

Distributor, Account and Direct sales management database

## One Size Doesn't Fit All.

Generic products available for inventory control or relationship enhancement seem to offer an easy solution to the distribution dilemmas faced by wineries. But even the slickest package is useless if it too complex or simplistic to meet the challenges of the wine industry, and the specific challenges of your winery. An unused or underused package can be worse than no package at all.

Consolidation of distribution has meant that small wineries have a difficult time commanding the attention of their distributor sales staff. It is also increasingly difficult for small and medium sized wineries to find distribution in a given market. Most wholesalers also sell spirits and beer which means even less attention paid to wine brands. Differentiating a brand from its competition becomes a key factor in your market positioning.

Summary of our DeVineWare database services; who benefits:

Comprehensive menu allows our winery clients to pick and choose which services are right for them. You may mix and match these services for a customized solution for your winery.

- Build strong relationships by **knowing who your consumer is** – retail/on premise or direct
- Nurture the relationship with the consumer **by listening and learning** from the alliance
- Acquire intimate knowledge of the consumer for effective “**selling through the distributor, not to the distributor**”
- Detailed awareness of **customer relationship management** and at the macro level
- **Collected depletions in-house**, for the highest-quality, customer-focused information
- Customize point-and-click systems to minimize upkeep and **maximize efficiency**  
→ Keep the sales force on the street, and not in the office
- Receive **continued support** of the evolution of your system to proactively anticipate challenges in your winery and within the industry

### The Account Commander

- Ties sales history with contact notes/customer relationship management

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- Allows wineries to provide breakthrough service by integrating purchase history, contact information and records of conversations and interactions
- Maintains relationships independently of distributor's sales force, providing the highest level of service to key accounts
- Integrates, facilitates, and supports communication between distributors and restaurants by the winery, differentiating the winery from its competition.

Using a "off-the-shelf" software can cause a winery to use an overly complicated package, or one that is "dumbed down" to the lowest common supplier challenge. Our wine-industry expertise allows Devineware to develop customized databases designed to enhance the specific needs and brand management of an individual winery – not a brewery, distillery, or factory.

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