



# Publican House Brewery

Local Craft Brewery Fills Production Gaps with OBeer.



**Orchestrated** *Beer*  
BREWERY MANAGEMENT SOFTWARE



## About Our Customer, Publican House Brewery.

The Publican House Brewery is a craft brewery that creates some of the finest and most interesting brews in Ontario. Using natural, wholesome ingredients, the brewery masterfully brews seven distinct styles, some of which are available year-round, others seasonally.



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*Obeer lets us see which weeks are lighter on production and identifies gaps when we can try brewing something different.*



## The Public's Brew House.

The world is rapidly becoming digital, and how we interact with each other has changed. From automated tellers, self-service checkouts, and websites to email, internet, and social media, people feel increasingly disconnected, which means fostering community has never been more critical. This might explain the success of the Canadian craft brewery industry over the last decade – the boom of new breweries and brewpubs meets people's need for a community.

It's a tall order, but craft breweries like Vision33's customer, the Publican House Brewery, play a role in supporting local communities. Historically, public houses (aka 'pubs') offered places for social drinking. Today, they do so much more: become landmarks, revitalize the unique or significant structures they occupy, and honor the heritage of a place. Producing exceptional handcrafted beer and serving good grub are essential elements for a successful brewery. More importantly, however, the Publican House Brewery gives customers a sense of community as an inviting place to eat, drink, and be merry.

Since 2008, the family-owned Publican House Brewery has crafted award-winning beers with names like Pub House Ale, Square Nail Pale Ale, Paddler's Ale, and O'Leerie Stout. And the numbers don't lie – beer is selling exceptionally well. In two years, Publican House Brewery added new sales channels, rounding out their retail shop, including the LCBO retail stores, and the Beer Store. With OrchestratedBEER (OBeer) brewery management software powered by SAP Business One, Publican House Brewery now has visibility down to the last drop of its inventory.

When Joseph O'Connor, the accounting manager of Publican House Brewery, joined the company five years ago, the challenge was growing the business while keeping its local roots and the elements that make the brand what it is.

*Family-owned Publican House Brewery business has gone through many exciting changes over the years, but they've never lost their passion for creating quality, flavourful and consistently great beer.*





## Paying Cash on the Barrel.

While Prohibition and the Roaring Twenties are long gone, the remnants of the restrictions persist. Each province governs alcohol sales differently, with a broad spectrum of laws that include exclusive distribution from government-owned corporations to semi-privatized sales. The least of the complexities are the sales taxes craft breweries pay for the beer they produce.

One of the most time-consuming things for the Publican House Brewery was calculating beer tax each month. Breweries are taxed on their beer the moment it's ready to be packaged. In the past, Publican House Brewery manually reviewed the brew sheets and added them together. The calculation took hours – until they implemented OBeer. Now the company prints a report that reduces the time and effort to make the calculation.

“Calculating the tax – it’s maybe a 15-minute process, cut down from the hours it used to take,” says O’Connor.

Barring the calculation of the tax itself, this also means knowing when the beer is ready for packaging. Family-run businesses often face the challenge of outgrowing the processes they used when their inventory was smaller and more manageable.

“Inventory tracking was basically just a spreadsheet we printed out and counted the numbers on,” says O’Connor. But the Publican House Brewery needed a system to keep inventory under control – lock, stock, and barrel.

## How Many Cans of Beer on the Wall?

Like many craft breweries that make handcrafted beer, manually processing business data like inventory counts is common. Before OBeer, Publican House Brewery did monthly inventory counts by printing out Microsoft Excel spreadsheets – but because they didn’t double check the numbers, the potential for human error was high, and operations were inefficient.

O’Connor recalls, “I remember one summer, someone went to count grain at our warehouse and asked, ‘Aren’t we supposed to have another skid of malt?’”

For Publican House Brewery, this was a significant loss. Skids store heavy inventory; in this case, 40 bags of the company’s key ingredient were missing. Unfortunately, inventory counting mistakes aren’t isolated

situations – inaccurate counts bubble up often, affecting related areas like ordering.

“Using OBeer, we’ve tightened things up on the most important ingredients,” says O’Connor. “OBeer makes sure we’re ordering correctly, which helps with cash flow in the end – that’s huge.”

Inventory management was the first thing Publican House Brewery noticed a significant improvement in following the implementation of OBeer. The solution allows inventory managers to view past, present, and future data for a complete picture of the inventory.

“The inventory tracking in OBeer enabled us to get on top of our ingredients inventory. For example, I can go and look up what’s in the malt right now, and it’s bang on.”





## A Recipe for Success.

Publican House Brewery is best known for its distinct and flavorful beers inspired by the 150-year-old building that houses its brew pub. The beers use quality local ingredients and offer diverse styles. As the company grows, they've expanded the brewery, adding tanks and turning seasonal beers into year-round offerings.

As they test one-off products and introduce new brands, OBeer's material requirements planning (MRP) module provides the brewmaster with streamlined production and scheduling for greater visibility. With the MRP module's guidance, Publican House Brewery can see which weeks are lighter on production when it's time to brew their year-round brands.

OBeer also provides processes that allow the brewmaster to plan production and have full visibility of every step. This allows them to focus on making great beer and helps them decide when to try a new recipe.

"OBeer lets them see which weeks are lighter on production and identifies gaps when they can try brewing something different," explains O'Connor.

OBeer is more than an integrated solution for managing breweries – it's a tool to empower employees to excel at their jobs. When O'Connor began working with Publican House Brewery, he managed the basic bookkeeping; however, his role has expanded into production planning.

"My title is accounting manager, but I do the basic bookkeeping and inventory forecasting," explains O'Connor. "OBeer has helped me morph that into production planning and supply logistics."



## Not Your Average Pint-Sized ERP Solution.

OBeer's cloud-based, all-in-one business management software allows Publican House Brewery to manage every aspect of their brewery, from accounting in the back office to iPads on the production floor. One of OBeer's key advantages is that it's built on a proven platform rather than as a bolt-on to generic booking software. This offers breweries a great deal of flexibility.

The modular design ensures that the company can access the features they need today without getting overwhelmed by the features they'll need tomorrow. Publican House Brewery's OBeer solution is powered by financial systems leader SAP's flagship solution for the midmarket: SAP Business One.

## Tapping into Even More Business Intelligence with OBeer.

"We're interested in using more of the functionality," says O'Connor. "One area I want to get into this year is determining the actual cost per liter of making beer."

With inventory under control, Publican House Brewery anticipates growing more into OBeer. They plan to leverage the advanced reporting capabilities to determine what happened this week and this month and obtain greater insight into their overall operations, giving them an edge over the competition.

"I think it gives us an advantage for sure," endorses O'Connor. "I don't want our competitors to have OBeer, because I think that's how good it is."



## The Value of Working with a Dedicated ERP Partner.

In addition to working with OBeer consultants, Publican House Brewery partnered with IT professional services partner and SAP gold channel partner Vision33. As part of their brewery management solution, Publican House Brewery has access to the renowned Vision33 TOTAL Care 24/7 customer support program to get answers about the solution's features and functionality – anytime. "Usually within an hour, somebody's emailing me saying, 'We're looking into this.' And that's nice, I really like that," says O'Connor.



## About Vision33, IT Professional Services Partner.

Vision33 Inc. is a global IT professional services consultancy that solves customer business challenges through the promise of technology and the value it delivers. They partner with organizations in both the public and private sectors to understand their vision and help them reach it with the right blend of strategy, consulting, and technology. Vision33's global team of results-driven resources provides world-class experience through their office locations in North America and Europe. For more information about Vision33, visit [www.vision33.com](http://www.vision33.com).

Vision33's SAP solutions provide scalable and integrated ERP technology. With Vision33's help, customers connect their business processes, from finance and expense reporting to procurement and inventory, to transform their operations and manage their subsidiary operations more efficiently. Vision33's dedicated customer support program, the world-class TOTAL Care support program, ensures businesses have the tools they need to leverage their technology investment.



## For More Information

When you're ready to take the next step, contact a local, qualified Vision33 consultant in your area.

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