



A Z M E R A



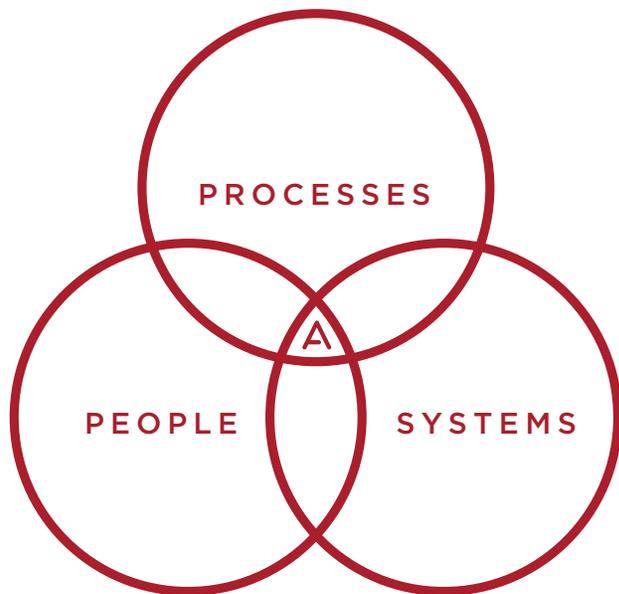
INDUSTRY SOLUTIONS
WINE • AGRICULTURE





There are other firms that will provide JD Edwards, Technology and Process consulting to the wine and agriculture industries.

But there's only one that is **dedicated solely** to serving Wine and Agriculture: AZMERA.



WHAT MAKES US UNIQUE? OUR APPROACH

We are not system implementers. We are solution implementers dedicated solely to serving Wine and Agriculture.

We deliver solutions that are grounded in people, processes and systems. Everything we do is anchored in understanding these three aspects of your business in order to design and implement the solutions you need to solve your business problems.

We recognize that any project is actually a change initiative, and that success requires a strategy to manage the change, minimizing the risks and maximizing the benefits.

We know how to ask the questions so you can better understand the problem you are trying to solve as well as your options.



WHAT MAKES US UNIQUE? OUR EXPERIENCE

OUR LEADERSHIP TEAM

We come from the industries we serve.



PHIL BOURKE
President

15+ years in food, beverage & agriculture in IT & operations, with a Wine Business MBA



MAGGIE HUFFMAN
Vice President of Solution Delivery

20+ years in the wine industry in operational, management, executive and IT roles



MATT HORAK
Director of Technology Services

15+ years as a systems analyst and technical architect, consulting to clients in wine & ag, specializing in ERP and supply chain



WARD WILSON
Director of Operations

23 years in solution & application management in tech, followed by 10+ years in wine and agriculture

OUR EXPERIENCE

PEOPLE

Change Management
Training
Documentation
Communications
Implementation and Project Team Management

PROCESS

Process Engineering
Continuous Improvement
Organizational Design
Operations Management in Agriculture, Wine and Viticulture
Executive and C-level Management
Master Data Management

SYSTEMS

Partnered with Oracle to Develop JDE Grower, Blend and Pricing & Payments Modules
Multiple Implementations of Same Modules
Data Migration
Reporting
Integrations
Custom Development

PROCESSES

Processes are one of three components that make your business unique. You want to optimize those that differentiate you from your competition, and have a solid strategy for the rest of the processes that you need to perform to be able to run your business.



YOUR PROCESS

Any large project — whether it is implementing an ERP, a single module or even an organizational design project — is a perfect opportunity to look at processes. If you don't, you run the risk of automating practices that make bad things happen faster! The whole objective of any change initiative is to make the right things happen easier and more reliably!

We believe that it serves you to develop the *right* practices for what differentiates you, then to leverage best practices for those processes that are necessary to do business.

OUR PROCESSES

We work with you to define your current processes, simple performance metrics and then identify opportunities for improvement, based on your priorities.

Not all processes are equal, and your approach will be unique. For example, you may choose to invest in optimization and automation of the processes that differentiate you from your competition, but merely standardize other processes. Or you may choose to design completely new processes that will support a new organizational culture initiative, or other organizational goals.





PEOPLE

People are one of your company's most valuable assets. They bring skills, experience and insights to the table. They can also make or break your project! You want to have a plan to bring them along so that they are prepared and supportive... that's *Change Management.*



YOUR PEOPLE

Every project needs change management. Your business relies on your people to be successful. The most successful projects we have seen have been a collaboration between IT and business functions.

We believe that a good change management plan begins when the project starts. Involving the right people all along the way has many benefits: a more robust solution, better testing, less rework, less resistance and a more prepared workforce!

We also know that it matters how you involve your people. Taking the time to match the right people to the right roles is essential to the success of a project.

OUR PEOPLE

Our people come from wine, viti and ag; from operations, management, IT and consulting. We've been involved in projects for most of our careers, whether on the business side or leading the project team. We've learned what works and what doesn't.

We also have experience consulting to implement systems and processes in agriculture and wine organizations.

Our specialty is getting to know your business, understanding the exact problems you are trying to solve so that the solution is right for your business.





SYSTEMS

Systems are the final component. Systems aren't just your ERP. We look at the whole network of systems, and help you design your future footprint in a way that makes sense for your business.



YOUR SYSTEMS

Your systems aren't just your ERP. Your systems are actually a network, which includes your supporting application footprint, but also your manual systems, your spreadsheet spiderwebs, interfaces to outside systems, reporting — and so much more.

We work with you to meet your specific goals, and these criteria: establish a clear and healthy network of systems, identify the single source of truth, reduce your footprint and overhead, and leverage industry specific solutions where appropriate.

OUR SYSTEMS

Our methodology is the heart of our system. We begin with a detailed discovery process focused on your people, processes and systems. This is the foundation for design, change management, configuration, development, testing, training and roll out. We have many tried-and-true resources and templates that we can leverage.

Our methodology is mature, yet can also be flexible based on your culture, readiness and the functions involved. For example, traditional waterfall may be appropriate for a large implementation, but iterative may be a better fit for reporting.

We have the deepest knowledge of the JDE Grower & Blend modules out there — we were on the design and development team from the beginning. Our people led the first implementation in 2008, and have been involved in most major implementations and upgrades since.

But we aren't limited to JDE. We have experience and relationships with many other industry specific apps.



SUCCESS STORIES: SAMPLE SOLUTIONS

SCENARIO: Client receives fruit from growers in bins of mixed size and grade, but growers are paid differently based on size and grade.

SOLUTION: Used Grower Management's built-in Advanced Pricing ability tied to Quality results to calculate correct fruit prices based on size, grade, and usability.

SCENARIO: Client wants to use Blend and continue with their current barrel numbering scheme, which isn't possible out of the box.

SOLUTION: Developed a barrel import form, to allow any barrel ID format to be used when creating new barrels.

SCENARIO: Spray operations can be over an entire farm and last many days, sometimes crossing a month end. Other operations can be occurring during the same time. Sprays can consist of a cocktail of ingredients that vary. Client wants to instruct and record work using a single Grower operation but without issues with dependency chain or month end close.

SOLUTION: Combination of process and configuration design that leverages consumables and consumable templates, operation work flow, instructed dates and actual dates on operation header.

SCENARIO: Client has a crop with a short shelf life that is harvested on demand to fulfill sales orders, and needs to see availability of mature crop (*which resides in grower*) in available inventory.

SOLUTION: Monthly process that uses QA operations in grower to record estimates at multiple maturities, a report to extract quantity of market ready crop and format to be loaded into inventory via cycle count.

SCENARIO: Client with multiple business segments, widely differing crops, calendars and business processes wants to leverage Grower in a single instance and see things in the system in their own "language".

SOLUTION: Required discovery for all segments prior to design and rigorous configuration management practices. Included a combination of standardized and crop specific processes, as well as use of jargon, UDOs such as filters and grid view customization.

OUR ROAD MAP



As we implement specific solutions in the agribusiness space, we have identified many commonalities. Our vision is to offer these solutions more broadly.

Our road map for the future is based upon converting custom development and bespoke configurations into supported product sets.

SOME EXAMPLES INCLUDE:

Grower & Blend Toolbox

— *reusable items that solve common problems*

Grower & Blend Integrity Reports

702 (*Wine Premises Report*)

Trace Track

Harvester & Hauler Payments

QA Test Result Import

Barrel List Import

CLIENTS



**TREASURY
WINE ESTATES**

OFFERINGS

SERVICES

Implement Grower, Blend, Pricing and Payments
Facilitate Process Design and Improvement
Strategic Process Analysis
Process Mapping and Documentation
Change Management Planning and Execution
Readiness Assessment Leading to a Strategy
Implementation Planning with Comms and Training
User and System Documentation
Roles and Responsibilities for New Processes
Org Design to Support New Processes

PROJECT TEAM AUGMENTATION

Project Management
Functional Consulting
Technical Consulting
Change Management Consulting
Enhancements to Existing JDE
New Functionality in JDE
Development and Integration
Reporting and BI
Hypercare Support

"Azmera is one of the few Consulting firms I have ever worked with who actually understands and gets how agriculture works.

With Azmera we were able to spend valuable time discussing and creating a system that met our needs rather than educating them about how the agriculture system works."

Cody McCoy

BELL-CARTER FOODS

"Azmera continues to exceed our expectations, resulting in us turning to them on more than one occasion to help with various special projects. I would highly recommend Azmera without hesitation."

Shannon McLaren

CRIMSON WINE GROUP



A Z M E R A

952 SCHOOL STREET, SUITE 343
NAPA, CALIFORNIA 94559

1-833-8-AZMERA (1-833-829-6372)
INFO@AZMERACONSULTING.COM

AZMERACONSULTING.COM