



# Casella Wines Chooses StayinFront SaaS CRM

Casella Wines Selects StayinFront EdgeCG to Optimise Sales and Distribution Network

StayinFront, Inc., a leading global provider of customer relationship management systems and mobile sales force effectiveness tools, today announces Casella Wines, Australia's largest family-owned wine producer and maker of the renowned [yellow tail] label, has selected StayinFront's on-demand Consumer Goods CRM solution, StayinFront EdgeCG™, to optimise the sales and marketing operations within its extensive retail and wholesale network.

Key to Casella Wines' decision was the rapid deployment capability of the on-demand solution with minimal disruption to the sales team. Easy to adopt and use, benefits from the integrated StayinFront suite will be enhanced by concurrently moving its team from handheld devices to the rich user interface of Windows 7 tablet devices. StayinFront's flexible Analytics reporting will assist Casella Wines in aligning its business strategy to performance requirements and tracking the results achieved. In addition, Casella Wines will be able to facilitate more effective management of its trade promotions leading to deeper levels of business insight and control. David Alpen, Casella Wines Chief Financial Officer, said: "StayinFront offers a system with effective information recording and analysis framework. This will enable our sales force to develop better strategies to achieve heightened performance."

The StayinFront EdgeCG suite has been developed to ensure the efficient capture of order information and seamless two-way transfer of customer data and delivery communications between Casella Wines and its distributors. Kerrie-Anne Turner, StayinFront's APAC Vice President and Managing Director Australia, said: "Casella Wines is one of the most progressive companies in Australia's beverage sector. With its newly optimised sales operation it will have the edge in this extremely competitive marketplace. Casella Wines' selection of our on-demand suite reinforces StayinFront's demonstrable solutions for local wine and beverage producers." About Casella Wines - [www.casellawines.com.au](http://www.casellawines.com.au) Established in 1969, Casella Wines is Australia's largest family-owned winery and renowned for its [yellow tail] label. From Yenda in the NSW Riverina district, it sources fruit from 33 of Australia's 59 premium wine-growing regions and accounts for some nine percent of Australia's total grape crush. Fifteen percent of all wine products leaving Australia are Casella Wines which are sold via an international distribution network to 50 countries. About StayinFront StayinFront is a global provider of the world's most innovative customer relationship management solutions. From on-demand and on-premise CRM to mobile CRM access in the field using Androids™, iPhones and iPads, its ground-breaking software offers rich functionality, fast deployment and easy-to-use tools that increase sales force effectiveness. StayinFront has been selected as a strategic partner by many of the world's top life sciences, consumer goods and business-to-business companies, improving efficiencies in over 65 countries and more than 25 languages. Headquartered in Fairfield, NJ, USA, StayinFront has offices in the United Kingdom, Ireland, India, Australia, Singapore and New Zealand. For more information, visit <http://stayinfront.com> or log on to our blog at <http://blogs.stayinfront.com> For further information please contact: Kerrie-Anne Turner StayinFront 02 9900 1122 Shuna Boyd BoydPR 02 9418 8100 Note to editors: Copyright 2011. StayinFront is a registered trademark of StayinFront, Inc. All other trademarks are owned by their respective companies. Protected by International Copyright Law.