

FORM MARKET 



CASE STUDY

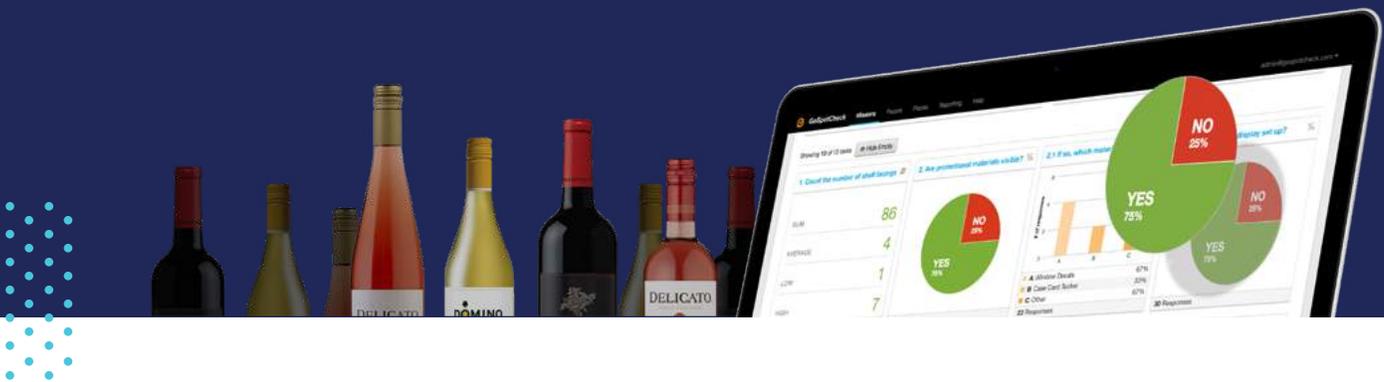
One of California's Oldest Vineyards Thrives with Real-Time Store Level Data



Company: Delicato Family Vineyards

[Delicato Family Vineyards](#) (DFV Wines) is a family-owned winery founded in California over ninety years ago. Delicato, one of the fastest growing wine companies in the world, remains committed to quality and exceeding customer expectations.

Delicato uses FORM MarketX to gain marketplace visibility through data collection. Director of Strategic Insights, Richard Holscher, took some time to tell us how the FORM MarketX platform enables Delicato to strengthen sales and marketing initiatives.



Tell us a bit about DFV Wines...

Established in 1924, Delicato Family Vineyards is a fourth generation family-run California winery with 90 years of vinting and farming experience. In 2013, Delicato sold roughly 7 million cases of wine to more than 65 countries internationally. A large portion of those cases sold under the [Bota Box](#), [Gnarly Head](#) and [Noble Vines](#) trademarks.

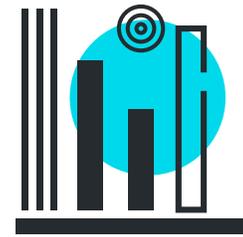
What process did you use before FORM MarketX?

Prior to implementing FORM MarketX, the winery utilized a manual paper-based collection model that users summarized and transmitted electronically. While this method was effective, it did not give leadership the **flexibility of seeing data in real time** so that decisions could be made regarding in-store execution. Further, sales associates were burdened with a larger administrative element and thus had less time in their territory to manage distributors and sell more cases.



What was the problem you were trying to solve when you started looking for a tool like FORM MarketX?

Simply put, we were looking for the ability to gain real-time store level data in the most accurate and effective manner possible.



By streamlining the data collection process at the store level, and providing a means of measuring and reporting, the FORM MarketX mobile application has enhanced our ability to understand business performance like never before.

Anything else you would like to add?

FORM MarketX is a great fit for our needs for a number of reasons, some of which I previously commented on, but I would also say that the low impact of the app's technology on our current systems is a huge benefit as well as their support staff.



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FORM is reimagining how tomorrow's workforce works. 225+ of the world's top brands use our software to distribute work and receive execution analytics in real-time, with a mobile app for the frontline, and an analytics dashboard for leadership.

We present the right action at the right time to the right person in the right place to improve execution and surface insights that help leader make better decisions, faster.

Enterprise brands use FORM in 70 countries to manage the execution of field sales, marketing and merchandising, QA, asset management, competitive analysis, and training. We enable execution at scale for customers like PepsiCo, Coca-Cola, Danone, Dole, Boar's Head, Perfect Bar, Empire Marketing Strategies, JOH, Impact Group, Alliance Sales & Marketing, Dirty Handz, Panera, Red Robin, Dairy Queen, and more.

