



For Italian wines, only the best technology will do

Masi Agricola, one of the best-known wine companies in the world, chooses a custom-made Cisco® Smart Business Communications System in order to guarantee communication between its Italian and international offices. Even in the most traditional sectors, winning companies are the first to keep an eye on the future.

EXECUTIVE SUMMARY

Customer Name

Masi Agricola

Industry

Wine

Business Challenge

- To respond to the requirements of reliable communication between offices, vineyards and sites distributed throughout Italy and the world through an ICT infrastructure which is also able to adapt to growth and expansion on an international scale

Solution

- Cisco Unified Communications

Business Results

- Migration onto VoIP platform with use of the existing infrastructure
- Centralised and optimised management of telephony infrastructure thanks to Cisco Unified CallManager
- Improved telephone communication within the company
- Improved contactability of people throughout the 5 Km² of cellars linked up via wireless

Business Challenge

Leading companies know how to choose the best technology partners. That is certainly the experience of Masi Agricola, one of the best-known Italian wine brands internationally. The flagship product of this company from Verona is Amarone Masi, one of the most refined sensory delights and an absolute must for the best wine cellars. The company has skilfully combined its respect for tradition with technological innovation, indispensable for being competitive in the global market. It was also a key factor at the time that Masi chose a new, highly-flexible Information & Communication Technology infrastructure. Ensuring reliable communication between globally-distributed offices, vineyards and sites can help resolve production alignment problems, in the delicate processes that, down the centuries, have allowed Italian wines to maintain their still universally recognised leadership in taste. Thanks to a Unified

Communications solution from Cisco, implemented by a highly-specialised partner Netspin, Masi has once again skilfully linked its flair for innovation to its own deep roots in the area and all the advantages that this brings with it.

Business Results

The history of Masi is the history of the Boscaini family, which, at the end of the 18th century, acquired “il Vaio dei Masi”, a small valley rich in vineyards in the surroundings of Verona. Over the course of time the company experienced significant expansion, through successive acquisitions of the best historic Venetian production areas. These included the principal Valpolicella vineyards belonging to the Conti Serego Alighieri, since 1353 the property of the poet Dante’s descendants. “Our long history has allowed us to win over the palates of the whole world thanks to our local wines”, confirms Raffaele Boscaini, a descendant of the founders of the family company and today a member of the Board of Directors of Masi Agricola SpA, as well as being Quality Manager and Coordinator of Masi Technical Group. “Quality for us is a well-established factor. It has allowed us to focus on and constantly update our efforts in research and technologies for wine making.”

Technical advances and the high quality of the wines - now recognised in an international context - are the result of the intense research work carried out by Masi Technical Group. This is a team which has for years been committed to research, with the aim of reinstating the wine-producing and viticultural heritage of wines from the Venetian region. “Thanks to our work, we have been pioneers both in the experimentation and use of several secondary local grape varieties - Oseleta, Dindarella, Croatina, Negrara and Forselina – in addition to the main varieties like Corvina, Rondinella and Molinara. Furthermore, in-depth studies on the drying of grapes led us to the creation of a new style of Amarone, a wine which has enjoyed enormous success.”

The steadfast respect for tradition has gone hand in hand with a refusal to seek easy commercial gain, which could be achieved by falling into line with the latest trend. This choice has had substantial payback: Masi Agricola exports wines to 80 countries while retaining the characteristics of a family company.

“Following an analysis of the market, we found the Cisco solution to be the only platform capable of providing major reliability guarantees while maintaining the base of infrastructure which we were already equipped with.”

—Giovanni Girelli, Purchasing Manager, Masi Agricola

“We have had a presence in Argentina for 10 years”, confirms Boscaini, “a country in which our grapes and our production systems synchronise perfectly with the local vineyards”. It is a further element to add to the success which is already well-established in the company’s homeland, through the production sites in the “Triveneto” (North-Eastern Italy) region. “The ‘Triveneto’ region forms a territory with a similar cultural background historically and geographically, and for this reason we also believe that wine in this area is representative of an entire community.”

It is an intelligent reading of tradition: reinterpreting ancient values and their reiteration over time through the benefits of technological innovations. “We accept new challenges if there is a rationale behind them which goes beyond fashion, in order to always have unique products that are difficult to copy and the result of fine craftsmanship. But it is critical to give our business - spread out and distributed across the world as it is - the continuous attention it needs. The management of a company like Masi needs comprehensive communication tools, which are fundamental for production processes and critical decisions.”

Network Solution

It is no coincidence that – to continue along its innovative trajectory and to secure itself an ICT infrastructure capable of adapting to the company's growth and international expansion - Masi Agricola has equipped itself with a complete Cisco Smart Business Communications System. This is a highly-integrated system of voice, data, security components and wireless devices within a single IP network infrastructure. "The objective which the company set itself was to obtain a high level of flexibility in the communication systems between the two offices in Verona, located 5km apart, as well as with the other 4 offices in Italy and 2 abroad", adds Giovanni Girelli, Purchasing Manager of Masi Agricola. "Following an analysis of the market, we found the Cisco solution to be the only platform capable of providing major reliability guarantees while maintaining the base of infrastructure which we were already equipped with."

Stefano Ferrarini, Information Systems Manager, elaborates on the details. "The starting point of the response to our requirements was the migration onto the VoIP network and the replacement of the former switchboard with Cisco Unified CallManager, which, when installed on a server, manages the entire telephony infrastructure. It was not necessary to upgrade the network that already linked up the two main offices (where Cisco routers were also installed), which granted us a notable saving and also allowed us to fully exploit the existing technological legacy."

An assessment fully shared by Girelli on the business level. "The improvement of telephone communication within the company has allowed an enormous step forward in terms of day to day functionality ", adds Girelli, "like the contactability of people throughout the 5 Km² of cellars who have been linked up wirelessly. We have succeeded in optimising both operational management and management of the internal telephony system, as well as in implementing shared functionality like the business directory and the rationalisation of internal and external calls. In addition, the solution's scalability will in future enable us to deal with all possible requirements, allowing us to keep pace with the times. From this point of view Cisco offers us a guarantee, because it provides us with infrastructure at the cutting edge of technology. At the same time Netspin, the partner accompanying us in the various phases of the project, has played a critical role and demonstrated its abilities to the utmost."

Netspin is a young company deeply-embedded in the Verona region, forming the perfect alliance between a technology vendor and a company seeking the best possible response to its requirements. "We immediately grasped that Masi Agricola would be the ideal client for Cisco Unified Communications and to prove its quality" clarifies Massimo Borghetto, CEO of Netspin. "During the implementation phases, we provided all components, from structured cabling to switching and routing technologies, from Cisco IP Phones to state-of-the-art wireless. Netspin has definitely contributed to completely innovating the way in which any company communicates, thanks also to facilities including the trade-in of old equipment and the Cisco Capital financing program."

Next Steps

"Masi was one of the first wine companies to invest in the marketing, branding and differentiation of its own products in the market", concludes Fabrizio Pappalardo, Cisco Sales Business Development Manager, "exporting Venetian culture to the world, in addition to its products. Cisco has added to these achievements by bringing its own vision of the communication and collaboration needs of companies of every type and size". Masi is today more than ever a centre of excellence within its sector, being a medium size company in which the Cisco Smart Business Communications System solution has made a difference, as Barbara Giannini, Cisco Territory

Market Manager, highlights. "Masi has chosen Cisco Unified Communications for its expandability credentials, as well as the robustness and innovation which the solution is able to bring. A solution in perfect harmony with its own culture and its timeless quality and values. This, for us, is a true Human Network."

For More Information

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<http://www.cisco.com>

Masi Agricola

<http://www.masi.it>

Netspin

<http://www.netspin.it>



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