	Handle issues before they get to me	Follow the rules, avoid problems	Identify sellable locations
CRM / Wine Club	Integrate with POS, capture buying habits, notes, manage wine clubs	Multiple shipping addresses , place to store shipper tracking #	Keep sales people happy, keep them out of accounting	Track campaigns, response rates, sales history
Accounting	Make this seamless to cashier	Have an accurate inventory balance	Accurate financial statements, full detail of sales transactions, cash reconcilable	Keep an accurate record of sales resulting from my marketing efforts