



CORNERSTONE  
US WINE IMPORTS

# Equation Technologies Plays an Important Role in Cornerstone US Wine Imports' Growth and Efficiency

## Customer

Cornerstone US Wine Imports

## Industry

Retail & Wholesale

## Challenge

Previously partnered with an inexperienced vendor who didn't understand their business

## Solution

Equation Technologies migrated Cornerstone to Sage 300, allowing them to double revenue every year

## Results

- Complete transparency with billings
- Automation saved the need to hire additional employee
- Orders flow directly into Sage 300 resulting in no data entry errors
- Operational efficiency

After a difficult start with another company, Cornerstone US Wine Imports turned to Equation Technologies for their Sage 300 implementation and additional support services. Cornerstone is an international private label wine distributor. The company imports premium wines from France, Spain, Italy, Chile, Argentina, Australia and New Zealand and distributes them exclusively to the Fresh & Easy Neighborhood Market® chain with stores located in California, Nevada and Arizona. Due to differences in state guidelines in terms of alcohol distribution, Cornerstone operates in a variety of capacities – either just as an importer, as an importer and distributor or just a distributor. Founded in 2007, the company has doubled its revenues every year. Growth has come by automation, new store openings and building a reputation for great wines at reasonable prices.

## Finding the Right Partner Made All the Difference

The owners of Cornerstone purchased Sage 300 and the warehouse management module when they were setting up the company's infrastructure. "Unfortunately, the company we purchased from didn't understand what our business needed. They tried, but just didn't have the experience to implement Sage 300," said Mike Hessenberger, operations manager at Cornerstone. "It was a frustrating three months while we were trying to run our business and struggled with implementation. We hit a wall and knew we needed to find someone else to help." Cornerstone contacted Sage North America and was referred to Equation Technologies.

"From our first meeting with Equation Technologies, we knew we were in good hands. They asked a lot of questions about our business," said Mike. "We put everything on the table for them. They listened and within a few days, came back with a plan, timeline and budget. Equation Technologies knew and understood more about our business in the first hour of our meeting than then the company did who we struggled with for months. We felt confident with Equation and decided to move forward."

Equation Technologies worked to get Cornerstone up and going. "We now understand what Sage 300 can do for us," said Mike. We have automated so many processes that I spend my time focused on understanding costs, tracking purchase orders and reconciling inventory,



which help us make better strategic decisions.” One report Mike relies on is an inventory valuation report. It helps Cornerstone track its inventory and ensure that their margins are being maintained. Without this report, Mike would have to spend time manually capturing the information. With Sage 300 the data is there and Mike can look at this report quickly and frequently and make any needed adjustments before there is a big issue.

## Sage 300 Seamless Integration with EDI Solution

The near 30 Fresh & Easy stores in Arizona were handled initially by a third-party distributor. Unfortunately the distributor decided to sell their business and the new owners were not interested in the private label distribution for Cornerstone. Within six weeks, Mike put together a plan that would allow Cornerstone to be the distributor directly to the stores in Arizona, which would require an EDI solution. Once again, they turned to Equation Technologies for help. “We selected Edisoft,” said Mike. “They offered a cost-effective EDI solution for companies that need fewer than five trading partners. We were up and running relatively quickly.” Now Cornerstone receives orders from the individual stores electronically. The orders flow directly into Sage 300 and there are no data entry errors. Having Edisoft and the integration into Sage 300 has saved the need to hire an additional employee to handle the data entry.

In addition to Equation’s top-notch, professional and knowledgeable team, Mike also likes the way Equation handles their billing. “We receive a complete recap of everything that we are being charged for. Our last company would just send us a bill for hours with no

detail. We like the transparency, which goes to show how ethical a company Equation is to work with. They are not hiding anything,” said Mike.

While Cornerstone had a rocky start, they have come a long way with the help of Equation Technologies. In addition to the basics of checking references for any software service company, Mike recommends talking with a variety of companies and listening to the questions they ask about your business. “You can get a good feeling whether or not someone knows your business and the direction you want to go by the questions they ask you,” said Mike. “Equation Technologies definitely asked the right questions and we are far better off today because they understood where we were at and where we needed to go.”

## Doubled Growth with Equation Technologies

Cornerstone has doubled its growth year over year. “Equation Technologies is the single most important vendor we work with in terms of growing and developing our business. They are good, honest and ethical people,” said Mike. “We struggled so much in the beginning. We were well into our second year of business before we could generate a set of financial statements. Equation came in and gave us the tools we needed to see if we were profitable. We are now operating efficiently and making a profit in a down economy. We have both Equation Technologies and Sage 300 to thank.”



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*Mike Hessenberger  
Cornerstone US Wine Imports, Operations Manager*



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