



29 mars 2019

MAISON DES ARTS ET MÉTIERS, 9BIS AVENUE D'IÉNA, PARIS 16°

TRANSITION DIGITALE ET IA DANS LA FILIÈRE -VIN
DIGITAL TRANSITION and AI IN THE WINE BUSINESS

Stratégies pour une nouvelle ère industrielle

Strategies for a new industrial era

Transition digitale: une ouverture vers une innovation proactive

Digital Transition: developing proactive innovation

Peter Hayes, President, Lien de la Vigne, Australia

Armando Corsi, Assoc. Prof., University of South Australia

Lien de la Vigne/Vine Link

Friday 29th March 2019

Paris

Background

- Considerable development of industry-specific digital technologies, software, applications, monitoring & QA systems;
- Many/most are stand-alone and frequently fail to link and integrate with other long-established business systems; frequently
 - Short-lived or concerns re longevity/support/business continuity
 - Superseded/redundant
 - Require specific expertise in;
 - maintenance and
 - adaptation to business processes
- Opportunity exists to apply entrepreneurial and innovation systems and processes;
 - Meet extant or anticipated needs; internal business, B2B or B2C
 - Heighten adaptability, responsiveness and profitability
- Technology/Resources/Human Social Factors; promoters or blockers?

Personal Experience in Digital Transformation

- Sponsor/champion; AusVit; vine growth model, expert system, incorporated into PAM Ausvit vineyard management software ✓ + ✗
- Southcorp/Fosters/TWE; Company & Grower Vineyards (1999-2005)
 - 1500 growers, 10,000ha company vineyards
 - Aerial platform NDVI and mapping; vine capacity and management zones ✓
 - Monitoring/Grading/Scheduling; PDA based; central server and feed to intake/production/market planning ✓
- Sponsor/champion; Irrisat (satellite based irrigation scheduling) ✓
- Chairman; Irriscan Australia (satellite based irrigation scheduling) ✗
- Currently utilise;
 - Decipher (cloud based, global plant vigour); <https://www.decipher.com.au/>
 - FarmMargin (Vineyard maps, notes, sampling); <https://www.fieldmargin.com/>
 - Also access SectorMentor, <https://vines.sectormentor.com/> ; TracMap, <https://tracmap.com/viticulture/>

Why is digital transformation essential for business growth?

- 1. Generate competitive advantage;*
- 2. Increase employees' efficiency;*
- 3. Improve the experience users have with your business;*
- 4. Learn more (and better) about your customers;*
- 5. Improve branding and presence.*
- 6. Security – future preparedness*

IKEA

Home furnishings

entrance



IKEA



entrance



Welcome
to IKEA

Open daily

10am - 10pm

IKEA

How can you judge if your company needs a new tool/process?

- 1. Start with an open mind;*
- 2. Interview your team;*
- 3. Scope and analyse the critical processes happening in your organisation;*
- 4. Have team meetings to discuss your findings and engage your personnel;*
- 5. Evaluate the options available to solve the issues you discovered above (functionality, consistency & integration, affordability, usability, vendor viability, supporting strategies, exist strategies, etc.)*

Early signs you chose the wrong tool/process

- 1. Employees run into adoption issues;*
- 2. The tool doesn't meet company goals or processes;*
- 3. Employees experience app fatigue;*
- 4. The tool doesn't easily fit into existing workflows;*
- 5. The new tool doesn't help with standardisation across the enterprise.*

How to roll out the new tool/process?

- 1. Keep the initial introduction simple;*
- 2. Hear out your challengers (and find your champions);*
- 3. Practice answering the hard questions;*
- 4. Don't just share features, share specific examples;*
- 5. Give the team members the autonomy and resources to explore;*
- 6. Listen out to feedback.*

EXAMPLES

Viticulture

[Font Size](#) [Bigger](#) [Reset](#) [Smaller](#)

Grapeweb

[Home](#) [Demo Videos](#) [Grapeweb for Vineyards](#) [Help](#) [Terms & Conditions](#)

[Grapeweb Login](#)

Please sign in

Sign in

[Forgot your password?](#)

[Grapeweb Resistance Management](#)

Grapeweb now offers a system to advise growers of potential fungicide resistance issues.

Wine industry organisations provide guidance on how to minimise the risk of the development of resistance to fungicide chemicals. Only certain chemical groups are susceptible to resistance development. For each relevant chemical group, the Grapeweb Resistance Management System includes guidance on:

- the maximum number of sprays per season
- the maximum number of consecutive sprays
- the maximum number of solo sprays
- the maximum percentage of sprays
- the minimum number of sprays of another group between sprays of susceptible chemical groups

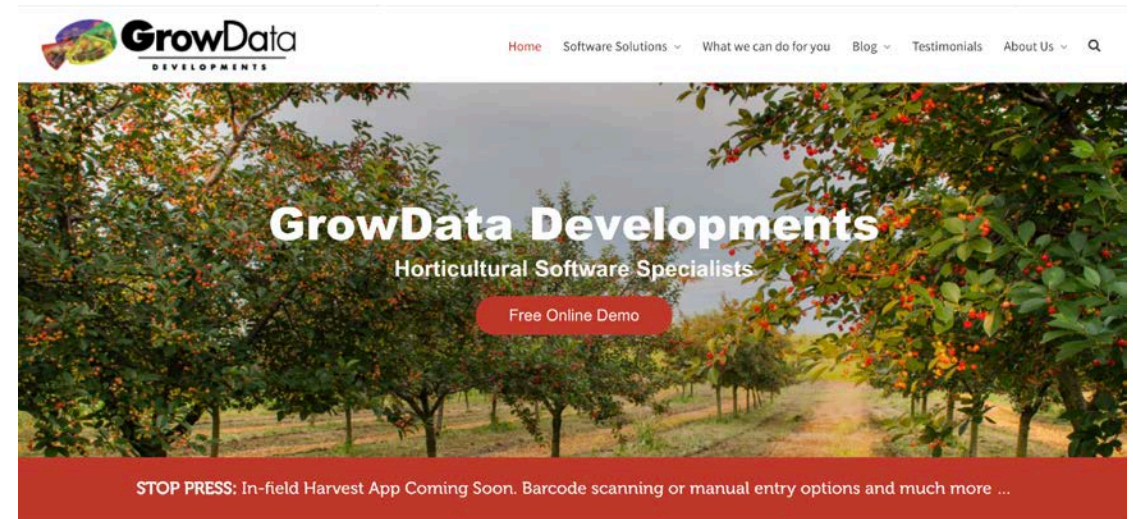
The intention of the Grapeweb Resistance Management System is to provide guidance to growers to minimise resistance of pests / diseases to certain chemicals. This system provides information to growers to correct future chemical application practices.

Grapeweb Resistance Management is an optional extra available to Grapeweb wineries to assist their growers in minimizing resistance to relevant fungicide chemical groups.

Welcome to Grapeweb

Registered grape growers can log in to wineries they supply to access specific business information and tools that will assist them in managing their vineyard. To log in just enter your username and password in the panel on the left of this screen.

The Grapeweb solution provides wineries with a set of applications and tools that enable improved communication and



This is why we are so successful

Supply Chain



Life Is On

Schneider
Electric

Search products, documents & more

PRODUCTS

SOLUTIONS

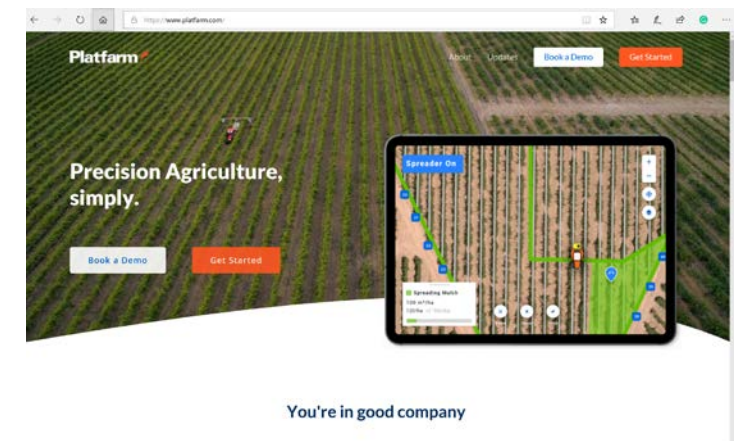
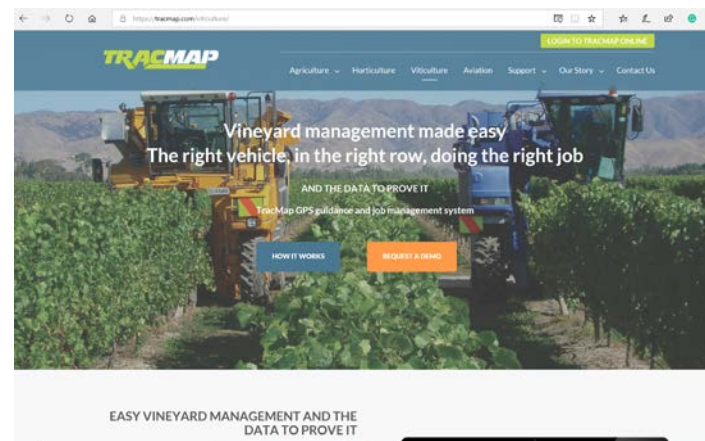
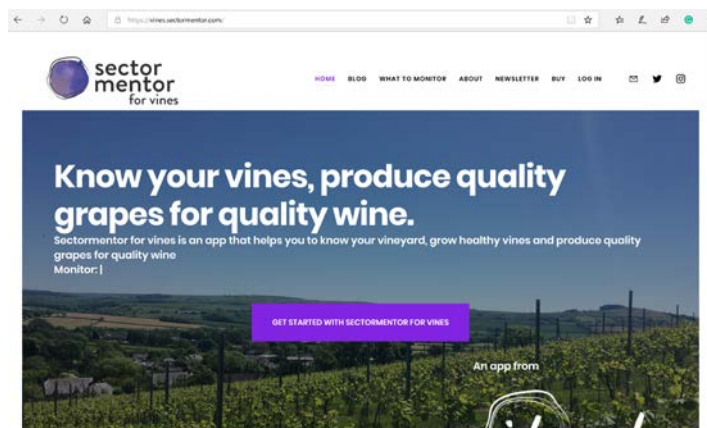
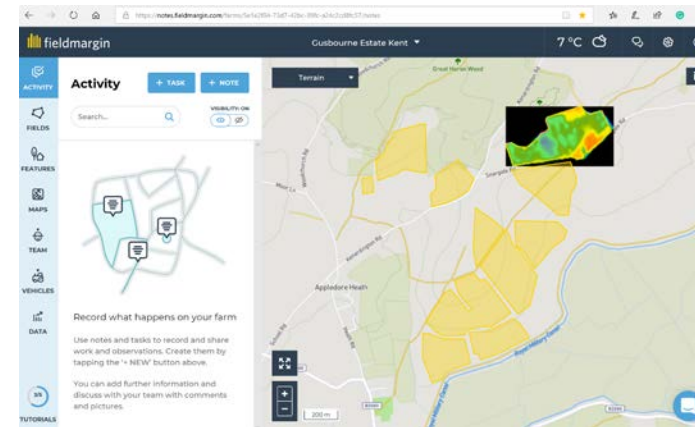
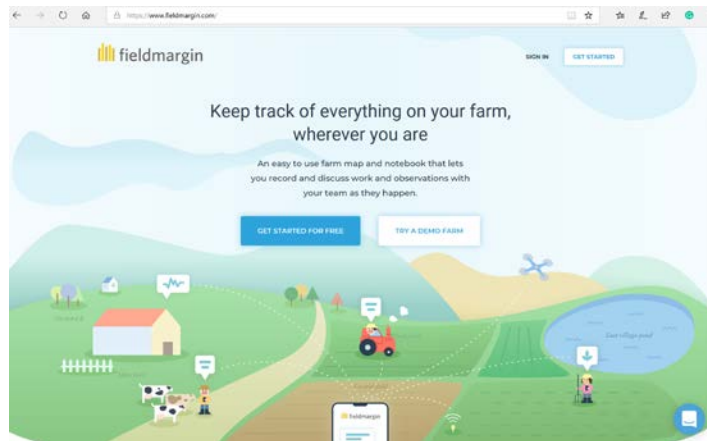
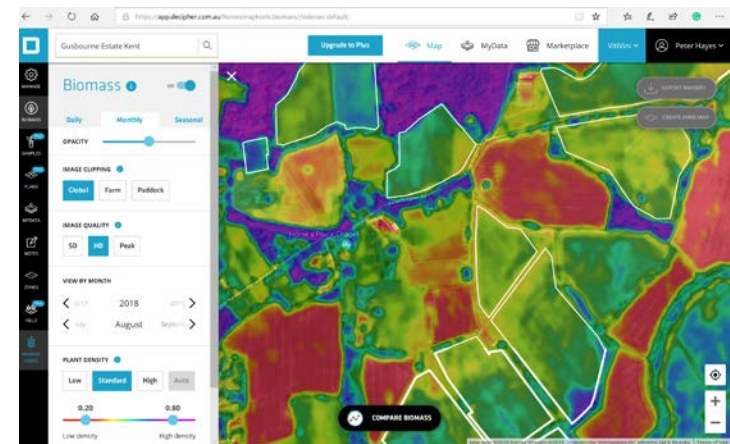
For Your Business > Solutions > EcoStruxure for your Business > Food & Beverage > Smart Su

Smart Supply Chain

Gain full visibility into the value chain, and reduce the costs of sourcing and logistics.

+ Lifecycle Services

Vineyard Management



Wine Fermentation



The Australian Wine
Research Institute

Welcome to The WineCloud

JW Player




The **WineCloud** is a web-based application that allows users to store, analyse and benchmark grape, ferment and wine data on-line. The platform also provides the capability to calculate tannin, colour and phenolics attributes in real time.

All data is stored securely and confidentially. The WineCloud platform has three specific tools that users can access: the Grape Portal, the Wine Portal and the Ferment Simulator.



Login

Username 

Password

☐ Remember this login information

Log in

[Forgot Login Details?](#)

Don't have an account?

[Register for the WineCloud](#)

[More Information & Pricing](#)

Wine business & marketing

BRANDPRINT™

[Home](#)

[BrandPrint](#)

[Clients](#)

[About Us](#)

[Contact](#)

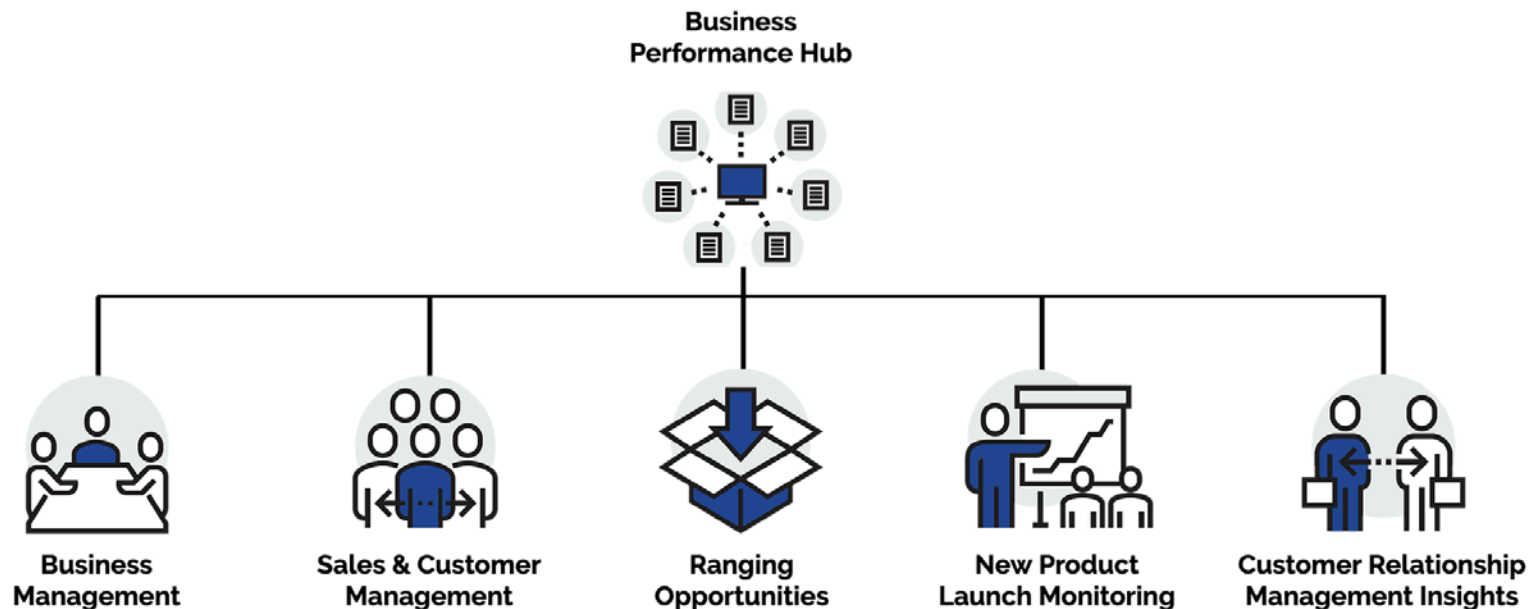
Low risk, affordable and 'out of the box' fast implementation.

Self service focus for maximum adoption and immediate return on investment.

Continual improvement program based directly on client feedback

[Get in touch for a demonstration today](#)

Brandprint Modules



BORN DIGITAL
WINE AWARDS
with VINVENTIONS



Conclusions

- 1. There are no silver bullets;*
- 2. Innovation is an ongoing process;*
- 3. Innovation, whether it is digital nor not, is more about the approach than the actual tool(s);*
- 4. Clusters? Company actions?*
- 5. ...*

THANK YOU