

The outcomes: ⊕

- ⊕ **A real-time view of the wine-making network.** Every stage of the winemaking process – from monitoring soil conditions in vineyards to crushing grapes in wineries – is now displayed in real-time. A harvesting dashboard displays vineyard data via a live map that details the location of machinery, the quantity and variety of grapes being harvested, and the estimated completion time. Crushing schedules are updated by automatic alerts about tonnage and delivery times from transportation trucks that are tracked from the vineyards to the wineries. The impact of natural disasters can be minimised by the addition of drone-captured imagery, integrated into the smart maps for swift inspection.
- ⊕ **A single-point-of-truth for data.** The centralisation of data into interactive smart maps provides a single-point-of-truth that can be accessed across the organisation – as well as by viticulturists, farm managers and externally contracted grower liaison officers – ensuring everyone is making decisions based off the same, up-to-date view of information. The insights gained from the new advanced location-based analytics capabilities have empowered staff at all levels to perform their jobs better – resulting in increased efficiencies across the organisation.
- ⊕ **Greater return on investment.** The technology has automated task-based applications resulting in reduced operational costs and immediate benefits in productivity. Viticultural practices have been streamlined, reducing the complexity of the winemaking process and enabling vineyard managers to more accurately predict yields. The introduction of transportation tracking has significantly reduced delivery times, preventing the costly deterioration of the grapes. The crushing schedule has also been tightened with geo-fences and automatic alerts notifying the wineries when trucks are arriving, avoiding an expensive queue of trucks waiting to offload.
- ⊕ **Strengthened TWE's global lead and market share.** The introduction of advanced location-based analytics technology has cemented TWE's status among the world's most progressive wine makers and ensured TWE can maintain the quality of its wines for decades to come.

▶ Solution mix:

- ⊕ ArcGIS Online
- ⊕ ArcGIS for Server
- ⊕ ArcGIS for Desktop
- ⊕ Collector for ArcGIS App
- ⊕ Esri Australia Industry Solutions Team

“It was about making better decisions. We are producing better quality wines because we understand our supply chain better.”

David Gerner, TWE GIS Specialist

TWE has reported that overall operational costs have been slashed while yields and fruit quality have increased.

Discover the value Esri Australia's GIS technology solutions will deliver to your organisation.
Call us on 1300 635 196 today.

☎ 1300 635 196

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Esri Australia ABN 16 008 852 775

Project overview ⊕

Already one of the world's largest wine producers, Australian-based Treasury Wine Estates' (TWE) aim is to become the most celebrated wine company in the world.

To achieve this, TWE has cultivated an innovative, adventurous approach since the 1990s, utilising location-based analytics technology in its three principle activities: grape growing and sourcing, winemaking and brand-led marketing.

In 2014, as global supply and demand fluctuated and the alarming realities of climate change took hold, TWE again turned to Geographic Information System (GIS) technology to maintain its competitive edge.

Inspired by a Queensland sugar industry trial, TWE implemented Esri Australia's ArcGIS platform to streamline its harvesting processes and bolster productivity.

The technology has since been rolled out across a number of TWE's wineries including key sites in Coonawarra, McLaren Vale and Barossa Valley.

TWE is now exploring opportunities to use the technology in marketing, potentially fusing sales and demographic data to identify trends and new opportunities for the company's iconic wines.



TWE in focus:

Treasury Wine Estates is one of the world's largest wine companies, listed on the Australian Securities Exchange and producing acclaimed titles such as Lindeman's, Wolf Blass and Penfolds.

The global winemaking and distribution giant "makes, markets and sells wine".

Employing more than 3,500 people worldwide, TWE boasts an award-winning portfolio of more than 70 brands sold in over 70 countries, and harvests 14,000 hectares of owned and leased vineyards in internationally recognised regions.

TWE has pioneered the use of location-based analytics technologies within the agricultural sector, utilising GIS technology since the late 1990s.



“The technology enables a more sustainable agriculture practice because we are smarter and more informed when it comes to planning for the future.”

David Gerner, TWE GIS Specialist

