

## WITS 2008 SPONSOR SUMMARIES



### **WTN Services (Platinum)**

WTN 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 and bi-coastal fulfillment for the last 16 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™, WTN Services™ 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, marketplace, direct to trade, custom packaging solutions, and wine club support. If you're focused on direct-to-consumer sales, then the solution is WTN Services™

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



### **Inertia Beverage Group (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)

### **Oracle (Gold)**





**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).



**Elypsis (Silver)**

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).



**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.

For more information go to [www.nielsen.com](http://www.nielsen.com).

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. For more information, go to [www.bdn.com](http://www.bdn.com).

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)



#### **Wines & Vines (Silver)**

Wines & Vines monthly magazine is well-balanced to serve the entire wine and grape industry. As the industry's most respected publication, 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. Wines & Vines also publishes the annual directory/buyer's guide connecting you to the entire industry. Both publications are also available online at [www.winesandvines.com](http://www.winesandvines.com).



#### **AVAYA (Bronze)**



#### **Copper Peak Logistics (Bronze)**

Copper Peak Logistics is a premium third party fulfillment and logistics provider in the American wine industry. CPL delivers a complete and superior set of outsourced supply-chain solutions for our wine industry customers.

CPL's combination of experienced people, proprietary technology, operations infrastructure, geographic location and financial stability combine to provide our clients with the comprehensive suite of resources required to become or remain a leader. CPL understands how important---and, how critical----reliable,

accountable fulfillment solutions are to your growing business. Simply put, integrated with IBG's REthink Wine Engine, CPL delivers the finest fulfillment solution in the wine industry today!

Simply put, integrated with the industry's premier ecommerce, compliance and POS systems, CPL delivers the finest fulfillment solution in the wine industry today!

**Contact:** [Info@copperpeaklogistics.com](mailto:Info@copperpeaklogistics.com)



### **Fed Ex Bronze)**

FedEx 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 [brooke.wagner@fedex.com](mailto:brooke.wagner@fedex.com) or [matt.ashley@fedex.com](mailto:matt.ashley@fedex.com).

### **New Vine Logistics (Bronze)**



Founded in May of 2001 by wine industry, technology, and transportation veterans, New Vine is the efficient and cost-effective solution for wineries seeking to dramatically increase revenue thru a broader consumer base.

New Vine has applied technology and automation to solve the complex business problems associated with the interstate sale and distribution of wine. New Vine's solution includes a flexible data interface that can be integrated with a variety of systems.

The company's \$30 million investment in technology and our distribution center reflect a commitment to being the leader in the wine shipping industry.

### **Nexternal Solutions (Bronze)**



Nexternal Solutions provides web-based e-commerce software to more than 200 wineries and wine retailers. Over the past 8 years, Nexternal has fostered a solid understanding of the complexities of selling wine online and managing wine club programs. As such, Nexternal's software is continuously evolving to meet the intricate needs inherent to the wine industry (*marketing, order processing, allocation, wine club management, customer purchasing history, compliance requirements, sales tax, etc*). Direct sales are an increasingly critical source of profit for wineries and Nexternal is equipped to help maximize those opportunities.



### **PlanIT Solutions (Bronze)**

Since 1999, PlanIT Solution has been providing Northern California companies with superior advice and implementation for voice and data systems. PlanIT Solutions offers a full range of services including IT service agreements, VoIP telephony, 24x7x365 network monitoring and management and, for all clients regardless of their size, CIO quality advice. We understand that every company, regardless of size, has essentially the same IT needs. A reliable and secure network. Our Technology Strategists work closely with customers and prospects to define optimal solution that will provide clear business benefits. We demand customer delight in every relationship.



### **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 29 years, Practical Winery & vineyard has provided essential in-depth, reliable information wine industry leaders need to succeed in the vineyard, the lab, the fermentation rooms, 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 in 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.



### **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

### **Premium Wine Scan**

Your company wants to compete more effectively in the chain retail environment. The key to your success: fact-based selling to retail buyers to best position your product and to show the market opportunities of your varietals within each category and against your competitors. To do this, you need the most current, accurate data available on the chain retail market.

Through an exclusive partnership with *The Nielsen Company*, the leading global provider of marketing research information services, analytical systems and tools, TradePulse offers retail scan sales data for wine products sold in U.S. grocery stores through **Premium Wine Scan**, which takes advantage of Nielsen's superior chain data collection techniques and TradePulse's leading-edge reporting interface. Premium Wine Scan offers you access to detailed competitive information on consumer purchase trends, pricing and brand performance usually reserved for large players, leveling the playing field in the very competitive chain environment.

Access to powerful scan data allows you to identify market opportunities for your brands and items. You can then present this information to retailers, wholesalers, and investors, increasing your credibility with third-party data. This benefits multiple groups within your organization from brand and marketing management to field sales to the C-suite.

### **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.

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