



# R.B. Zack & Associates, Inc.

## Case Study: BevAccess Takes Advantage of eBusiness

*BevAccess.com was the first and only industry exchange for the alcohol trade. The problem was that, since a different distributor sold each beverage, the wholesale buyers spent hours each day just making calls and placing orders. Early in 1998, the BevAccess founders realized they needed a better way to link wine, beer and spirits distributors with wholesale buyers.*

### **Challenge: Easing Transactions Between Beverage Distributors and Wholesalers**

An eBusiness website was in order. However, the BevAccess project presented five significant challenges. The website had to be fast and easy to use. It had to give distributors control over their information, allow suppliers to promote their products, and let buyers control the ordering process. Plus the BevAccess staff needed to be able to manage all these aspects from within the site itself.

### **Solution: eBusiness Website**

RBZ&A brought both technical expertise and business sense to bear on the problem. In the resulting interactive website, distributors upload current product information. Suppliers use the site's advertising space to market their products directly to wholesale buyers. And buyers make all their purchases at one central location. The BevAccess staff can administer the site from any browser, making it a snap to maintain. A guided tour of the site is available at [www.bevaccess.com](http://www.bevaccess.com).

### **Results**

- Product information stays current
- Direct advertising mechanism for suppliers
- Central purchase location reduces ordering time
- Easy, web-based administration

### **Technologies Used**

- Oracle 8i Database
- Internet Information Server
- Active Server Pages
- MS Transaction Server
- HTML / DHTML / JavaScript
- Sun Enterprise UNIX Servers
- Veritas High-Availability Clustering

**For more information, contact us today at [sales@rbza.com](mailto:sales@rbza.com) or 310.303.3320.**