WINE INDUSTRY TECHNOLOGY SYMPOSIUM
Top Issues Facing the Wine IT World

• Summary from IT Decision Makers Forum
• Lots of problems, few solutions

*Any vendor mentions are incomplete, unresearched, possibly spelled incorrectly
Hot Topics

1. Change Management and Training
2. Integrating Diverse Systems
3. Security
4. POS Systems
5. CRM
6. Talent and Resourcing
Change Management and Training

• Who is responsible –
  – Differing Hot types of training, categorizing
  – Does Bus own it vs IT owning it?
  – Have a grid of required training for all roles and a strategy to train a replacement
  – Needs SME ownership by business to be successful
• Tools for Curriculum Development and updating - Dozuki, Walk Me, Quick Help, snagit
• Need for Driving Change
Integrating Diverse Systems (or not having so many)

- CRM/ERP/Sales etc
- One strategy is to get a vendor that does it all
- Another strategy is to pick middleware and adopt only tools that integrate, examples mentioned:
  - Talende, Snaplogic, Informatica
Security

- Mentoring/training of staff
- Active Notifications
- Workstation recommendations – must have AV on workstation.. Open DNS Cisco Umbrella -> monitoring finding and eradicating. Malwarebytes. Monitor both workstations and the network.
- Two factor where possible, app over SMS
- Social engineered attacks
- Lastpass type solutions. Generally better than forcing simple passwords onto users who will choose simpler ones.. But also a single attack point.
- Outsource. Get someone better than you.
POS

• Nobody in the room loves their current POS..
  Though some are adopting new tools and optimistic
• Lack of integration a big criticism
• Recommendations.. Square, Shopify (but not integrated to Shipcompliant), Commerce7
CRM

• Nobody really using smaller vendors, mostly either Microsoft or Salesforce based solutions
• All seem to be one path or another (trade vs DTC)
• Strong desire for integrated trade/DTC solution
• Exorbitant costs for integration mentioned
Talent and Resourcing

- Be a place they want to work, they will actually find you
- Work from home can help but prohibitive for some
- All having trouble getting wine country resources
- Talent acquisition solutions – Do have a tool. Workable, Bamboo HR