

# Sogrape Case Study

Case Study Title	Sogrape increases sales productivity using Microsoft Windows 8 App
Company	Sogrape Vinhos
Contact Name	Carlos Alves
Contact Job Title	IT Manager
Contact Email	carlos.alves@sogrape.pt
Project Manager	Miguel Silva

Please put a X mark on the statement below:

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**S O G R A P E**  
DISTRIBUIÇÃO • PORTUGAL

## Sogrape increases sales productivity using Microsoft Windows 8 App

### Summary

#### Publication Date

07/10/2013

#### Country

Portugal

#### Industry

Viticulture

#### Company profile

*Sogrape* is the largest wine company in Portugal. Is a company with great international presence and a strong exporter.

#### Challenge

Develop a mobile application that allows *Sogrape Distribuição* work more dynamically and closely, with the sales team and consequently with the points of sale.

#### Solution

Windows 8 app integrated with existing technology infrastructure (CRM and ERP)

#### Benefits

- Perfect integration with existing technology infrastructure
- Security and data confidentiality
- Increased productivity

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## Company profile

"At Sogrape Distribuição we feel the increasing need to work more closely with our sales team and consequently with the points of sale and the consumer, based on richer and more complete information."

*Pedro Silva, Regional Sales Manager*

*Sogrape Distribuição, S.A.* began its activity in 1990 with the objective of developing the company's own distribution operation, effective at a national level and affording *Sogrape* a more widespread presence at point of sale. *Sogrape Distribuição, S.A.* has, as its mission, to become the foremost distributor of wine and spirits in Portugal, renowned for its portfolio and excellent customer service.

At *Sogrape* the passion for wine is grown into the vines from the chief wine regions in Portugal. It is here that wines such as the renowned Barca Velha or famous Mateus Rosé gain their international character. Genuinely Portuguese flavours that are brought to us by the sales force of *Sogrape Distribuição*.

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## Challenge

"We went for Microsoft's Windows 8 and Surface. This solution integrated seamlessly with our technology infrastructure providing security and data confidentiality, and we've had a really positive experiencing using it."

*Carlos Alves, IT Manager Sogrape*

Develop a mobile application that allows *Sogrape Distribuição* work more dynamically and closely, with the sales team and consequently with the points of sale.

Problems:

- Lot of Papers Catalogs
- Dynamic Marketing Promotions not getting to all sales team
- Sogrape Sales Orders manual sent to distribution Operators
- Manual creation for new Points of Sale

Goal: Business Process automation and increase sales team productivity

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## Solution

Microsoft **Windows 8 application**, developed with C# and XAML, prepared to work on tablets. New API developed using ASP.NET Web API and SQL Server staging database to integrate data application with *Sogrape* CRM and SAP.

Supporting sales tasks and document management supported in actual *Sogrape* Intranet based on a Microsoft **Sharepoint plataform**.

To support services relay and proxy it used **Facilit.us** as a cache manager. Facilit.us it's also a file repository for all Windows 8 App configuration files, were it's the parameterization of application interface, session state, images and service endpoints.

The **process synchronization** flows between W8 app and *Sogrape* Staging Database with a Service API as Middleware interface. On the other way Facilit.us works as a service relay between *Sogrape* internal information and W8 App.

We have two level cache, one on the local tablets and other on Facilit.us, ensuring the best performance and reducing internet traffic.

## Technologies

### Windows 8 App:

Windows 8 App (C# and XAML)

Windows 8 OS

### Central Services:

ASP.NET Web API

SQL Server

SharePoint

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## Benefits

"This new solution has enabled us to boost our sales team's productivity, and to strengthen our ties with the points of sale and the consumers, increasing the sales of our brands."

*Pedro Silva, Regional Sales Manager*

### Business Process Automation:

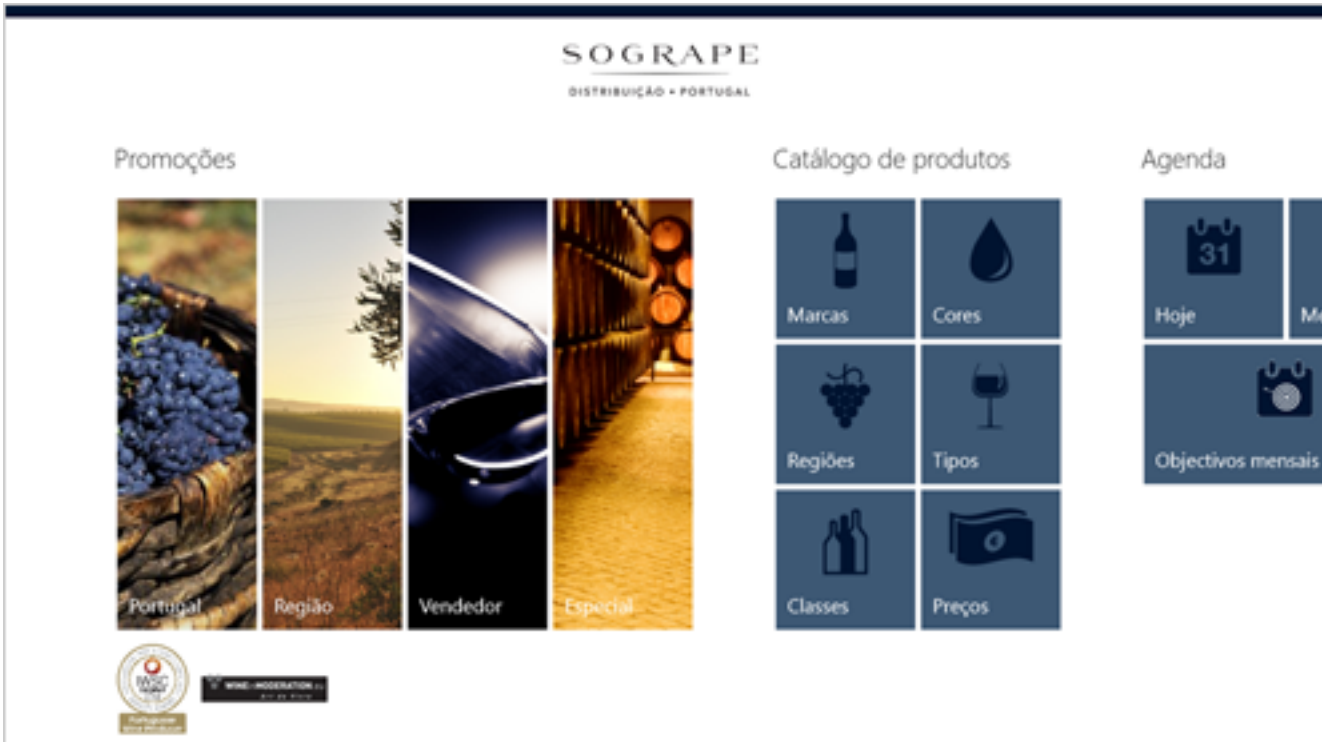
- Real time sales orders in the client area and integrated with *Sogrape* ERP
- Distribution Operator receive an email with Sales Order
- OffLine system enable to work even on places without internet
- Product Catalog is integrated with *Sogrape* online plataform WineCatalogs
- Online Marketing Promotions

### Benefits achieved:

- Perfect integration with existing technology infrastructure
- Security and data confidentiality
- Increased productivity
- Efficient resources management
- Improved the company's image
- Improved the relationship with points of sale
- More commodity for the sellers/ sales people / sales team

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### CASA FERREIRINHA BARCA VELHA TINTO 1995

**Tip:** Tranquilo    **Cor:** Tinto    **Tonalidade:** Vermelho  
**Designação de origem:** DOP Douro    **Região:** Douro  
**País de origem:** Portugal

**O Vinho**

Barca Velha é a epítome, o primeiro, símbolo inquestionável da mais alta qualidade dos vinhos do Douro. Clássico, intenso, complexo, elegante e rico, os adjectivos são poucos para descrever aquele que é, desde à sua criação em 1952, o vinho português mais celebrado. Barca Velha é a base sobre a qual se formou a reputação da Casa Ferreirinha, a marca com maior tradição de qualidade no Douro e uma das principais referências mundiais. Barca Velha é declarado somente em anos verdadeiramente excepcionais (16 no total).

**Notas de prova**

Barca Velha 1995 tem uma cor vermelha viva, profunda e muito intensa. Predominam os aromas de fruta muito madura (amora, ameixa, casta), de flores (violetas), de especiarias (baunilha, pimenta), balsâmicos (cedro) e aromas de evolução em garrafa (farmácia e iodo). À boca, apresenta um excelente equilíbrio entre álcool e acidez, tendo um final muito persistente, fino, elegante e delicado. Uma das suas principais características é o seu corpo de grande estrutura, que lhe irá proporcionar uma notável longevidade.

**Enólogo:** Luis Sottomayer

**Castas:** Tinta Roriz, Touriga Nacional, Touriga Franca

**Vinificação**

Barca Velha é vinificado na adega da Quinta da Laga, onde as uvas totalmente desengaçadas são encaminhadas para cubas de inox e/ou lagar para a fermentação alcoólica, com remontagem intensa e automática. Realizou-se uma longa maceração, com o objectivo de obter o máximo de constituintes de qualidade da película da uva madura. No momento 'exigido' por cada casta/lote, o vinho é separado e encaminhado para a vinificação em barricas de madeira, sendo o vinho resultante da vinificação tratado com dióxido de enxofre.

**Maturação**

Os vinhos que potencialmente criam um Barca Velha são imediatamente após a maceração, e maturação durante cerca de 1-1 1/2 anos, em barricas de madeira, com 225 litros de capacidade. O vinho é então encaminhado para a vinificação em barricas de madeira, com 225 litros de capacidade. O vinho é então encaminhado para a vinificação em barricas de madeira, com 225 litros de capacidade. O vinho é então encaminhado para a vinificação em barricas de madeira, com 225 litros de capacidade.

## Agenda

sexta-feira, 19 de abril de 2013

abril, 2013

dom	seg	ter	qua	qui	sex	sáb
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

**Michel**   
Martinez

### CASIMIRADELIMASOGRAPE2011 NORTE

Nome Ponto de Venda	Telefone	Local
CAFE PAÇO	253 361229	VILA V
CAFE CHILL - OUT	255 666 777	GUM
CAFE DA ESTAÇÃO	252961128	FAMA

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P: +351 223 751 350

F: +351 223 751 352

[info@devscope.net](mailto:info@devscope.net)

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