

# Direct to Consumer

## *“Strength in Numbers”*

### *How Metrics Make the Difference*

Mack Schwing. Co-Founder, WISE Academy



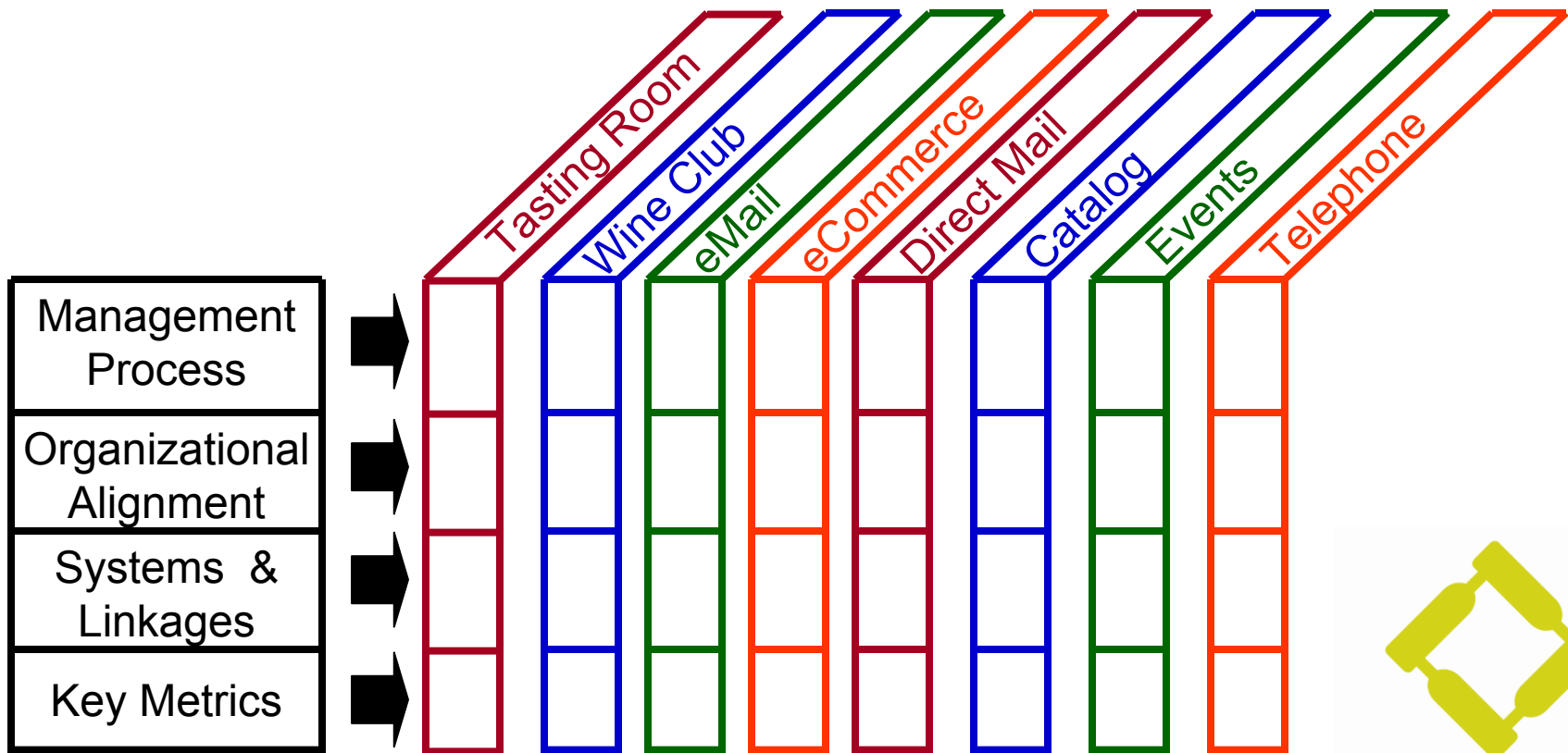
**WITS**

WINE INDUSTRY  
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SYMPOSIUM

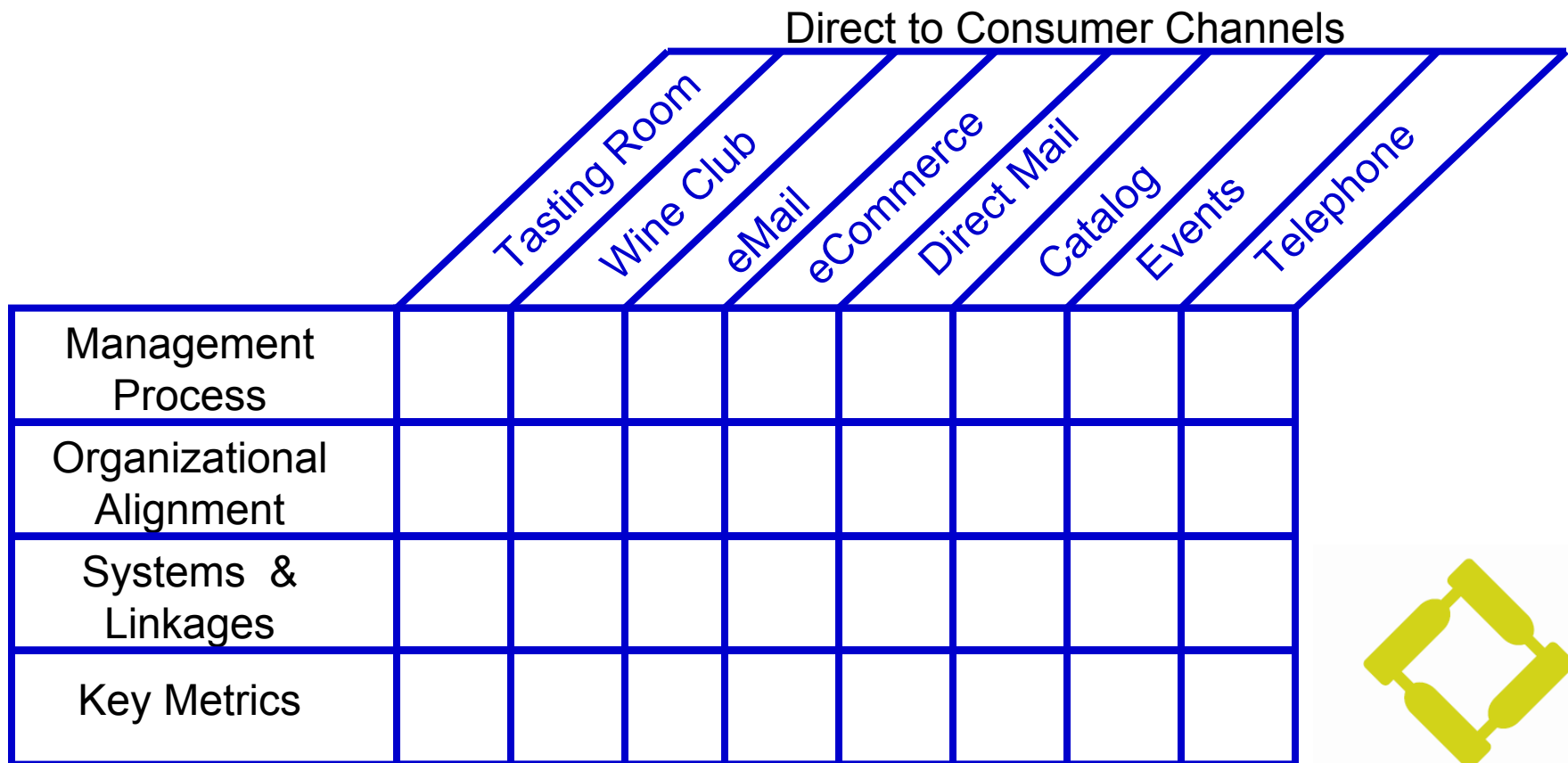
July 15, 2008 - The Napa Valley Marriott

Many wineries manage their  
Direct to Consumer Channels individually...

### Direct to Consumer Channels



When all of this is integrated, we have built Customer Relationship Management (CRM)



And it really creates a management nightmare when we consider multiple brands...

