

Deloitte.

Winery Solutions and Services

Winery Digital™

GET STARTED





Decant the possibilities

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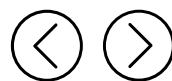
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WELCOME

Decant the possibilities: Winery Digital™

Accelerating transformation, nurturing innovation

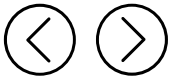
You're the expert on cru, maceration, and imperials. But what about cloud, mobile, and IoT? Take a closer look at how Winery Digital™, Deloitte's winery technology stack, can help you transform your winery into an innovative operation that's driven by data.

Winery solutions and services

Digital solutions and services



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BUSINESS CHALLENGES

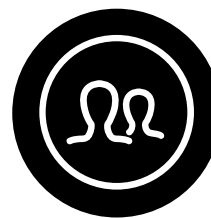
Clearing cloudy data

When it comes to information, clarity is key. But many wineries struggle to gain a clear line of sight across their operations, including:



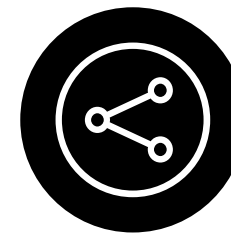
Financial data

Without good costing data, it's tough to know what your margins will be



Customer data

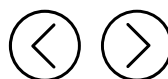
If you lack insight into customer buying patterns and preferences, it's difficult to capture direct-to-consumer (DTC) sales



Supply chain data

Spotty details on materials, utilities, and transportation? It's a challenge to forecast and deliver

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OUR ANSWER

Wine has a past, technology is its future

Winery Solutions and Services can bring new transparency to your business through three integrated technology solutions:

Winery Production™

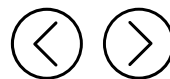
- Integrates the oenological ecosystem across viticulture, harvest, and wine management
- Provides mobile capabilities and a user-friendly interface with streamlined processes
- Provides producers with insights that can help generate more accurate records
- Facilitates better control and traceability of wine production actions and costing

Winery Direct-to-Consumer™

- A single brand experience from the tasting room POS and across all digital channels
- Provides you with customer data and insights
- Enables quick scaling and onboarding of new products or brands
- Helps turn leads into loyalty through targeted marketing campaigns
- Leverages the Salesforce tech stack to help you create a highly customizable wine club experience and a consistent stream of revenue
- Uses propensity models and machine learning algorithms
- Accelerates integration of new mergers and acquisitions

Winery Enterprise Resource Planning (ERP)™

- Features a cloud-based ERP solution bespoke for the wine industry
- Encompasses back-office processes—including accounting, inventory, and treasury
- Integrates your manufacturing systems to help streamline processes
- Enables self-service procurement and digital collaboration with vendors
- Leverages enterprisewide reporting and harmonized data across systems



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THE BENEFITS

Let's get digital

By digitizing your operations—from terroir to table—you can gain a host of benefits:



Revenue

Own the customer relationship—
and boost your profit margins—
through recurring DTC sales

Add products, markets,
and countries with ease



Efficiencies

Automate harvest planning
using information from previous
campaigns—or use data to better
predict the optimal timing to
harvest the grapes

Facilitate legal reporting of
inventories and transportation

Remove redundant tasks
through automation



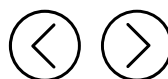
Advantage

Gain integrated information for more
accurate forecasting and reporting

Support predictive decision-making

Leverage data to make better
decisions, faster

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WHY DELOITTE?

We offer a blend of passion, experience, and know-how

Committed to social values

From sustainability, climate, and equity to diversity and inclusion—we are committed to social values and have a pledge to excellence.

Demonstrated experience

We have been serving the wine industry for more than four decades, so we understand the uniqueness of the industry and what it takes to operate a successful winery.

Built for business

Whether it's globalization; supply chain; compliance; regulatory; environmental, social and governance (ESG); M&A or security, we can provide insights and perspectives on the topics that matter most to your business.

Powered by passion and commitment

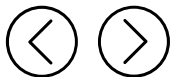
We have more than 700 professionals focused on serving clients in the wine industry, many of whom are former wine industry regulators, sommeliers, winery owners, CFOs, winemakers, M&A specialists, and entrepreneurs.

From terroir to table

We can help you automate and modernize your operations for better efficiency and data visibility, and assist your business across the oenological ecosystem.

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“ Imagine if you had an integrated digital backbone that let you track your business from the soil to the sale. It’s not science fiction. The future is here. ”

—MICHAEL JUERGENS

Master of Wine Candidate and Certified Sommelier
Practice Leader, Winery Solutions and Services
Deloitte & Touche LLP

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CONTACT US

Cheers to a bright future!

Let's pull up a chair and talk about how our insight can help you drive your performance.



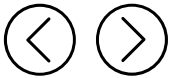
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