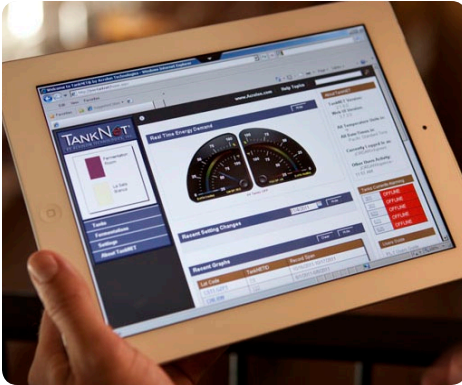




# Jordan Vineyard & Winery



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John Jordan, CEO, Jordan Vineyard & Winery

## Company Snapshot

Founded in 1972 by Tom and Sally Jordan

Located in Healdsburg, CA

97 employees

Initial 1976 vintage released in 1980

[www.jordanwinery.com](http://www.jordanwinery.com)

## Apps in use

[AgCode](#)

[Citrix Receiver](#)

[GoodReader for iPad](#)

[Keynote](#)

[TANKNET](#)

[TweetDeck](#)

## From trellis to table with iPad

Making fine wine requires a delicate blend of tradition and innovation. At Jordan Vineyard & Winery in California's Sonoma Valley, tradition means decades of expertise in growing, harvesting, and fermenting grapes to make world-class cabernet sauvignon and chardonnay. And innovation means using iPad in every sphere of the winery's operations, from managing soil to managing sales.

"Old-world artistry and attention to detail are not incompatible with the adoption of new technology," says John Jordan, owner/CEO of Jordan Vineyard & Winery. "iPad and apps enable us to do a better job at our winemaking, as well as making workflows more efficient throughout the winery."

## iPad in the vineyards

All great wines begin with the most elemental ingredients: soil, water, sun, and vines. Tasks like pruning, weeding, pest control, soil amendment, and monitoring climate conditions require constant attention. Using iPad with Wi-Fi + 3G and the Web-based app AgCode, the Jordan staff can now manage and log these activities wherever and whenever they occur.

"The viticulture philosophy we have here at Jordan is 'precision agriculture,'" says viticulturist Brent Young. "Mother Nature plays such a big role in the growing season, and we have to react fast. Because we have iPads right there in our hands in the vineyard, we can make decisions on the fly."

Jordan's customized AgCode app enables Young and his colleagues to flag specific problems, issue work orders to resolve them, log and review field data, and manage workers and equipment—all without having to return to the office.

In the past, work that was needed after a vineyard inspection was noted on a clipboard and then input into a computer back at the office. "With iPad, we can make adjustments and amend work orders right there in the field," Young explains. "We have more information, and we can complete tasks faster. Our vineyard manager, Dana Grande, completed a week's worth of timecards in 20 minutes—where before, it's taken hours to complete that task. Now she has so much more time to spend on other parts of her job."

## Troubleshooting with TANKNET

Once the harvest is in, iPad helps Jordan's winemaker, cellar master, and cellar crew monitor the movement of wine from tanks to barrels to bottling lines. Using the Citrix app on iPad, the Jordan staff can access the winery's central TANKNET system to view and manage data on every tank in the facility, including monitoring lot numbers and locations, fermentation status, and temperatures.

Before iPad, the winemaker checked tank temperatures in the evening, before leaving work, and then return the next morning and, hoping that nothing had changed. "Temperature changes of just a few degrees can damage a wine long before it goes into the bottle," Jordan notes.

Now the cellar crew is instantly notified via iPad or iPhone if a tank goes outside the desired temperature range. "They know which tank it is, and by how many degrees," Jordan says. "Oftentimes they can solve the problem remotely. iPad and Citrix have basically allowed us to remove that risk from the equation and end the problems that have bedeviled wineries for centuries."

"iPad has revolutionized not only the way we manage the vineyard, but also the way the team works in the vineyards."

Brent Young, viticulturist, Jordan Vineyard & Winery



Jordan's cellar master also uses Keynote on iPad to produce schematics and work orders for the cellar crew, with clear labeling and icons to explain the tasks. "When people understand what they're doing and why, the probability of error goes down," says Jordan. "It enables us to eliminate so many of the common errors in winemaking, and to make wine with even greater precision."

### Persuasive sales with iPad

iPad and Keynote are also a vital part of Jordan's sales and distribution system. Keynote sales presentations and videos look great and are easy to share on iPad. And additional information is just a tap away.

"A Jordan sales rep goes into a restaurant with just three things: a bottle of Jordan, a corkscrew, and an iPad," Jordan says. "We can tell our story in a vivid, visual way, and talk about the attention to detail that we know separates us from our competition. This was impossible before—it's not something you can do with pictures or a brochure. iPad has changed how our salespeople approach their jobs. It gives them an arsenal of new tools."

### Growing into the future

"Technology has fundamentally changed Jordan's culture, and at the heart of that are iPad and iPhone," he says. "Getting people to change how they think about their responsibilities has helped take Jordan from a staid, solid brand to one of the wine industry's thought leaders in using technology."

Young agrees: "iPad has revolutionized not only the way we manage the vineyard, but also the way the team works in the vineyards. The less time I spend at my desk and the more time I'm allowed to spend in the field, the more I can help improve our overall quality and bring the best possible product to the table."

"For us, iPad isn't about saving a buck or cutting corners," Jordan concludes. "It's about helping us improve our execution in every phase of our game—and we've been hugely successful with that."