



# CASE STUDY

## BROADYWAY WINE & SPIRITS

Broadway Wine & Spirits is a family-owned store since 2003 with a vast selection of wines, spirits, and beer. Offering exceptional service and a commitment to supporting the community .

### THE CHALLENGE

Broadway Wine & Spirits, a family-owned business since 2003, faced challenges in managing their vast inventory of wines, spirits, and beers, along with maintaining exceptional customer service and efficient accounting practices. The need for a robust system to streamline operations and improve overall business management was evident.

### SOLUTION

Broadway Wine & Spirits implemented Windward Software, a comprehensive point of sale (POS) system that integrates accounting, inventory control, and customer management. Owner, Jason Scalise, has been using Windward for 20 years and attests to its effectiveness in enhancing business operations.

### THE RESULTS

- **Improved Inventory Management:** Windward Software enabled Broadway Wine & Spirits to manage their inventory more efficiently, ensuring that customer preferences are met and stock levels are optimized.
- **Enhanced Accounting Practices:** The integrated accounting features of Windward Software simplified financial management, making accounting tasks easier and more accurate.
- **Better Customer Service:** With Windward's customer management capabilities, Broadway Wine & Spirits can better understand and cater to their customers' needs, leading to improved satisfaction and loyalty.
- **Overall Business Efficiency:** The comprehensive features of Windward Software brought Broadway Wine & Spirits to a new level of operational efficiency, allowing them to manage their business faster and more effectively.



### AT A GLANCE

- **Company:** Broadway Wine & Spirits
- **Industry:** Retail (Wine, Spirits, & Beers)
- **Challenge:** Efficiently managing inventory, accounting, and customer service
- **Solution:** Windward System Five
- **Results:** Improved inventory management, enhanced accounting practices, better customer service, and overall business efficiency



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+1 (800) 663-5750