

## WITS – COMPANY SUMMARIES



### eSkye Software (Platinum)

Founded by leaders in the consumer-packaged goods and distribution industries, eSkye Software is the leading provider of wine and spirits software and services for the global beverage industry. eSkye Software enables the world's leading wineries and brand owners to produce the best product possible by efficiently managing investment outlays, tracking all steps in the production process, ensuring compliance with the many statutory reporting requirements and efficiently connecting with customers electronically.



### WTN Services- The Wine Tasting Network (co-platinum)

**The Winetasting Network's** support and services will help you grow your business and make your direct-to-consumer activities more effective, less expensive as well as improve customer satisfaction. As the pioneer of direct-to-consumer services for the last 15 years, we save you time and energy allowing you to focus on your core business – producing, marketing and selling wine.

A division of 1-800-Flowers.com, **The Winetasting Network** offers an array of partnership deals through our Network of sales and marketing companies including 1-800-flowers.com Business Gift Services, Ambrosiawine.com direct sales and wine club programs, custom packaging solutions, and wine club support. If you're focused on direct-to-consumer sales, then the solution is **The Winetasting Network**.

Contact us today at 1-888-540-9463 or [solutions@winetasting.com](mailto:solutions@winetasting.com).



### Inertia Beverage Group (co-platinum)

Our software platform (the ReThink Engine) is the most comprehensive, simple-to-use, customer-direct software for the wine industry. It was created by wine and technology veterans to exclusively meet the needs of the wine industry, and our quarterly software upgrades incorporate the feedback from our winery partners. Our tools have been created to allow you, the winery, to be in charge of managing your message, operating your on-line store and processing your wine club with one easy tool. We have helped over 300 wine brands implement profitable, direct-selling solutions, with clients that range from multi-brand Beringer to highly allocated Hourglass to boutique winery Luna Vineyards. With our specific wine industry expertise, we can provide you with a road map on the best way to get a consumer or trade direct program started or maximize any programs that you've already implemented. For more information, please visit: [www.inertiabev.com](http://www.inertiabev.com)



**Fed Ex Corp. (Gold)**

FedEx Corp. provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. Based in Memphis, Tenn., FedEx offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. For more information contact Mike Younkin at 901.263.9722 or by email at [mike.younkin@fedex.com](mailto:mike.younkin@fedex.com).



**\*Dimensional Insight (Silver)\***

If analyzing and reporting your sales, depletions, account-level data, chain and channel data, inventory, and pricing is a priority, then you should take a closer look at Dimensional Insight's Diver Solution. Many suppliers and distributors use Diver to target opportunities, track performance, and search for ways to increase profits. For more than eighteen years Dimensional Insight has provided leading-edge reporting and data analysis solutions to the wine and spirits industry including companies such as Southern Wine & Spirits, Fedway, United Liquors, Pernod Ricard USA, Francis Ford Coppola Presents, Bronco Winery, Wilson Daniels, Clos Du Val, Banfi Vintners, Far Niente, and many others.

Dimensional Insight's flagship product, Diver, can identify lost business, assess on and off premise performance by brand or label, and track promotions, allocations or quotas all within an intuitive web-based interface. The solution also allows reports to be exported to Microsoft Excel, integrates mapping technology to measure geographical data, and can handle multiple platforms - such as Windows NT and the IBM eServer line - in the same company.

For more information about the benefits of Diving into your data, visit the Dimensional Insight website at [www.dimins.com](http://www.dimins.com) <<http://www.dimins.com>>.



**The Nielsen Company (Silver)**

The Nielsen Company is the leading global provider of market information, insight, analysis and integrated marketing solutions. Operating in more than 100 countries, The Nielsen Company provides consumer packaged goods manufacturers, retailers, media organizations, advertisers and their agencies with the most complete view of their consumers, markets and opportunities.

The **Beverage Alcohol** practice within The Nielsen Company today supports well over 100 manufacturers and distributors in the Beer, Wine, and Spirits industry, providing business information, analysis, and insights. The team's focus is on strengthening existing relationships, and creating new relationships with Beverage Alcohol suppliers, distributors, and retailers, as well as the financial community, relevant industry groups and the media.

**Beverage Data Network (BDN)** collects, validates and delivers actual product movement data, tracked from the supplier to the wholesale distributor to the retailer. The BDN automated system processes and delivers over 90% of Depletion and Retail Account Data by the tenth day of each month. With more than 40,000 active brand items from over 70 industry suppliers who ship over 25 million cases per month, BDN processes more than 600 thousand inventory depletion records each month from over 850 wholesaler locations, and more than 10 million retail account records from over 400,000 unique on- and off-premise retail locations.

**TDLinx** is the leader in location information management (**LIM**) and is recognized as the universally accepted store, outlet and account coding structure and premier source of retail/on-premise channel information. With TDLinx Codes, consumer packaged goods manufacturers (CPG), beverage alcohol suppliers are enabled to aggregate to a customer view, integrate disparate data and activity, communicate seamlessly on a code-to-code basis, and evaluate in any frame of reference with a systematic and repeatable process. TDLinx provides universal coverage of over 725,000 U.S and Canada locations, 11,000 accounts and up to five layers of account hierarchy. For more information, go to [www.TDLinx.com](http://www.TDLinx.com).



### The Alcohol Beverage Industry Electric Commerce (Bronze)

ABI EC provides a forum for Alcohol Beverage Industry members to work together to further the use of electronic commerce (e-commerce) in the industry by promoting global adoption of established standards and practices by industry members, partners, and agencies. The ABI EC website was created to help facilitate the use of e-commerce to improve our industry's supply chain, by keeping alcohol beverage companies informed about growing e-commerce capabilities. Learn more at [www.abiec.org](http://www.abiec.org)

### Benson Marketing Group (bronze)



Benson Marketing Group LLC is the wine industry's leading marketing agency, providing Public Relations, direct marketing and brand consulting services. Founded in 1997, the agency consults to U.S. and global wine brands from its offices in Napa Valley and New York. Benson Marketing Group is the only wine marketing agency with a presence in the heart of the U.S. wine industry *and* the nation's media capital. Benson's focus on wine allows the agency to offer services essential for differentiating today's leading wine brands, and creating those for tomorrow. For more information, visit [www.bensonmarketing.com](http://www.bensonmarketing.com).



### Elypsis (Bronze)

Elypsis: "Total Software Solution for Wineries"

As you well know, running a successful winery requires more than just creating great wine. It also requires continually finding ways to improve business efficiency, streamline operations, and provide outstanding customer service.

Introducing Elypsis Winery Solutions, a complete software package exclusively for the wine industry, from Elypsis, Inc. This total software solution provides powerful functionality that allows you to manage your winery more efficiently, effectively—and profitably.

e-Winery and WineClub Manager™ are built on Microsoft Dynamics™ NAV and RMS business software and provides a flexible, easy-to-use way to manage virtually every aspect of your operation. This integrated system brings together accounting and financial management; tasting room sales; wine club management; Web orders; invoicing; remote sales entry; tracking of allocations, depletions, placements, and distribution; and much more. With Elypsis Winery Solutions, there's no need to use multiple software programs and databases to run your business.

Contact us at 1-877-257-8912 or [esales@elypsis.com](mailto:esales@elypsis.com).



### POS Live (bronze)

POS Live is the leader in customizing the on-line creation of point of sale materials with print on demand technology. We provide a One-Stop-Shop Solution resulting in an integrated management solution that works best for you and your customers.

#### **How we do it . . .**

By working closely with you, **POS Live** can create a tailored web site that integrates and automates all of your needs, This custom web site acts as a single point of entry for both you, your sales and even your distributors enabling you to display marketing materials on-line, customize, and **print what you need**, as you need it. **No**

**minimums, no inventory, no waste.** As an integrated marketing tool, you can monitor program effectiveness, generate reports and much more.

Beyond the obvious benefits of centralizing your trade, a POS live solution can also positively impact your bottom line. Simple, streamlined processes such as the **customization of POS** will encourage program participation. Centralized, electronic distribution of brand assets will eliminate multiple touch points for your sales to access. **Printing on demand** of your POS materials will help monitor your cash flow since you print and pay only for what you need. And the speed of response of **48 hours** will also help encourage participation and client relationships. You are also saving in valuable warehouse space by ending the need for pre-printed inventory.

### Practical Winery & Vineyard (bronze)



For 28 years, Practical Winery & vineyard has provided essential in-depth, reliable information wine industry leaders need to succeed in the vineyard, the cellar, and tasting room.

Peer reviewed for accuracy, PWV offers a blend of relevant, immediately applicable information on winegrowing, winemaking and winemarketing in six issues per year that you'll find no other wine trade publication. From canopy management to employee compensation, soil fertility to fermentation, wine distribution to waste management, - PWV covers it all, with valuable, readable articles to help you succeed.

### TFC, Inc. (Bronze)



TFC is a nationally recognized marketing services provider specializing in the execution of multi-channel marketing and sales enablement programs. We provide wine marketers web-enabled applications for managing POS distributions, direct marketing, and variable digital printing from creation to delivery. Local customers include Icon Estates and Constellation Brand Wines.

### TradePulse (bronze)



TradePulse is the wine industry's leading system for making sense of the supply chain, managing brands and products, and identifying sales on and off premise sales opportunities. There are dozens of leading wineries using the system including some of the largest wineries in the country as well as some of the most prestigious. They use TradePulse because it enables them to outsource the time-consuming and cumbersome process of gathering monthly distributor depletion and retail sales data [we currently gather, cleanse, and deliver reporting for (800) distributors and more than (1,500) markets].

TradePulse enables sales management to:

- Accurately forecast shipment & depletion goals-Target key on and off premise retail accounts and track sales

- Build strong brands by understanding the details of brand and product performance
- Develop & enhance distributor relationships
- Create, update, and analyze timely reporting for the mgmt team and investors

### Wine Business Monthly (bronze)



Wine Business Monthly (WBM) is the industry's leading publication for wineries and growers. WBM's coverage of current news and events keeps readers up-to-date on the latest developments in the wine industry. In addition, Wine Business Monthly differentiates itself through its editorial emphasis on products. Each issue

of Wine Business Monthly includes a Product Review, which provides information about what to look for when purchasing everything from basket presses and bottling lines to vineyard software and yeast. WBM also conducts product surveys and offers "first looks" at new products.



**Wine Symposium Group (bronze)**

The Wine Industry Symposium Group is dedicated to the development and promotion of financial business program for the wine industry. Over the past sixteen years, over 10,000 wine industry professionals have attending our events and we are now considered the premiere financial education of the wine community. Central Coast Insights, Vineyard Economics Seminar and the Wine Industry Financial Symposium are now a fixture in the wine community. [www.winesymposium.com](http://www.winesymposium.com)

**Wines & Vines (bronze)**

**WINES & VINES**

Wines and Vines monthly magazine is well-balanced to serve the entire wine and grape industry. Established in 1919, the magazine's distinction is in its industry-leading Boutique winery coverage, unique focus on many thriving North American Wine Regions, expert monthly columns and approachable reporting on winemaking and grape growing techniques and trends.

**Technology Showcase**





Vermont Information Processing



Vertical Response

