

Press Release

Telefónica Tech digitises Bodegas Borsao's production facilities



- The technology company integrates the SGA and MES industrial digitalisation systems in the wine company to optimise both the management of the raw materials and finished product warehouse and the production processes.
- This technological project is expected to increase the winery's productivity by more than 10%, reducing unproductive times and optimising the production chain.

Madrid, 17 July 2023. [Telefónica Tech](#), through its company [Geprom](#), has developed and implemented a digitalisation plan in Bodegas Borsao, a Spanish company with more than 2,100 hectares of vineyards and 375 winegrowers, with the aim of transforming its processes and making them more efficient and competitive.

Digital transformation is one of the great challenges facing Spanish wine companies in order to strengthen their international presence and consolidate their position as a driving force for rural development in the new digital era. Spain is the third largest wine producer in the world and one of the main exporters thanks to the wide extension of its cultivation and has in technology its great ally to innovate and improve the customer experience.

Bodegas Borsao relies on Telefónica Tech to technologically evolve its intralogistics management and design a fully digitised factory. To this end, Telefónica Tech has carried out a digital transformation consultancy and designed an implementation plan in the wine company for two industrial digitalisation systems connected to the ERP: the SGA tool, aimed at boosting the management of its raw materials and finished product warehouse, and the MES system to optimise production.

This digitalisation project will allow Bodegas Borsao, on the one hand, to optimise its warehouse by having the capacity to technologically manage its inventory, provide its product with end-to-end traceability (from the arrival of the raw material to the shipment of the bottles), control the stock in real time and monitor the maintenance of quality throughout the process. On the other hand, it will be able to improve the management of production orders and control both line yields and their status. In turn, this digitisation project will allow the winery to reach an advanced level of technological maturity that will enable it to integrate, in the medium term, Blockchain and Artificial Intelligence to improve its business.

The digitisation of Bodegas Borsao's logistics and production processes is expected to increase productivity by more than 10%, reducing unproductive times and optimising the production chain.

"The wine sector faces the challenge of digitally transforming itself to be more competitive. The integration of WMS and MES systems in the day-to-day operations of Bodegas Borsao gives them an unprecedented competitive advantage by having a global vision of the production process and the ability to make better decisions aimed at improving business planning. Digitising wineries means simplifying processes, saving time, facilitating work and achieving better results", said Dario Cesena, CEO of Geprom, Part of Telefónica Tech.

"Measuring, controlling and reducing the costs of bottling and storage processes is one of our challenges, in an environment of maximum competitiveness among companies in the wine sector and falling consumption in all markets. Decisions regarding both processes, together with those related to quality, must be more precise every day in order to offer our customers the best service, and thus be able to differentiate ourselves from our competitors", said Emilio del Caso, General Manager of Bodegas Borsao.

The digitalisation proposal developed by Telefónica Tech takes into account the industrial standards (ISA-95) to work according to the best industrial practices in an optimal and robust way at an IT and operational level.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data and Blockchain. For more information, please visit: <https://telefonicatech.com/>

About Bodegas Borsao

Borsao is a well-known Spanish winery located in the region of Campo de Borja or Garnacha Empire in the northwest of Zaragoza, Spain. The winery was founded in 1958 and has since become one of the leading wine producers in the Campo de Borja region. Bodegas Borsao extends over 2,100 hectares belonging to some 375 winegrowers.

Borsao is particularly famous for its red wines made from the Garnacha grape variety, which thrives in the warm, dry climate of the area. Borsao red wines are typically rich and full-bodied, with flavours of ripe red and black fruits, spices and a distinctive terroir character. Borsao is known for producing high quality wines that offer great value for money. Over the years, the winery has received numerous awards and recognitions for its wines. Borsao wines are exported to many countries around the world and are enjoyed by wine enthusiasts and casual consumers alike.

Bodegas Borsao's mission is to continue to consolidate its wines as the benchmark for premium Garnacha wines worldwide.
