

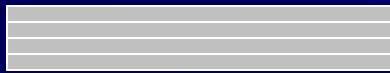
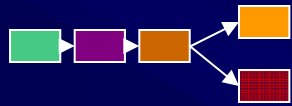
# Wine Industry Technology Framework

Mack Schwing

Director, Wine Business Program

Sonoma State University





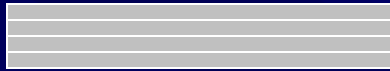
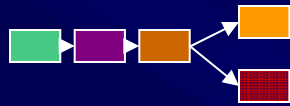
# A Brief Commercial

## Sonoma State University Wine Business

- B.S. Business Administration
- M.B.A. in Wine Business
- Continuing Education



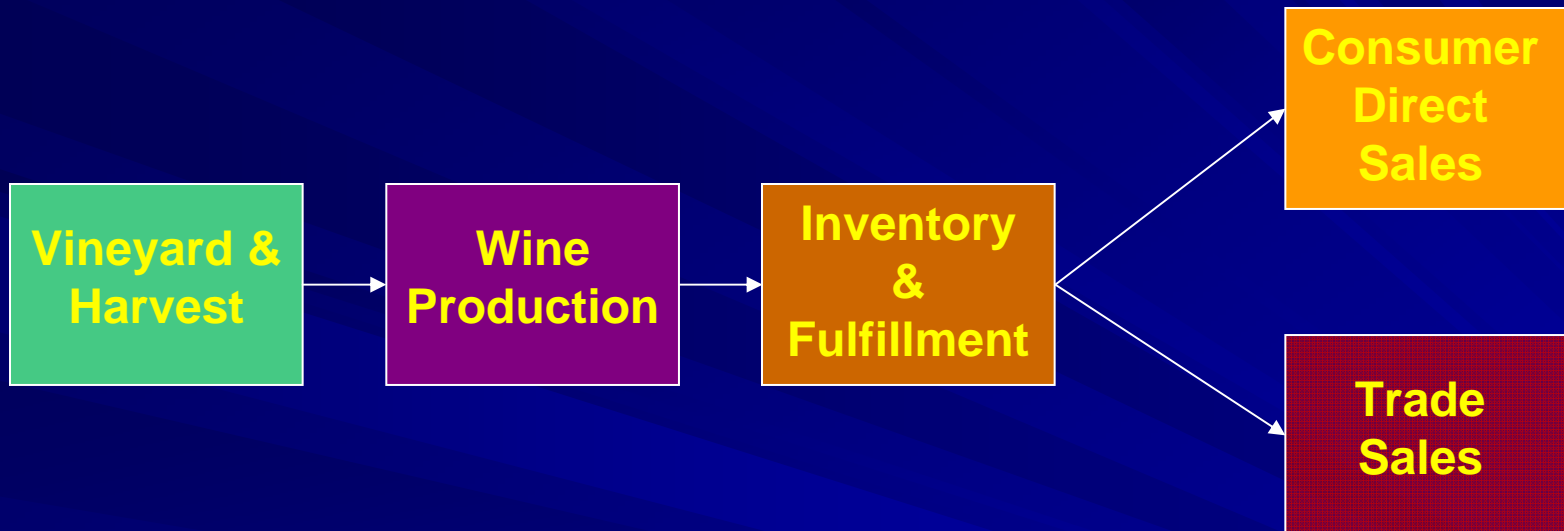
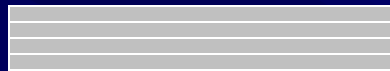
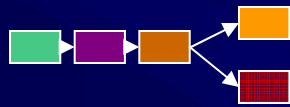
[www.sonoma.edu/winebiz/](http://www.sonoma.edu/winebiz/)



## Wine Industry Technology Framework

- This framework was created to simplify the abundance of technology available
- It uses Business Function Analysis to show where technology solutions can be used
- This is Version 1, Release 1.0 so please give us your comments

## Wine Industry Technology Framework

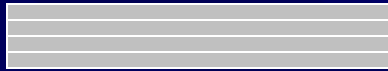
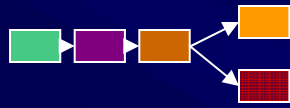


Accounting, Finance and Human Resources

Regulatory and Compliance

Management Decision Support

IT Infrastructure

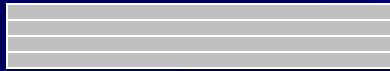
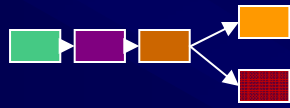


# Vineyard & Harvest

## ***Business Functions***

- Farm Management
- Contract Management
- Grape Receipt
- Scheduling



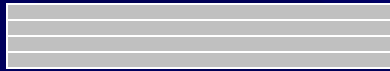
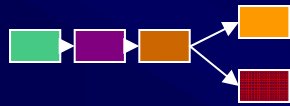


# Wine Production

## ***Business Functions***

- Fermentation Monitoring
- Bulk/Tank Management
- Blending Support
- Barrel Management



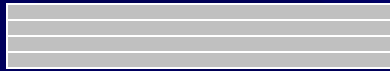
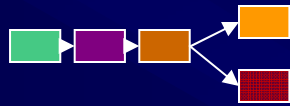


# Inventory & Fulfillment

## ***Business Functions***

- Inventory Management
- Direct Pick, Pack & Ship
- Trade Fulfillment





# Consumer Direct Sales

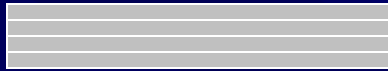
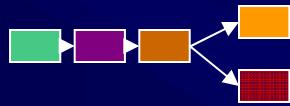
## ***Business Functions***

(Tasting Room, eCommerce, Clubs)

- Order Management
- Customer List Management
- List Development
- Direct Marketing Support





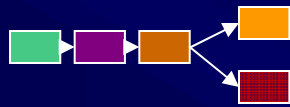


# Trade Sales

## ***Business Functions***

- Order Management
- Trade Sales Support
- Trade Marketing Support

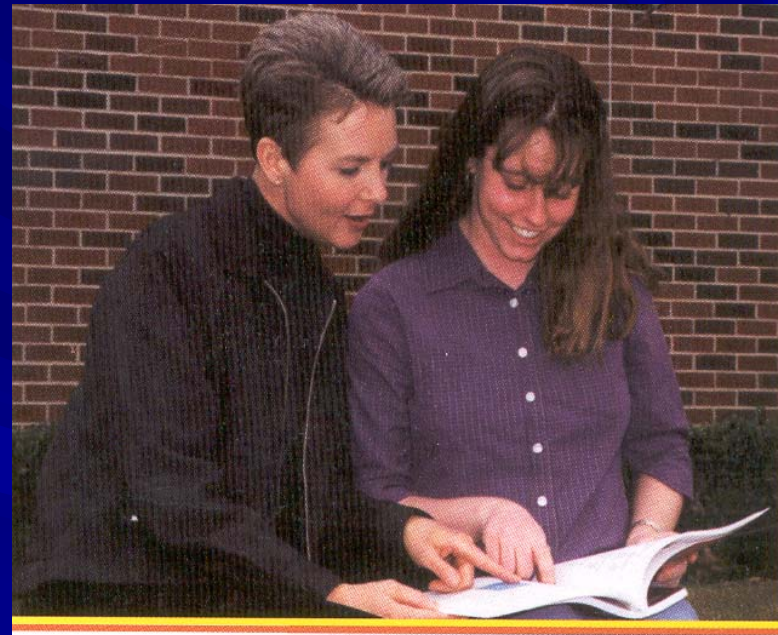


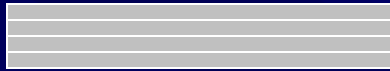
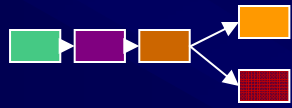


# Accounting, Finance & HR

## ***Business Functions***

- Accounting
  - GL, AP, AR, FA
  - Procurement
- Finance
  - Budgets, Forecasts
  - Treasury
- Human Resources Support



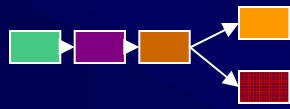


# Regulatory & Compliance

## ***Business Functions***

- Direct Sales Compliance
- Trade Sales Compliance
- Product & Package Compliance
- Regulatory Management



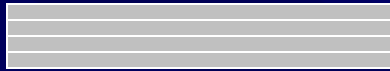
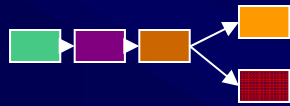


# Management Decision Support

## ***Business Functions***

- Direct Sales Analysis
- Trade Sales Analysis
- Other Decision Support





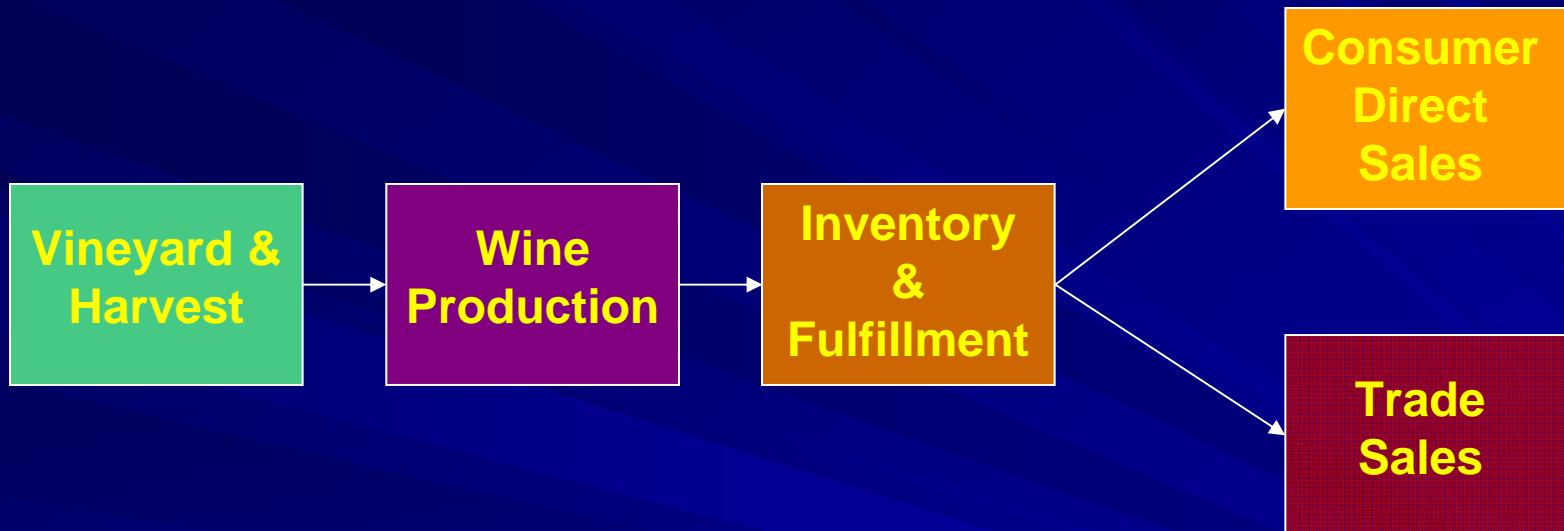
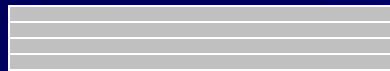
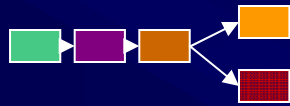
# IT Infrastructure

## ***Business Functions***

- Client/Server Hardware
- Network
- Operating Systems



## Wine Industry Technology Framework

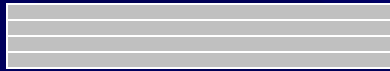
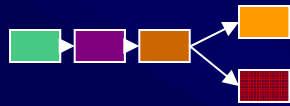


Accounting, Finance and Human Resources

Regulatory and Compliance

Management Decision Support

IT Infrastructure



*Wine Industry Technology Framework*

Thank You

Please Give Me Your  
Comments