Tackle Your Winery Management Challenges with Technology
Presenters

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Strategy, Technology & Operations and Enterprise Systems Consulting
Learning Objectives

1) Summarize winery management challenges around data & information
2) Identify causes, effects & potential solutions
3) Interpret how our wine industry group and technology team help winery management apply technology to streamline work and overcome challenges
Leverage Technology to Tackle Winery Management Challenges

THE PURPOSE
To highlight common challenges winery management teams face in accessing the data and information they need to effectively perform their job and keep the company competitive.

We’ll identify potential solutions offered by available technologies and discuss how our teams help address these challenges.
Business Environment Considerations

Managers must consider how to most effectively and efficiently utilize the company’s resources within the business environment across all business segments:

- Customers
- People and processes
- Operations
- Finance
How to most effectively and efficiently utilize the company’s resources when considering customers’ needs and expectations:

• Website with easy navigation, mobile device access, informative product, story, experiences offered
• Expect clear, prompt communications
• Price sensitive
• Flexible choice selection, personalized offerings, smooth ordering process
• Short interval between ordering and delivery, kept informed of delivery status and arrival
• Existing customers expect you’ll know their preferences, buying history, tenure
• CRM
How to most effectively and efficiently utilize the company’s resources when considering the needs and expectations of the company’s workforce:

- Tight labor supply
- Rising compensation levels and benefits
- Evolving type of skills needed, such as data analytics skills across all functions
- Remote access and remote working
- HR and payroll compliance
How to most effectively and efficiently utilize the company’s resources when considering the business environs and the needs of the company’s operations:

• Supply chain and vendor management
• Inflation: increasing costs of materials, labor
• Linking production volume, associated costs, facility capacity
• Demand planning: sourcing, contracts management
How to most effectively and efficiently utilize the company’s resources when considering the business environs impacting the company’s finance and accounting function:

- Inflation
- Banking issues
- Cashflow management, procurement process
- Inventory costing, COGS, product margins
- Financial reports: A/P, A/R, inventory management, forecasting
- Compliance reporting
- Changing technology: Management Information Systems (MIS)
Common Issues and Challenges of Winery Management Involving Data System

1) Multiple systems to maintain and train staff
2) Function-specific systems, siloed, not integrated or networked
3) Can’t access desired data on-site (lack permissions) or remotely (not cloud based)
4) Stale data, takes too long to obtain the info needed for timely actions, deadlines, informed decisions
5) Partial Information, lacks full 360-degree view across company, disconnected sales channels
6) Inventory tracking isn’t linked to product sales and non-revenue usage
7) Winemaking records maintained in Excel; Forecasts spreadsheet-based
8) Don’t have the skills in-house to capitalize on internet, digital, social media technologies
## Cause → Effect → Solutions to Challenges (1 of 3)

<table>
<thead>
<tr>
<th>Cause – Common Situation</th>
<th>Problem</th>
<th>Solution(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Standalone, function-specific applications</td>
<td>• I can't access information I need</td>
<td>• Integrate function-specific systems (API’s)</td>
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<tr>
<td>• No central database</td>
<td>• Can't receive alerts or check the status of processes</td>
<td>• ERP software spans multiple functions</td>
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<tr>
<td>• Not cloud based, remote access</td>
<td>• Partial, incomplete view across the company</td>
<td>• Manual download of data from each system, double entry. Prone to data entry errors, inefficient</td>
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<tr>
<td>• System not easy to navigate</td>
<td>• Must maintain, train &amp; pay for multiple applications</td>
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<tr>
<td>• Outdated, lack functionality</td>
<td>• On-site data storage = data security risk vs cloud</td>
<td></td>
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<tr>
<td>• Lack of training</td>
<td></td>
<td></td>
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<tr>
<td>• Lack technical skills to utilize emerging technologies</td>
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<tr>
<td>Cause – Common Situation</td>
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<td>Solution(s)</td>
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<tr>
<td>• Records kept in Excel</td>
<td>• Info quickly outdated, not real time, multiple versions, limited access</td>
<td>• Function-specific systems</td>
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<tr>
<td>• Time-consuming manual data entry processes</td>
<td>• Errors, information gaps foster bad decisions, undermine confidence in management, create Department friction</td>
<td>• ERP software</td>
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<tr>
<td></td>
<td>• Stale data renders company less competitive, fuels poor decisions</td>
<td>• Manual download data from each system, double entry. Prone to errors &amp; inefficient</td>
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<td></td>
<td>• Inefficient use of time and people</td>
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| • Inventory & sales not linked                               | • Missed sales, reduced profitability  
• Frustrated employees  
• Hurts customer service & reflects poorly on company  
• Missed CRM, operational, financial efficiencies & opportunities  
• Reports lacking units and $ details hinder performance analysis, require more time and people to collect and analyze the data  
• Mounting inefficiencies, loss in competitiveness, left behind | • Link inventory, sales, uses real-time  
• Outsource skills needed; selectively train, recruit skills  
• ERP system with intuitive visual presentations of performance trends & metrics  
• Software costs have decreased, capabilities expanded  
• **Enlist IT services for:**  
  • Cost benefit analysis  
  • Needs assessment, ROI, options  
  • Recommend solutions, implement, train |
| • Lack of e-commerce, social media skills                    |                                                                                                                                                                                                          |                                                                                                                                                                                                            |
| • Systems not able to report units with $ on reports         |                                                                                                                                                                                                          |                                                                                                                                                                                                            |
| • Belief upgrading to better software is too expensive       |                                                                                                                                                                                                          |                                                                                                                                                                                                            |
How Can Technology Help Improve Your Business?
Common Challenges:

- Clear, accurate COGS
- Purchasing, Inventory & Supplier Management
- Taxation – TTB, Sales Tax/State & Local Reporting
- Real-Time info across channels, suppliers/vendors & inventory locations
- Data consolidation across multiple processes, channels, etc.
- Integration/Consolidation with multiple systems & external distributors; *Shopify, DTC Solution*
- Understanding customer engagement, profitability & loyalty
- What’s my ROI on marketing?
The needs of your business have changed...

**THE RIGID CODE BLOCK HAS PASSED ITS TIME**
Long account strings are too rigid to respond to changing business needs and reporting requirements.

**RELEVANT AND REAL-TIME DATA REQUIRED**
Waiting for long running postings, batch processes, and summarization procedures means that business has moved on by the time the info is available.

**COLLABORATION AT THE CORE**
Modern enterprises require a revolutionary approach to access and usage that includes cloud, mobile, social, and decision-making.

**PROVIDE FLEXIBILITY AND ADAPTABLE**
Process & technology must keep pace with the needs of a changing and growing business – new requirements, increased transaction types & volume, taxes, statutory reporting, languages.

**CONTROLS MEAN CONSTANT VIGILANCE**
In today’s regulatory environment compliance happens at all levels and requires constant monitoring.

- Simple
- Fast
- Collaborative
- Adaptable
- Secure
Goal: Increase Business Information Availability and Decision Support

Strategic
- Business Insights & Analysis
- Financial & Operations Reporting and Control

Tactical
- Financial & Operations Execution

Current State
- 20%

Desired State
- 50%
- 30%
- 30%
- 20%
Goal is to replace this...
With a single source of the truth...

The goal is to have a single source of truth you can use to make decisions on, provide insight into the health of the business, and adapt as the business needs.
Moss Adams has created a solution - *(Barrel ERP for Wine)* to help you better grow and manage your winery business.
How NetSuite + Barrel ERP Can Help Your Business Become More Agile and Reach Your Goals

NetSuite + Barrel ERP provides a full platform to support all aspects of the business that’s flexible, powerful and complete.

### CAPABILITIES

<table>
<thead>
<tr>
<th>Global Language Management</th>
<th>Mobile Tablets, Watch, iOS, Android</th>
<th>100% Browser Browser Independent</th>
<th>Global Search Google the Suite</th>
<th>Reporting Create Complex Forms &amp; Reports</th>
<th>Digital Assets Manage Unstructured Data</th>
<th>SuiteSocial Collaboration Tools</th>
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### DEVELOPMENT & DEPLOYMENT

|-------------------------------------|------------------------------------|---------------------------------|---------------------------------------------|------------------------------------------|----------------------------------------|-------------------------------------------|

### OPERATION

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<tr>
<th>Scalability Enterprise Elastic Capacity</th>
<th>Security SSAE 16 SOC1/ISAE 3402</th>
<th>Compliance Type II PCI DSS SOX</th>
<th>Transparency 24x7 System Status &amp; Ops</th>
<th>Assurance 99.5% Uptime Guarantee</th>
<th>Process Tests Pre-Production Sandbox</th>
<th>No Version Lock Overnight Upgrades</th>
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What to Expect with NetSuite+Barrel ERP

**Improved User Experience** – Our user interface is actionable, intuitive, role-based. A vastly improved user experience increases user adoption causing fewer “workarounds.”
Improved Reporting – Our solution will deliver a better set of reporting to your business. NetSuite+Barrel ERP will provide real-time access to data across all your key processes (delivered by role) and a single source of truth in data to manage your business.
Decreased Transaction Costs and Faster Process Time - Manual steps, spreadsheets or having to “integrate” data between systems can lead to many inefficiencies and potential errors. These can cause higher costs to your organization, bottlenecks in processes, and a lack of agility in managing your overall business. NetSuite+Barrel ERP specifically improves:

- Information/transactional processing automation costs
- Business agility
- Cross-process visibility and inter-operability
- Process and transaction timing
- Error/re-work rate
Improved Automation – NetSuite+Barrel ERP delivers much better role definition and workflow tools embedded into the software allowing for a higher level of automation, thereby, decreasing your transaction costs and manual steps in key processes.
Anywhere, Anytime Access – NetSuite+Barrel ERP is built for the current generation of companies and workers. The ability to perform transactions, view information, etc. are all possible through any device (corporate or personal) at anytime (no need for IT or firewall/VPN access)
Ability to Change and Scale as the Business Grows - Your business isn’t the same as it was 5-10 years ago. It won’t be the same 5-10 years in the future. As your business grows, your systems need the ability to change and scale with you.

NetSuite+Barrel ERP is built to keep pace with your changing business needs. A few benefits include:

• Increased pace of innovation in the software (and from the software vendor)
• Mobile access for your employees, customers, distributors, vendors, etc.
• Scalability – able to handle more data, transactions, reports, etc.
• Adaptability – An advanced ERP system can handle stronger financial controls, better data management and organization, and support more complex financial processes.
• Customization – your system should be able to adapt to your needs, not the other way around
What to Expect with NetSuite+Barrel ERP (Cont.)

**Technology / IT Improvement** - With the adoption of our solution there comes many technology/ IT gains you can take advantage of within your business. A few of the key gains are:

- Improved Security
- Decreased IT support (improved costs, reduced downtime, fewer errors, etc.)
- Improved process and system controls

NetSuite+Barrel ERP is built from the ground up with built-in security (on any device) and controls—operating seamlessly without the overhead of maintaining the technology.
How NetSuite + Barrel ERP Can Help Your Business Become More Agile and Reach Your Goals

NetSuite+Barrel ERP provides all the functionality required to run most winery operations in a single system with:

- Integrated functionality & processes to support the entire business
- Pre-delivered **roles** and the ability to easily build custom roles
- Pre-delivered **workflows** and the ability to easily build custom workflows
- Pre-delivered **forms** and the ability to easily build custom forms
- Thousands of hours of pre-configuration, all based on leading industry practices
- Ability to customize without the need for IT
- Integrations: wine industry-standard, APIs, etc.
- **SuiteApps**: add-on solutions—like your Apple or Google app library
QUESTIONS

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