

Liv-ex and Hweb Wine ERP & E-commerce

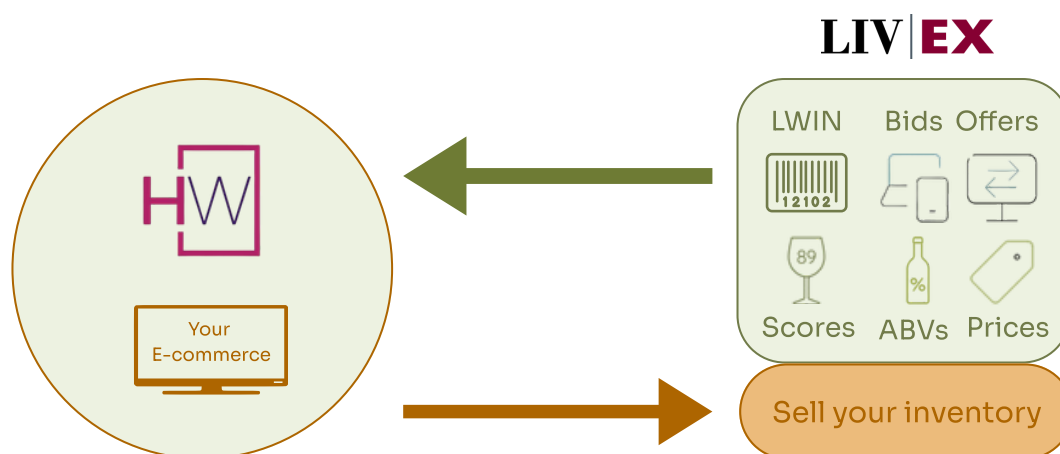
Managing a fine wine business today means balancing inventory, pricing, sourcing and sales – often across multiple systems and sales channels.

Hweb is a wine-specific ERP and ecommerce platform that unifies back-office operations and customer-facing sales in a single system. Through its integration with Liv-ex, merchants can connect directly to the global Exchange, with live trading and market data embedded into their day-to-day workflows.

One Connected Ecosystem

Hweb combines ERP and ecommerce in a single platform, sharing one database and codebase. Instead of integrating a standalone ERP with third-party storefronts such as Shopify, WooCommerce or Magento, everything runs through one system with no plugins, connectors or duplicated data. This keeps inventory, pricing and sales accurate in real time, with no data lag and no risk of double selling.

Hweb offers fully supported Liv-ex integrations out of the box. Live prices, bids and offers flow directly between Liv-ex and your system, allowing you to buy, sell and price wines from a single interface.



Together, Hweb and Liv-ex enable you to:

- **See live market opportunities** – view your stock alongside real-time bids, offers and pricing, and act instantly
- **Trade globally, directly** – list wines on Liv-ex and execute trades from within Hweb
- **Eliminate double selling risk** – operate from a single, synchronised system with no data lag.
- **Enrich your listings automatically** – populate inventory and ecommerce listings with critic scores, ABVs and commodity codes.
- **Price with confidence** – access live Liv-ex market prices to value stock accurately and price competitively.
- **Standardise your inventory with LWIN** – match inventory to the wine trade's universal identifier for seamless data sharing across systems and partners.
- **Automate your workflows** – reduce manual processes through real-time data flows and centralised operations

Technical Prerequisites

Everything needed to run Liv-ex services through Hweb is available off the shelf and fully supported, with no custom development, additional cost or waiting time. For more specialised requirements, Hweb also offers custom integrations that can typically be built and deployed in days rather than months.

Hweb acts as the central platform for your business. There is no need for an external ERP, separate ecommerce infrastructure or third-party plugins. Standard business tools such as Xero and HubSpot connect directly into the ecosystem, while built-in SEO capabilities and AI-powered multilingual content tools are included as standard.

The Integration Journey

Implementation is tailored to the complexity of your business:

- **Starter merchants** – fully integrated and live within around one week
- **Enterprise merchants** – more complex setups involving data migration and bespoke tools typically take up to six months

Hweb manages the heavy lifting throughout the process – from data migration and mapping legacy inventory into the Unit ID framework to deploying your storefront for optimal global performance – while providing dedicated end-to-end support at every stage.

Case Study: Rue Pinard

Rue Pinard, a Netherlands-based wine and spirits business, used the Liv-ex x Hweb integration to enter the fine wine market from a standing start – **generating approximately €800,000 in purchases through Liv-ex within 12 months**, without holding stock or building a supplier network. With a lean two-person team, they were able to:

- **Access global supply instantly** – source authenticated wines from trusted counterparties through a single connection to Liv-ex
- **Operate without inventory risk** – trade at scale without holding local stock or managing bonded storage
- **Simplify cross-border trade** – reduce post-Brexit VAT, excise and customs complexity
- **Scale without adding headcount** – automate operations through the integrated Hweb platform.

Read the full case study [here](#).

Ready to get started?

If you're already a Liv-ex member, speak with your account manager or contact us at info@liv-ex.com. We'll then arrange an exploratory call to discuss your requirements and how the integration could support your business.

If you're not yet a Liv-ex member but are interested in the Hweb integration and the benefits of automation, visit www.liv-ex.com/membership/ and complete the enquiry form. A member of our team will be in touch to discuss your needs and next steps.