

ANALYTICS



BIVB closely manages vineyard economic activities and markets



About BIVB

The Bureau Interprofessionnel des Vins de Bourgogne (Bourgogne Wine Board, BIVB) unites industry professionals, winegrowers and wine merchants across the French region of Bourgogne to define strategic aims and protect the interests of Burgundy wines. To help it achieve this, BIVB works with both professionals and amateurs, offering technical support and knowledge on market developments. Additionally, via its market and development hub, BIVB has access to a wealth of information that facilitates market analysis and publishes reports to its subscribers. For these tasks, BIVB benefits from the full potential of Qlik.

“Qlik Cloud® Analytics allows us to provide economic and market information to subscribers so they can make strategic decisions based on that data.”

Philippe Longepierre, Market and Development Director, BIVB



Client Name

BIVB

Industry

Consumer Products

Location

Beaune, France

Function

Marketing, Operations, Sales,
Supply Chain Management

Challenges

- Make BIVB's analytical applications accessible to users
- Make more market and economic analysis available, based on industry needs
- Optimize the use of AI and machine learning

Solution

With Qlik Cloud Analytics, BIVB has a secure, easy-to-access solution for data processing and sharing dashboards with subscribers.

Results

- Over 1,000 users expected in 2025
- A time-saving of more than 50% in producing reports
- Creates a solution ready for AI and machine learning

Intensive data to understand markets

BIVB brings together 316 wine merchants, 16 wine cooperatives and 3,489 vineyards. It primarily consists of three divisions, each with clearly defined prerogatives that contribute to the promotion of Burgundy wines.

The first is the technical and quality division, which provides expert support to wine industry professionals. The second is the market and development division, responsible for conducting research to help professionals target their marketing campaigns, both in France and abroad. Lastly, the marketing and communications division is dedicated to the promotion of Burgundy wines within France and internationally.

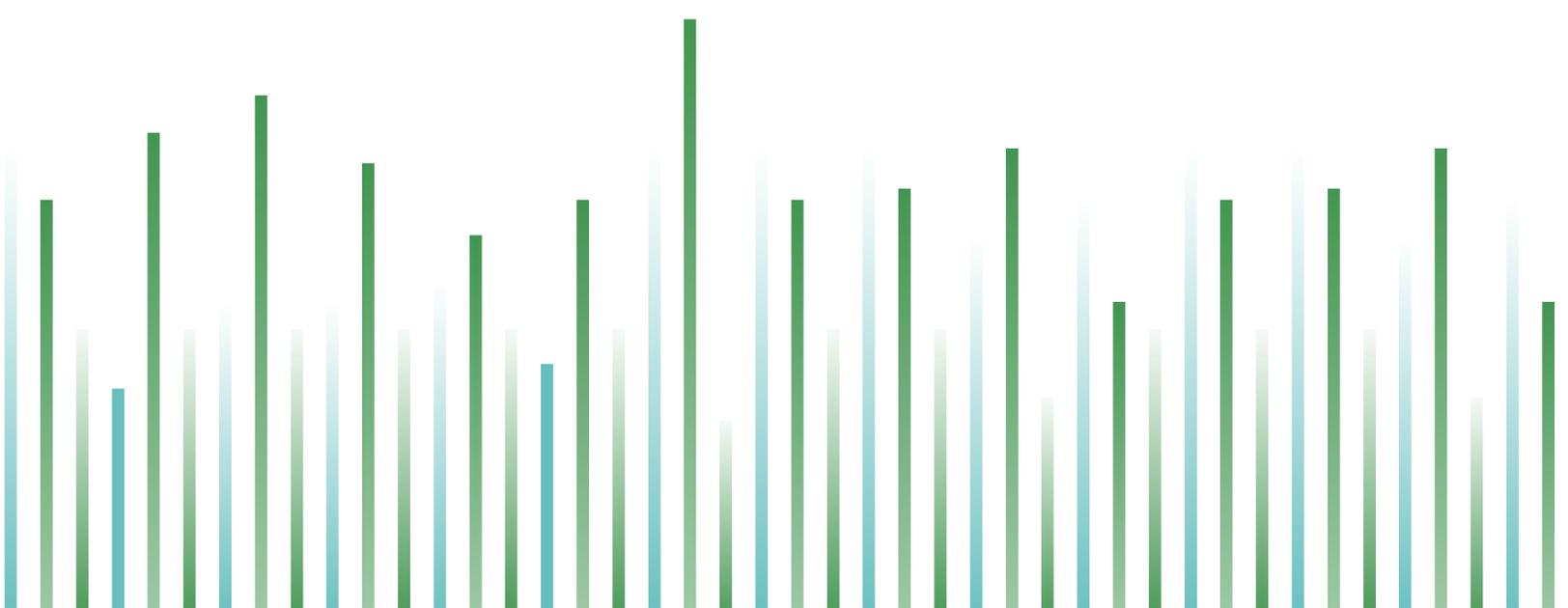
BIVB shares analysis and decision-making tools, helping Burgundy's wine industry define production conditions based on market and consumer expectations. The majority of this information is supplied by subscribers, winegrowers and merchants via a declarative tool named DEMAT'Vin. BIVB must then analyze this information, produce reports and send the results back to industry professionals. This presents numerous challenges: ensuring data security, performing rapid analysis and returning the information back to users.

A comprehensive environment for analysis and forecasting

Back in 2011, BIVB realized that a spreadsheet, no matter how sophisticated, was not sufficient to analyze all the data its board gathers securely and efficiently. According to Philippe Longepierre, BIVB's Market and Development Director, "This was the moment we chose Qlik. Over the years, we have regularly updated the solution to take advantage of new capabilities, including our recent migration to Qlik Cloud Analytics."

The migration to Qlik Cloud Analytics took place within two weeks with help from Qlik Partner, DIMO Data Performance, which supports BIVB with all its data processing projects. As a result, huge volumes of data were retrieved easily to benefit from Qlik's processing power, which in this case relies on an archive dating back to 1995.

But why make the switch from an on-premises solution such as Qlik Sense® Client-Managed to a SaaS environment with Qlik Cloud Analytics? Strategically, the organization wanted to make its analytics accessible to as many subscribers as possible, so they could access indicators and analysis to compare themselves in the industry and against their competitors.





BIVB currently has almost 4,000 members, 50% of whom are likely to use the solution. To allow members to access Qlik simply and securely, BIVB opted for the Qlik Cloud Analytics Premium licensing model, which grants read access to an unlimited number of users. It's a cost-effective solution that also simplifies access management.

To supplement its decision-making environment, BIVB also needed to carry out three- to five-year development simulations concerning production, stock, sales and consumption. The Vizlib extension was chosen for this since it offers modification capacities that extend beyond generating reports and analysis. Making use of the write-back functionality, BIVB teams and industry professionals can easily retrieve data or development percentages and update and comment on information directly within the dashboards, with a system integrated into the projection and analysis processes.

A 360-degree view of the Burgundy wine market

For BIVB, 2025 will be dedicated to extending the Qlik platform to the majority of its subscribers. This will involve presentations at meetings held in the wine-growing region, during which BIVB will be able to present market data and answer questions thanks to the analysis generated via Qlik.

Currently, there are 84 appellations and over 2,000 designations of Burgundy wines, not to mention designations by vintage, plot and location. Each user of the DEMAT'Vin tool can, on request, receive market and economic analysis and a comparison with the rest of the industry. They can also access their own data to strategically manage their purchases, export quantities and stock.

Soon, on BIVB's Qlik platform, each user will be able to perform future projections or use those generated by BIVB. "At any time and from anywhere in the world, our subscribers will be able to check the economic health of the appellation that they represent or sell," explains Longepierre. With Qlik Cloud Analytics' reporting functionality, automated report creation is also a considerable benefit for Longepierre's market and development division.

The progressive integration of AI and machine learning into Qlik will also be a major advantage of the solution. It will help users create graphics based on specific data and allow for more rapid analysis based on different scenarios, taking into account external data such as the latest economic and political trends in certain markets, for example. Thanks to Qlik, the decision-making process will be much more agile, accurate and data-driven. "Optimizing our use of the cloud and AI for new services for users could signal the completion of our Qlik platform implementation," concludes Longepierre.

**Make game-changing analytics
accessible to everyone**

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

qlik.com



About DIMO Data Performance

For more than 20 years, DIMO Data Performance – a subsidiary of the DIMO Software group – has supported customers with the planning and implementation of business intelligence projects and data management, with recognized knowledge and expertise in Qlik solutions.

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