



Case study

QuickBooks

How Beviqua streamlines operations with
Linnworks-QuickBooks integration



Find out how Linnworks can grow
your business. Request a demo at
www.linnworks.com/demo

How Beviqua streamlines operations with Linnworks-QuickBooks integration

Beviqua is an omni-channel ecommerce operation specializing in wines, beers, and spirits from around the world. Their products are distributed through various channels, including their B2B platform [Drayman](#) and B2C operations such as [Dranken](#), [Cellier](#), and [6 Bottles](#). Committed to efficient supply chains, Beviqua offers brands the shortest route to market with nationwide next-day delivery across most of their channels.

The challenge

Managing large volumes of data across multiple channels can be challenging, especially when it comes to integrating various systems. Ranjit Chahal from Beviqua emphasizes the need for a native integration between Linnworks and QuickBooks to minimize potential points of failure and ensure a reliable flow of data.



Ranjit Chahal
Director at Beviqua



The Solution: Linnworks and QuickBooks Online

Reducing points of failure

“A native integration is important to us because every 3rd party application is another potential point of failure when transferring large volumes of data across an omnichannel operation,” says Ranjit Chahal. By reducing reliance on third-party applications, Beviqua minimizes the risk of data transfer failures, ensuring more frequent and accurate data flows. This not only reduces errors such as overselling but also decreases the customer service workload.

Processed orders as invoices

For Beviqua, sending processed orders from Linnworks to QuickBooks as invoices is crucial. Ranjit explains, “Sending the orders to QuickBooks Online as invoices allows for the PO to be received and stock accepted prior to the VAT invoice being issued, which sometimes can take up to a few days.” This ensures that reconciliation can be performed seamlessly in QuickBooks, with any minor errors easily corrected.

Visibility of customer records

Having the corresponding customer record associated with an order sent from Linnworks to QuickBooks enhances visibility. “This enables individual transactions to be identified at either end even from within a large volume of orders,” notes Ranjit. This full order flow visibility within both Linnworks and the accounting system simplifies transaction tracking.

Purchase orders sent as bills

Beviqua benefits significantly from sending purchase orders within Linnworks to QuickBooks as bills. “Sending the orders to QuickBooks as invoices allows for the PO to be received and stock accepted prior to the VAT invoice being issued,” reiterates Ranjit. This process ensures that all financial records are accurately maintained without the need for manual entries, thus simplifying the reconciliation process.

Seamless data flow for greater accuracy

The native integration of Linnworks with QuickBooks has been instrumental in Beviqua’s operational efficiency. By minimizing potential points of failure, automating data flows, and ensuring seamless reconciliation, Beviqua achieves greater accuracy and reduced workload. “A central point of contact for managing any issues that might occur is important,” Ranjit concludes, highlighting the importance of this robust integration.

Simplifying supplier records

Matching the corresponding supplier record with a PO sent from Linnworks to QuickBooks streamlines record-keeping.



This allows for much simpler record-keeping in relation to purchases, which can be very frequent, and reduces the onerous need to maintain identical yet separate records within both systems.

Ranjit Chahal, Beviqua



This integration ensures that all supplier-related data is consistent and easily accessible.





Find out how Linnworks can grow your business.
Request a demo at www.linnworks.com/demo

Ready. Steady. Grow.

Connected CommerceOps™