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*Kathy Magner,*  
Reservations Manager



## ICON ESTATES

St. Helena, California

### OVERVIEW

Icon Estates, the fine wine business of Constellation Wines U.S., manages more than 13,000 tastings, tours and large-scale events each year at 13 company properties across the country. With a corporate goal to reduce costs and increase efficiencies, Icon wanted to centralize event management at five California properties, including some belonging to Constellation’s Centerra division, while improving guest experiences. To streamline processes, management centralized reservation and event operations into one fully-integrated system using ReServe Anywhere™, a web-based version of the ReServe Interactive® Event Management software.

With the online version, Icon Estates consistently manages reservations and events across properties, communicates effectively with each location, simplifies internal processes, and enhances guest visits without the burden of on-property software system maintenance or costly IT overhead.

Kathy Magner, Icon Estates’ reservations manager, explains, “ReServe helps us streamline events through a centralized reservations department which has improved operations tremendously. With ReServe’s online system, we have eliminated IT challenges, reduced scheduling redundancies and are able to provide our guests with an exceptional winery experience.”





### CHALLENGE

Icon Estates needed to reduce operating costs while effectively organizing guest visits across five California properties so that the experience at each location was unique. However, with guests scheduling multiple activities across locations and each winery managing reservations differently, the booking and execution process was cumbersome, resulting in costly inefficiencies and redundancies in planning guest activities. Icon Estates needed a customized solution to meet its unique needs.

Robert Mondavi Winery, one of the wineries offering on-site events, already used the traditional client/server application of the ReServe Interactive Event Management software with great success, but estate IT staff confirmed that current server capacity could not accommodate a large software installation across multiple properties.

“With each location using a different database, it was difficult to schedule guests and consistently manage logistical details,” explained Magner. “We needed an immediate solution to meet our needs without having to invest in costly computer hardware or additional IT staff.”

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*Wendy Darneal  
VP Hospitality/Visitor Programs*

### SOLUTION

ReServe Interactive provided a cost-effective, customized solution by upgrading the Event Management software suite currently being used by Robert Mondavi Winery to a web-based application which can be remotely accessed through a high-speed Internet connection. Icon Estates is now able to centralize reservations and consistently manage events across properties with information accessible from any winery location at any time.

With guest information entered through a central reservations department, Icon Estates can efficiently manage event logistics to streamline processes across wineries, including accounting processes and financial reporting. The software also allows the estate to gather valuable customer information in a comprehensive database that is used to create a unique guest experience at each location.

By moving ReServe online, server capacity is no longer a challenge as data is stored on ReServe’s secure servers, eliminating the need for an investment in additional hardware and IT staff. ReServe maintains the servers and Icon Estates can reliably and cost-effectively manage properties and access real-time reservation and event data anytime, from anywhere.

“ReServe was completely committed to implementing the right system to meet our needs, and the on-site training and 24/7 technical support has been critical to our success with this system,” said Wendy Darneal, vice president of hospitality and visitor programs for Icon Estates. “With our wineries connected online, we have all of the tools we need to efficiently and successfully manage events and provide our guests with a truly unique winery experience.”

Other Winery Customers Include:

Domaine Carneros / Mumm Napa Valley / Markham Vineyards / Rubicon Estate / Renault Winery / Sterling Vineyards