



AWARD-WINNING IT SOLUTIONS PROVIDER

## Ready for the Vegas Spotlight: Future Tech's Merchandise Management System (MMS)

**HOLBROOK, NY** Next week, the Wine & Spirits Wholesalers of America (WSWA) will hold its 75th Annual Convention and Exposition at Caesars Palace in Las Vegas. Of the nearly 3,000 attendees, no one will be as excited to be there as Michael Lima.

A former wine and spirits professional who held management, marketing and sales roles for various brands, Lima is a technology expert and national account manager for Future Tech Enterprise, Inc.

He specializes in serving the beverage industry, helping companies simplify their toughest IT challenges.

At this year's WSWA event, Lima will be showcasing Future Tech's Merchandise Management System (MMS), which helps companies simplify POS Inventory Management protocols and ensure compliance management. It also helps improve reporting and tracking efforts between suppliers and distributors.

Below, Lima discusses MMS, the WSWA conference and more.

### **Why is WSWA an ideal place to showcase the MMS offer?**

**A:** WSWA is a premier event for the wine and spirits industry. It brings together a powerful combination of thought leaders, C-suite executives, branding and marketing experts, industry innovators and influencers. The buying power at this show is unlike any other industry event.

### **Why is MMS valuable to the beverage industry?**

**A:** Our MMS system is a custom-designed software solution designed specifically for the Beer, Wine and Spirits industry. It makes common processes simpler, easier to manage with more accurate measurement. Also, it's a flexible system that can easily be modified/enhanced to suite a company's needs.



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## Future Tech's Merchandise Management System (MMS) con't

To develop MMS, I worked closely with our CEO, Bob Venero, and software engineer Joe Desantis. Joe works very closely with our MMS customers.

For wine and spirits companies and beverage distributors, MMS is such a valuable business tool because it simplifies Inventory Management, reporting and tracking. It also offers an efficient way to help ensure companies meet state and local Compliance Regulations.

For example, MMS can track the cost of materials given to a specific customer by brand, by calendar year and will enforce the rules defined by the regulating authorities. This automated convenience is extremely valuable. Compliance is a critical issue, especially in certain regions.

MMS also enhances supplier relationships by allowing users to provide comprehensive and detailed reports on demand, in seconds. This allows distributors or suppliers to easily track and report on things like - Live Inventory Counts, what customers have received their inventory, slow and fast-moving items.

### **What's the best part of working with the beverage industry – beer, wine and spirits?**

**A:** Honestly, it's about passion. The folks in the industry, from sommeliers at restaurants, to producers, distributors or brand marketers, they're so passionate about what they do. I am too. I love talking about wine varietals, how different regions produce different tastes, or how former upstart brands grew into to global icons.

As an IT professional who started his career in the beverage industry, my job, promoting and supporting Future Tech's MMS, is a perfect combination of my interests.