Streamlining software solutions for the winemaking industry

Tipsa, S.L. (Tipsa), based in Logroño, La Rioja, Spain, is a Microsoft Gold Partner building Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Business Intelligence (BI) solutions for the food and beverage industry.

Most notably, Tipsa is recognized for its innovative portfolio of solutions for the winemaking industry, delivered under its VinoTEC brand. 300 companies across Spain and Portugal are currently using one or more of the solutions offered under the VinoTEC brand.

Partnering with Microsoft since 1994, Tipsa holds a Gold Microsoft competency for Dynamics. Working closely with Microsoft, Tipsa has aligned VinoTEC’s product roadmap to Microsoft’s Cloud Platform.

Updating siloed software solutions to avoid inefficiencies and waste

Like many industries adjusting to the demands of modern business, the winemaking industry has struggled with its diverse assortment of disparate and one-dimensional business solutions. Often, siloed solutions across accounting, sales, manufacturing, and warehouse management fail to communicate with one another, leading to manual processes, inefficiencies, delays, and an increased likelihood of human error.

What’s more, these siloed solutions make it difficult to analyze how the business is running and can hamper decision makers by slowing or restricting their access to critical business information.

“VinoTEC provides a powerful suite of business applications addressed to manage the financial, manufacturing, supply chain, customer service and data analysis initiatives with confidence and long-term guarantee. We highly trust on Microsoft technologies to perform digital transformation strategies on wineries combining the best of on-premise, hybrid and cloud worlds”.

— Andrés Sáenz, VinoTEC Product Marketing Manager, TIPSA, S.L.
To compete with industry leaders, wine makers need to have confidence in their ability to securely share important business data and analysis with employees, shareholders, and external vendors via any modern device.

Furthermore, these companies need to deploy simple, modern solutions such as real-time dashboards to display and communicate critical business information in a manner that can be consumed and customized by non-technical end-users. And it isn't enough for these solutions to exist in the context of a single department, as the KPIs and analyses represented in these dashboards often pull from data sources spanning across the business to ultimately prove useful for employees across disparate departments such as finance, sales, and manufacturing.

Building and deploying a simple software solution

Tipsa developed VinoTEC, a recognized portfolio of business solutions, integrating Dynamics 365 Business Central, Dynamics 365 Customer Engagement, and Power BI into a series of comprehensive solutions with the winemaking industry in mind. VinoTEC simplifies business processes and streamlines winery operations, all within a highly customizable solution to address each individual customer’s needs.

A recent example of digital transformation using Tipsa’s solutions and the Microsoft Cloud is Bodega Cuatro Rayas, a winery based in La Seca, Spain. A reference company of Spanish white wines, Bodega Cuatro Rayas relies on Tipsa’s functional and technical representatives to promote and execute its digital transformation initiatives.

Adopting VinoTEC, Bodega Cuatro Rayas gets suggestions of potential improvements in its systems and works directly with Tipsa to cooperate with other relevant agents across the wine industry. These agents concentrate on many key areas of the industry including auxiliary machinery suppliers, tax offices, distribution and logistics platforms, and other key system integrators ensuring Bodega Cuatro Rayas is successful.

Improving efficiency with Dynamics 365

By working with VinoTEC, Bodega Cuatro Rayas has been able to improve the effectiveness and efficiency of its business processes, operations, communications, and data analysis.

Efficiency is one of the priorities of Bodega Cuatro Rayas’ board of management: “Our quality is specified in the continuous improvement of our technical and oenological processes of elaboration and aging; financial operations and supply chain management. All this without neglecting the information security mechanisms and the new forms of multichannel communication that clients, partners or collaborators demand today, and paying special attention to the exhaustive and detailed data analysis” said Vicente Orihuela, Managing Director, Bodega Cuatro Rayas.

The VinoTEC solution coordinates close to 400 of the winery’s cooperative members, internal workers, and executives. Using VinoTEC, Bodega Cuatro Rayas has reduced its delivery response time by 25 percent covering more than 60 markets. All the while, managing around 2,500 hectares of the winery’s own vineyards.

As Tipsa continues to improve and develop the VinoTEC solution, Bodega Cuatro Rayas can ensure every delivery is met, and every glass is full.

“We have always considered that a great part of the success lies in a balanced combination of commercial activity and the quality of our products and services for partners and customers.”

— Vicente Orihuela, Managing Director, Bodega Cuatro Rayas.