



Technology is a huge topic. It is the backbone of every function at the winery, every tier of our industry.

As you can imagine, the biggest challenge in putting together WITS every year is deciding what not to include.

For our educational content, the balance of the day is broken into four separate learning tracks (technology & leadership, consumer direct, trade sales & marketing & winery operations)

Hot Technology Trends & Themes

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For the past year our Advisory Board has worked diligently to identify the hottest technology trends, challenges and opportunities for our industry..

As a result we are delivering un-paralleled content and learning experiences for you all today.

WITS is not just for technology managers. Although many are here today in droves, there are actually more general managers and sales & marketing people in the room.

The interest is broad. The importance is real.

Let's look at the top five IT themes and how they are being addressed today.

Top 5 Key Tech Themes

#5

New Power of Online Consumers

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Yes traditional wine consumers are finally, really buying wine online.

New consumers being reached by new online media.
Emergence of online marketplaces. Power of blogging.
Power of social networks

“If you are not participating in online social networks, you are not really on the internet.” This was not true on year ago.

There are both B2C and B2B implications. Check out the **Wine 2.0 – The Results Show & Direct to Trade** sessions.

Top 5 Key Tech Themes

#4

Next Generation of Compliance Issues

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Thanks to the traction made by a few great service providers, direct to consumer shipping compliance has now been mastered by many wineries. But this is only the beginning.

Just when you thought it was safe to go back in the water . . .

Today we are confronted with a whole new world of compliance challenges, like PCI, online data security issues and beyond. Check out the “**Keeping it Safe & Legal**” panel. Many wineries may panic, and make immediate change to policies & procedures

Top 5 Key Tech Themes

#3

Greening of Our Industry

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As an industry, we have made great, green progress in vineyards, winemaking & solar for years.

Now the rest of the organization is called to action.

Perhaps underappreciated, technology is the backbone of many greening initiatives.

Join us for **Going Green in IT** and **Green Tech Advances in the Vineyard** sessions.

Top 5 Key Tech Themes

#2 Meaningful Data

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Data is only as good as the management decision driven by it. Biggest continued complaint is data & systems integrations. Today data is central topic in three tracks.

DTC: Importance of managing DTC organizations & initiatives by metrics. Power of score carding. Central to: **Strength in Numbers – DTC Metrics** and **Wine 2.0**

Trade: Accuracy issues. Data integration Issues. More options and meaningful reports today. Responsibility for data correctness. Central to: **Selling Chains 101** and **Direct to Trade**

For operations, from contract to crush pad. From Scale house to warehouse. Two sessions covering **Grape Management** and **Blend Management**.

Top 10 Hot Tech Themes

#1

Strategic Technology Leadership

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Like we saw in this morning's sessions, technology plays a key role in enabling out of the box strategy & marketing endeavors. Becoming an integral part in the strategic planning process, not just an afterthought, is critical. Key decisions about what to develop core competencies in, and what to outsource. How technology can drive efficiencies and cost reduction throughout the system. More formal approach to business process & project management. All technology leadership issues.

Sessions include: **Exploring Outsourcing Options, Supply Chain** and **Project Management**.

Changes to WITS 2008

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Expanded Showcase

- 30 Exhibitors
- More hours, noon – 2:15 & 5:00 to 6:30pm

Growing Attendees

Tech Week Activities

Giving Back

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Past Donations:

- Junior Achievement
- Sonoma State University

Future Focus:

- Wine Institute – Dedicated Research

Many, Many Thanks

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Thanks to everyone who makes WITS Possible:

- Kathy & Waunice – The Wine Symposium Group
- Wine Donations from:
- Sponsors & Exhibitors (blue tags)
- Our Advisory Board (white tags)
- More than 50 Speakers (red tags)
- You, our Attendees

WITS 2009

Get Involved

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If you want to help make WITS 2009 even better, see the White Tags. Looking for new:

- Topics
- Speakers
- Learning Tracks
- Board Members

Collective Efforts

Your Feedback Please

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What worked today?

What didn't?

How can we Improve for 2009?

Willing to help in 2009?