OVERVIEW

A certified winery business solution built with Dynamics 365 Business Central and connected with Dynamics 365 Customer Engagement Apps.

VinoTEC
POWERED BY MICROSOFT

Customer Details:

Cellers Carviresa

Size: SMB market.10 employees
Country: Spain
Story Type: Q&A
Partner: TIPSA S.L. www.tipsa.net

Website: www.carviresa.com
Industry: Agriculture—wine

Important notice
Dynamics 365 Business Central is the new brand of Microsoft Dynamics NAV

Spanish winery blends old world processes and modern technology to increase business efficiency

Executive Summary

Carviresa is a winery in Catalonia, the northeastern region on Spain famous for its vibrant landscapes, architecture, and gastronomy. To improve enterprise resource planning and centralize production data across its three locations, Carviresa decided to deploy Microsoft Dynamics NAV. Now, the winery has a unified view of its information and a faster, streamlined process for earning each wine's Certificate of Origin. Carviresa also gains more time to focus on what it does best—creating high-quality regional wines.

Isidre Ribalta Valls, Winemaking Process Manager at Carviresa, took time from tending grapes in the field and checking on wine production to chat with us about how the winery is using Microsoft Dynamics NAV to streamline its business processes and ensure every customer receives the best possible bottle of wine.

Q: Tell us about Carviresa. What makes it unique?

We are a multigenerational winery that started in 1974 as the result of three winemaking families bringing together their expertise. We have three locations in the Catalonia region of northeastern Spain, where we produce 5 million liters of wine per year—roughly 6.7 million bottles. Our winery has 10 employees and we grow more than 15 varieties of grapes for red and white wines, such as Riesling, Sauvignon Blanc, Garnacha Negra, and Pinot Noir. We also produce extra virgin olive oil from Arbequina olives that we grow. Even though we're relatively small, we believe in using technology to bring quality and efficiency to our daily work, which helps us create consistent, delicious wine.

Q: What prompted Carviresa to look for an enterprise resource planning solution?

Our business is fairly complex because there are so many details to track in order to produce and sell wine. First, there is all the financial and sales information. Second, there is a lot of data in our analysis of the grape varieties, pH, temperature, and all the other factors involved in the wine-making process. Finally, since we create an alcoholic product, we have to comply with many national regulations in terms of taxes, certifications, and traceability of each bottle.

We used to manage a lot of these processes manually with Microsoft Excel spreadsheets, but it took a lot of time. Also, since we have three different wine cellars, we couldn't always share information effectively between locations. In general, we wanted to move toward better data unification, real-time information sharing, data analysis capabilities, and simplified communications from all our devices.

Q: How did Carviresa decide to use Microsoft Dynamics NAV?

It all started when we met reps from Microsoft partner Tipsa at a wine industry fair in February 2015. They were presenting on a cloud solution specifically for wineries, which grabbed our attention. At their booth, they told us about their product VinoTEC, and how it is designed and certified to work with Microsoft Dynamics NAV. Then in May 2015, we began working with Tipsa officially to deploy VinoTEC and Dynamics NAV.

This solution met our needs because we didn't want any upfront costs—we wanted a subscription model where we could pay per month and per user. We also wanted a solution completely in the cloud so we wouldn't have to worry about managing any infrastructure ourselves. We are winemakers and that's what we do well; we are not IT people. We just wanted an ERP solution that we could immediately start using in our winery.

Q: Can you talk about how Dynamics NAV has affected your Certificate of Origin process?

The Denominación de Origen, or Certificate of Origin, is the regulatory classification system for Spanish wines. Carviresa belongs to three Certificates of Origin: Cataluña, Cava, and D.O. Segre. These certificates are very important in the European wine industry, partly for marketing and for consumer knowledge, but also for alcohol and agricultural taxes. Spanish law requires us to stay up to date on filing 13 different documents and sending reports to their administrative offices. These days, most of the documents need to be filed online, and it's easy to store all our Certificate of Origin data in Dynamics NAV. We are also able to complete filings faster and more accurately due to the automation of daily tasks.

Q: How else is the winery using technology to meet its goals?

It's a huge advantage that we can use VinoTEC and Dynamics NAV on mobile devices. We can collect information from the office and the vineyards on our phones and tablets, and get a global overview so it's easy to keep the three locations connected. As part of our technology update, we started using Microsoft Azure and Office 365 at the same time as Dynamics NAV. Before, we had separate systems for accounting, laboratory production, and sales. Now, we have a global tracking system that unifies all data in Dynamics NAV and can be transferred to Excel files, updated, and then automatically uploaded. It's so valuable to us that we can get a real-time overview of the business just by clicking the refresh button. It gives us peace of mind, so we can focus on our craft and ensuring that all our customers are getting the very best possible bottle of wine.