

# Tipsa case study

*Tipsa's VinoTEC ecosystem optimizes business and reporting for over 300 Spanish wineries on Microsoft Dynamics 365 Business Central*

Changing global markets require agility and sector expertise

As global markets change, Spanish wineries and wine cooperatives need to manage daily activities with agility and accuracy, while also meeting regional, national, and European Union tax reporting requirements.

Tipsa provides flexible solutions to integrate business processes

Tipsa launched VinoTEC, a suite of apps built on Microsoft Dynamics 365 in partnership with Microsoft. It enables wine producers to integrate business processes, streamline reporting, and improve data analysis.

Bringing over 300 wine businesses onto Microsoft Dynamics 365

An award-winning Microsoft Gold Partner, Tipsa's continuous development of products and consulting services has helped over 300 Spanish wine businesses embrace Microsoft Dynamics 365 Business Central.



## Tipsa, a Microsoft partner transforming organizations with innovative products and services built on Microsoft cloud technologies

A Microsoft Gold Partner since 2007, Tipsa S.L. focuses on SMB apps built on Microsoft Dynamics 365 Business Central and Dynamics 365 Customer Engagement. Tipsa provides expertise in wine, food, and beverage industries, including wineries, canned food production, distilleries, olive oil production, and convenience food. Working closely with clients to speed cloud adoption and digital transformation, Tipsa draws on its understanding of organizations' pains and business ambitions. Tipsa partners with business to successfully integrate finance, supply chain, manufacturing, quality management, and other crucial daily operations.

After VinoTEC was awarded Certified for Microsoft Dynamics status in 2010, Tipsa continued to redesign and integrate the product with the latest Microsoft technologies, including Microsoft 365 and the Microsoft Power Platform. Tipsa helps businesses make decisions with confidence in a secure and collaborative workspace fueled by the cloud.

"We highly trust Microsoft technologies to enable digital transformation projects for wineries using VinoTEC, combining the best of on-premises, hybrid, and cloud worlds," said Andrés Sáenz, VinoTEC Product Marketing Manager, Tipsa S.L.

## Growing with Microsoft technologies to create dynamic offerings that meet unique requirements faster

As technology and markets have changed, Tipsa has grown and changed with them, redesigning VinoTEC to take advantage of cloud possibilities. Available on Microsoft AppSource, [VinoTEC Core](#) provides essential functionality for wineries and wine cooperatives.

At the Microsoft Directions EMEA 2019 Conference, VinoTEC was recognized by the Dynamics 365 Business Central Community with the Best Marketing Campaign in the Channel because of its vertical proposal to boost the digital transformation of wineries onto Microsoft cloud technologies through VinoTEC apps.

"We are excited to showcase our solutions through Microsoft AppSource in a way that customers around the world can easily find certified industry-based business solutions," Sáenz said. "As a Microsoft partner, we have an excellent opportunity to extend our market share and enrich our solutions' capabilities with certified tools such as Dynamics 365 Business Central to help our customers meet their needs faster."

Through its partnership with Microsoft, Tipsa has onboarded over 300 Spanish and Portuguese wineries, all relying on VinoTEC and Dynamics 365 Business Central to manage their daily activities with agility and accuracy.

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- Andrés Sáenz, VinoTEC Product Marketing Manager, Tipsa S.L