



Transforming Morocco's Viticulture with Zoho CRM

Case Study



Overview

Meknes Viticulture Needs a Digital Backbone

Meknes is Morocco's wine capital—renowned for vineyards, exports, and quality varieties. Yet, growers and wineries struggle with:

- Distributor & Client Management (Local & International)
- Tracking Grape Quality, Yield, & Storage
- Predicting Seasonal Demand & Exports
- Managing Inventory from Vine to Bottle
- Export Documentation & Taxation Compliance
- Field Data Collection & IoT Integration

To stay globally competitive, digital transformation is essential.



Zoho Features That Empower Moroccan Viticulture

- ◆ **Zoho CRM:**

Client & distributor tracking, contract renewals, automated follow-ups.

- ◆ **Zoho Creator:**

Custom apps for field task logging, yield recording, and grape quality analytics.

- ◆ **Zoho Inventory:**

Manage harvest stock, packaging units, bottles, and barrels.

- ◆ **Zoho Analytics:**

Visual dashboards for crop trends, seasonal performance, and export readiness.

- ◆ **Zoho Books:**

Simplified accounting, supplier payment tracking, export invoice generation.

- ◆ **Zoho Desk:**

Distributor support tickets, feedback capture, multilingual support.

Technology Stack



How Zolute Powers Digital Change in Moroccan Agriculture

Zolute Consulting delivers localized, agriculture-specific Zoho solutions in Morocco:

- Customized CRM for wineries & vineyards
- Creator apps for field-level data logging
- Dashboards for yield forecasting & ROI tracking
- Integrations with IoT & weather APIs
- Support for French, Arabic & international workflows
- Training your field workers, accountants & sales teams

Result: End-to-end traceability, smarter operations & export growth.



Get In Touch



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