



About Customer

Frequently named the most admired winemaker in Latin America, Concha y Toro sells wine in more than 140 countries and has retail distribution operations in six. Its Casillero del Diablo brand ranks among the world's 10 best-selling wine brands.

www.conchaytoro.com

Geo

Latin America

Industry

Consumer Goods

Solution Area

Accelerate Core Applications
Activate Real-time Analytics
Enable Multi-cloud

Products in Use

Pure Storage® FlashArray™
Evergreen Storage™
Pure1®
Pure Professional Services

Concha y Toro Goes High-Tech with World-Class Wines

A Modern Winemaker Blends Tradition and Technology

Concha y Toro's world-renowned wine is rooted in nearly 150 years of tradition, but its winemaking process is increasingly high-tech. From sensors in its vineyards and fermentation tanks to automation in the back office, technology enables the company to produce and sell premium wine on a global scale.

As the winemaker continues to grow — driving innovation in its operations and reaching new consumers worldwide — it needs storage it can rely on for speed and availability. After struggling with a competing storage solution that overpromised and underdelivered, Concha y Toro turned to Pure Storage.

"Pure Storage provides a very powerful, simple solution to help us grow and deliver only the highest quality wine to consumers around the world."

DANIEL DURÁN,
CIO, CONCHA Y TORO

Impact on Concha y Toro



Supports global growth and a continuing journey to Agriculture 4.0



Drives efficiency and process automation, from agriculture to accounting



Enables Concha y Toro to maintain the high quality for which it is known

Challenges



Legacy storage slowed SAP ECC, SAP BW, and entire server farm performance



Expansion into new markets called for faster, more reliable storage



Continuing innovation in winemaking processes increased data volumes

Results



Accelerates month-end financial processes from 3 days to less than 8 hours



Reduces total cost of ownership and cuts storage management by 35%



Keeps business operations running smoothly with 100% availability

From Terroir to Table — Innovation Is the Secret to Great Wine

Already popular worldwide, Concha y Toro continues to expand into new markets and drive innovation across its operations — moving toward Agriculture 4.0.

“To reach wine lovers worldwide, we need to get faster and more efficient while staying committed to quality,” says CIO Daniel Durán. His team has been busy doing just that.

Placing sensors in vineyards, fermentation vats, and cellars to help oenologists control quality. Experimenting with drones to make sure grapevines get enough sunlight. Deploying dozens of mobile apps for sales teams. And automating processes such as currency conversion, saving accountants from entering daily exchange rates manually. Much of it is orchestrated by the company’s SAP platforms.

None of it works without fast, reliable storage — a lesson Durán learned the hard way, when the company used a storage solution that couldn’t keep up. “We needed a new solution and wouldn’t settle for anything but the best technology available,” he says.

Premium Wine on a Global Scale Calls for Premium Technology

Today, Concha y Toro uses Pure Storage FlashArrays to support all the data in its on-prem systems, including SAP ECC and SAP BW, with greater performance. For example, financial reports run in milliseconds versus minutes, and month-end closing takes less than eight hours instead of three days. That speed is crucial as the winemaker expands and adopts increasingly sophisticated technology to run its operations.

“Pure Storage provides a very powerful, simple solution to help us grow and deliver only the highest quality wine to consumers around the world,” says Durán.

The arrays have delivered 100% availability for four years running, with snapshots every five minutes to protect against data loss. Even upgrades are non-disruptive — the IT team recently completed a Pure Evergreen Storage controller upgrade with zero impact on the business. Plus, Pure keeps costs low and cuts administration by 35%. “With Pure1, we see immediately if there’s a problem,” Durán says. “And with proactive support from Pure Professional Services, we are always ahead of the curve.”

Global Growth, Agriculture 4.0, and Beyond

With Pure, Concha y Toro has the reliability and performance it needs to take bold strides toward Agriculture 4.0 — making processes faster and smarter so it can reach more wine lovers around the world.

purestorage.com

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