

oeno-Enterprizer

Improving performance of Vine & Wine production & diversification



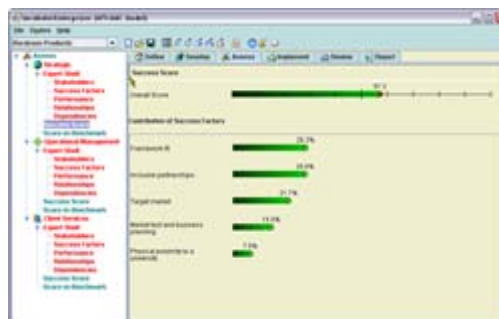
Vine and Wine sectors are presently facing rapid change in many directions: globalisation, regulations, technologies, cultural habits, health concerns, population migrations, consumer behaviours, climate changes, by-products... Viticulture, Wine, derived products, commercialisation are now obliged to join forces. Leverage effects and multi-disciplinary requirements became obvious as well as taking into account a lot of dimensions and parameters to ensure sustainable and socially responsible businesses.

Successful viticulture, wine and rural exploitation units represent a core component of sustainable economic growth for many regions. A growing number of local developers, unions, professional bodies, and communities of municipalities are realising the need to function far beyond the administrative/technical arrangement of traditional models. Moreover, successful and sustainable rural development requires careful client selection, astute ongoing management, synergetic community optimisation and the provision of key knowledge, networking, technology, regulation and innovation to fledgling rural activities at the right time.

Our research has identified in-use "oeno- and agro-business (best) practices" from around Europe that have lead to repeated superior performance. The **first module** of the **oeno-Enterprizer** toolkit focuses on **vine and wine producers willing to improve their business**. This module has been designed to be used by the support actors to the vine and wine producers such as wine federation, professional unions, and vocational training centres specialised in agro and rural business matters.

This expert know-how has been encapsulated in a systematic method to help local intermediary actors to better accompany farmers, local industries managers and agro-business entrepreneurs in their diversification or new activity development. **oeno-Enterprizer** toolkit enables you to assess the strengths and weaknesses of the various diversification projects of your environment and portfolio over time, to benchmark them and to cluster and optimise synergies in your region/sector or for the vine and wine members of your federation/group.

oeno-Enterprizer toolkit module comes complete with a comprehensive learning and support system that includes methodological advice and reference material plus the ability to create separate models. Initial and advanced technical and methodological training can be provided.



oeno-Enterprizer is an Enterprizer® intelligent toolkit. Enterprizer® toolkits are pre-configured applications that represent best practice and incorporate latest research findings. It can be easily adapted to meet specific needs. All toolkits require a licence for the Enterprizer® platform plus a subscription for each toolkit module.

oeno-Enterprizer was developed during the oeno-MAC project which is supported by the European Leonardo da Vinci Programme. For more information on the project, visit the website of the oeno-MAC project at www.oeno-mac.eu.

Developed in collaboration with:



the oeno-MAC project

www.oeno-mac.eu

vocational coaching solution
from the grapes to the glass



Education and Culture

Leonardo da Vinci
Pilot projects

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

ENTERPRIZER®

Intelligent Solutions for Enterprise Challenges!



Enterprizer® Toolkits:

- ❖ **allianceEnterprizer:**
Formation and management of successful strategic alliances
- ❖ **incubatorEnterprizer:**
Improving performance of incubators and entrepreneurs
- ❖ **innovationEnterprizer:**
Creating and sustaining enterprise innovation
- ❖ **ruralEnterprizer:**
Dairy farms and rural diversification development support

Under development: Toolkits on intellectual property, knowledge management, change management and business networking developed during the EU-funded MAC-SSIIM project.

Enterprizer® Toolkit Pricing:

- ❖ Licence for Enterprizer® platform – annual payment of € 995 per user per year. Only one licence per user is required to run multiple toolkits.
- ❖ Licence fee for separate toolkit modules - € 495 per user per module
- ❖ Training courses range from € 350 per person per day at an off-site training centre to € 2,000 per day for groups of up to 10 people delivered on-site. Online training is also available.

Minimum system requirements for Enterprizer®:

- ❖ Microsoft® Windows (2000, XP or Vista) operating system
- ❖ Microsoft® Office (2000, XP, 2003 or 2007)
- ❖ 1 GB RAM and Pentium® CPU (Pentium 4 recommended)

Key benefits and outcomes of Enterprizer®:

- ❖ Speedy resolution of priority issues
- ❖ Accelerated focus on core issues
- ❖ Identification of key factors that influence success
- ❖ Management of diverse stakeholder interests
- ❖ Easily demonstrated, high quality analysis - current and future
- ❖ Prioritisation based on comparative scores
- ❖ Optimised strategies for improvement and implementation
- ❖ Avoids investments in "dead-ends"
- ❖ Improved communication and understanding leading to consensus

Professional features of Enterprizer®:

- ❖ Multi-dimensional modelling of the enterprise
- ❖ "Expert Shell" rule-based subsystem reflecting stakeholders, critical success factors, relationships
- ❖ Powerful engine for multi-parameter score generation
- ❖ Advanced algorithms for score optimisation and "what-if" analyses
- ❖ Drag and drop model structuring
- ❖ Context specific help (technical and methodological)
- ❖ Fully customisable report generation
- ❖ Internal communications via "E-Notes"
- ❖ Secure access restricted to authorised users

**For more information, please contact
info@enterprizer.com or visit www.enterprizer.com**

ENTERPRIZER Technologies

Applying Intelligence, Knowledge & Research