eCellar™ Administrative Control Panel

The easy-to-use dashboard
at the heart of eCellar™. Stay in control of
DTC sales from anywhere, anytime.

Feature	Benefit
Centralized dash board accessible from any internet connected computer	Manage all software components and data points (customers, products, orders, shipping rates, wine-club, email campaigns, etc.) anytime, anywhere with no limitations on platform (PC or Mac) resulting in unprecedented flexibility, control and efficiency.
Review, manage, and create customer accounts and related orders regardless of source (web, POS, back office etc.)	All customer and order data can be queried and analyzed in one central place without multiple programs.
Create, modify and delete single set of products used in Online Store, Wine Club, and POS	All product information is managed simultaneously increasing efficiency and ensuring consistency.
Access & edit shipping rates, tax rates, and discounts	Ensures changes and updates occur in real time across all channels.
Review & manage orders generated by Online Store, Wine Club, and POS	Sales from all channels can be easily managed (edited, captured, fulfilled etc.) from any computer with internet access.
Access marketing communication tools (Blog and Events Managers and CMS)	One simple-to-use platform - learn one system , *not three*. All communication connects directly back to customer and order database for preferences.
Access Campaign Manager	Drive email campaigns directly from the Control Panel accessing up-to-date customer data to improve targeting - no need to use another vendor or export/import names and data between different systems.
Access Tasting Room modules, POS and Reservations	Increase efficiency and productivity with the ability to access and use tasting room components from any internet connected computer on or offsite. Back office team can provide support by ringing orders or booking reservations shifting workflow as needed during peak demand times.