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Call for European Partners in Digital Sales Analysis Infrastructure

Details can be found under https://www.geisenheim-portal.de/aktuelles/

Objective
Establishing a European Network for Smart Wine Sales Data: Using the Geisenheim Digital Sales Analysis as a Blueprint for Independent initiatives in Other Wine-Producing Countries **A**

Purpose
This call introduces a collaborative research initiative aimed at expanding the successful *Digital Sales Analysis* infrastructure developed at Geisenheim University to other European wine-producing countries. By establishing a European network of locally independent smart wine sales data, we seek to improve market transparency, support data-driven decision-making, and foster digital innovation in the wine sector. We invite researchers to join this effort and to identify national partners with local expertise, industry trust, and technical capacity.

Approach
The Geisenheim Digital Sales Analysis is a pioneering infrastructure that collects aggregated real-time sales data directly from the ERP systems of wineries via secure API connections. The system allows for automated data cleaning, harmonization, and structuring, providing up-to-date insights into wine sales across distribution channels. Based on this working model in Germany, we propose a modular and collaborative approach to knowledge transfer, in which Geisenheim provides technical know-how, software modules, and coordination support. Local partners will tailor the implementation to their national ERP landscape and industry needs. A joint proposal for European research funding is planned to be developed.

Findings from proof of concept
The existing Geisenheim proof of concept demonstrates:

- High data quality through direct ERP integration.
- Significant coverage of the national wine market via strategic winery partnerships.
- Efficient and secure data aggregation that complies with data privacy standards.
- Value creation for both research and industry through dynamic and detailed sales reporting.

Success factors identified include

- Availability of public or private funding to establish the infrastructure.
- A trusted and technically competent local partner with deep knowledge of the national ERP systems used in the wine sector.
- Strong networks and credibility in the local wine industry to foster participation.
- Close collaboration with ERP providers and IT developers for API integration and data extraction.

Originality and value

While many wine market studies rely on self-reported or secondary data, this project pioneers a scalable and automated method for collecting primary sales data directly from producers. It enables a digital transformation of wine market intelligence and provides a foundation for smart, real-time economic research in the sector. The initiative promotes open collaboration and capacity building across Europe while preserving national independence in data governance and reporting.

Practical implications

The Digital Sales Analysis infrastructure enables researchers and industry stakeholders to monitor market developments in near real-time and respond to market changes with data-informed strategies. Expanding this model to other countries could allow for cross-country benchmarking, improved policy advice, and better support for the digital transformation of the wine sector. However, a one-size-fits-all approach is not feasible. Each participating country must tailor the implementation to their local context and data infrastructure.
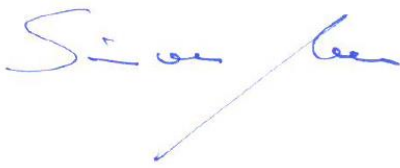
Call to action

We invite researchers and research institutions to:

- Express their interest in collaborating on the European network.
- Recommend suitable local partners with access to ERP knowledge and industry trust.
- Contribute ideas for aligning the infrastructure with national and cross-national research agendas.

Geisenheim University is committed to providing technical blueprints, tested software modules, and guidance based on our experiences in Germany. We seek partners and collaboraors to apply for European funding applications.

With kind regards

Prof. Dr. Simone Loose