Liv-ex and Actenzo Case Study

This case study profiles a Bordeaux-based négociant operating across both B2B and B2C, with an e-commerce website as a key sales channel. They specialise in Burgundy, Rhône, Champagne and Bordeaux, and take a data-driven approach – using Liv-ex data, market intelligence, indices and charts to inform pricing and trading decisions.

The Challenge

As the business grew, managing listings across multiple sales channels – including the Liv-ex Exchange and their own website – became increasingly time-consuming.

Key challenges included:

- Significant manual effort to create and update listings and offers
- Ongoing risk of double selling due to stock listed across multiple platforms

The team needed a more scalable way to manage listings while continuing to expand online.

The Solution

To solve this, they integrated their website directly with the Liv-ex Exchange, enabling listings and inventory to be synchronised in real time between the two platforms. This allows them to manage availability across channels more efficiently and support seamless multi-channel trading without manual intervention.

Actenzo

As one of Liv-ex's trusted software partners, Actenzo delivered the solution, building and implementing the integration between the merchant's website and Liv-ex.

Actenzo managed the process end-to-end – from development and testing through to rollout – with robust support provided at each stage, ensuring a smooth transition to automated trading. Development began in September 2025, with the integration swiftly completed in November and automation live shortly after.

Key Outcomes

- Eliminated manual listing uploads and updates
- Automated management of 400+ live wines
- Liv-ex trades synced real-time with the merchant's web shop, removing the risk of double-selling
- Significant time savings and improved operational efficiency

By connecting their website directly to the Liv-ex Exchange, they have automated listings, improved control over inventory, and unlocked more time to focus on trading and growth.