

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

Integrating Diverse Systems

Security

POS Systems

CRM

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