

CUSTOMER STORY: VINO.COM

Always visible, never intrusive: How Vino.com built a quiet command center with Joan

COMPANY PROFILE

Making premium wine accessible across Europe

Vino.com is a leading Italian e-commerce platform dedicated to simplifying the wine-buying experience. Headquartered in Florence, the company manages a complex operation—shipping millions of bottles annually to over a dozen European markets. Their success is built on a highly data-driven culture where logistics, commercial performance, and customer experience are continuously monitored and optimized.

Implementation goals:

- Transition from manual data checking to a continuous, glanceable performance overview.
- Reduce the "mental switching" and friction caused by logging into multiple BI dashboards.
- Implement a professional display solution that complements a high-end office aesthetic.
- Provide the CEO with a "full-picture" view of the business without breaking focus.

THE CHALLENGE

Overcoming the friction of data accessibility

In the fast-paced world of e-commerce, continuous monitoring is essential, as orders and logistics move 24/7. While Vino.com had powerful business intelligence tools, accessing them required opening laptops and navigating complex menus.

Research by the American Psychological Association (APA) indicates that even brief mental blocks caused by task switching can **cost up to 40% of someone's productive time**. For Vino.com's leadership, these constant interruptions made work feel inescapable rather than streamlined.





THE SOLUTION

A command center for real-time business visibility

The leadership at Vino.com sought a solution that offered transparency without distraction. They needed a device that could shift between scheduling and deep-data monitoring effortlessly.

By repurposing smart workspace technology, they turned a meeting display into a strategic asset.

Why Joan?

Joan 13 provided the perfect balance of form and function:

- **E-paper technology** offers a calm, minimal look that fits naturally into a professional space without the "light pollution" of standard screens.
- **Glanceable clarity** allows for instant monitoring of order volumes and site traffic without opening a single application.
- **Dual-mode functionality** acts as a personal calendar during the day and a live KPI dashboard after hours.
- **Sustainable design** ensures low energy consumption while maintaining 24/7 readiness.
- **Proactive alerting** enables the CEO to spot early warning signs in logistics or sales and act immediately.

The chosen solutions and devices:

- [Joan 13](#)
- [Joan CMS](#)

"I understood it could do more than scheduling. It could become a command center for business visibility. The ePaper device is calm, minimal, and instantly readable."

Andrea Nardi Dei, Co-Founder and CEO, Vino.com

THE RESULTS

Enhanced focus and proactive leadership

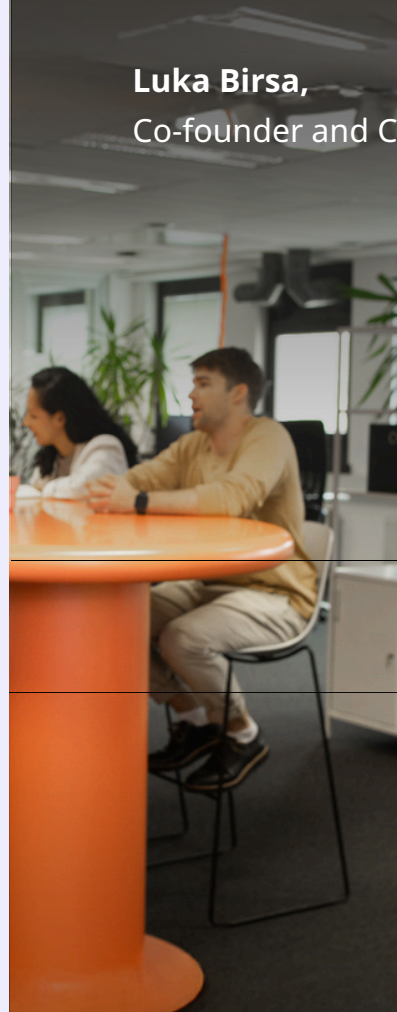
- **Eliminated digital friction** by transitioning from manual logins to a continuous, always-on overview of key signals.
- **Minimized mental switching** by integrating calendars and high-level BI into one seamless executive interface.
- **Optimized executive focus**, allowing for a "full-picture" view that enables immediate reaction to performance dips.
- **Professionalized the workspace** with a non-intrusive ePaper design that perfectly complements the high-end office aesthetic.
- **Reinforced a data-driven culture** by making critical performance metrics visible without demanding constant attention.

FROM JOAN

Supporting Vino.com pushed us to think about how our technology serves the people at the top of an organization. E-commerce is complex, but the tools used to manage it should feel simple, quiet, and empowering.

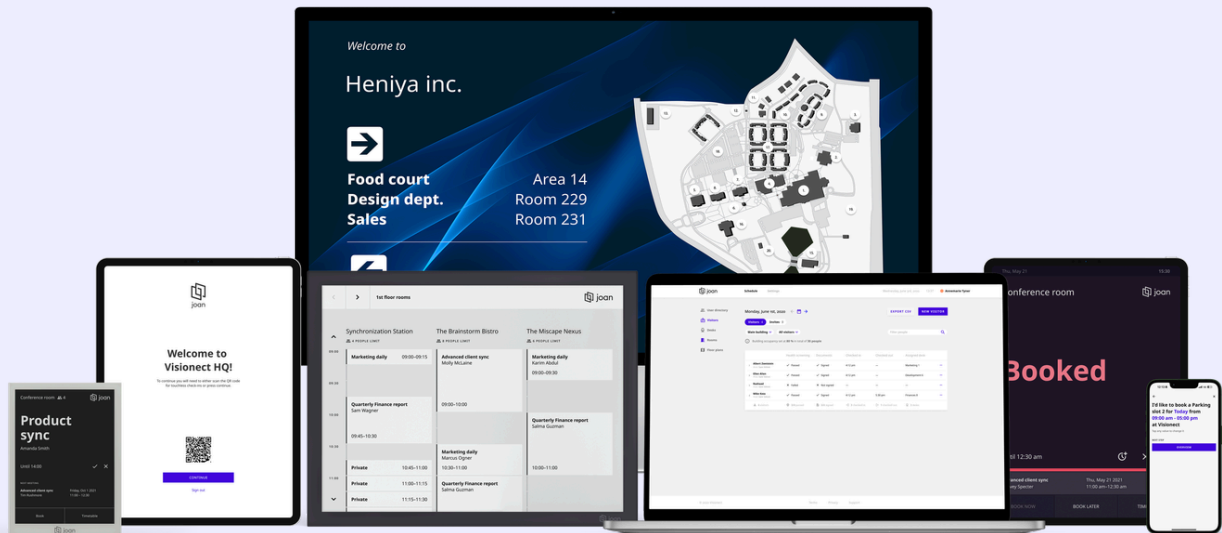
"It's about more than just tracking numbers. It's about giving peace of mind, knowing the right information is there when it counts. We're proud to help Vino.com focus on their growth while we handle the visibility."

Luka Birsa,
Co-founder and CTO, Joan





Simplifying smarter, more flexible workplaces worldwide.



ABOUT JOAN

Joan Workplace is an all-inclusive platform for workplace solutions, designed to simplify office reservations, optimize space, and streamline information flow. It includes solutions for booking meeting rooms, desks, and assets, visitor management, and workplace digital signage. A multiple-time design award winner and G2's #1 room booking software, Joan is trusted by numerous Fortune 500 companies.

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