

Beavertown Brewery Says "Cheers" to Unified Operations With SAP Business One and Brutos



SAP Business One



About



Beavertown Brewery was born in early 2012 when Logan Plant experimented with craft brewing in the kitchen of a restaurant he owned in London.

Today, Beavertown brews at three locations: its main Beaverworld site in Enfield, a brewery in Tottenham, and a micro-brewery at Tottenham Hotspur Football Stadium—the first of its kind in the United Kingdom.

Beavertown's many beers include the award-winning, easy-drinking Neck Oil IPA and the bold, characterful Gamma Ray American Pale Ale.

The fast-growing brewery's creations are primarily sold to pubs, bars, restaurants, grocers, and supermarkets in the **United Kingdom**, but Beavertown's direct-to-consumer website offers everything from its brews to fun beer gifts, glassware, and clothing.



Exciting Growth Requires Modern Technology

Brewing isn't just a business—it's an art. From sourcing and stocking raw ingredients to delighting customers with their favorite beer, brewing is a complex operation.

Beavertown was growing fast, and its software could no longer support its complexity.

"We had some very basic legacy systems," explains Paul Smith, Beavertown's IT project manager. "They weren't fully integrated with our accounting system. A lot of business planning was done on spreadsheets. The technology hadn't kept up with the speed and growth of the business. Moving to a proper ERP solution was absolutely essential for us to do."



SAP Business One Raises the Bar

Beavertown partnered with Vision33 to implement SAP Business One Cloud and the Orchestrated Beer (OBeer) add-on and went live with the software in 2020.

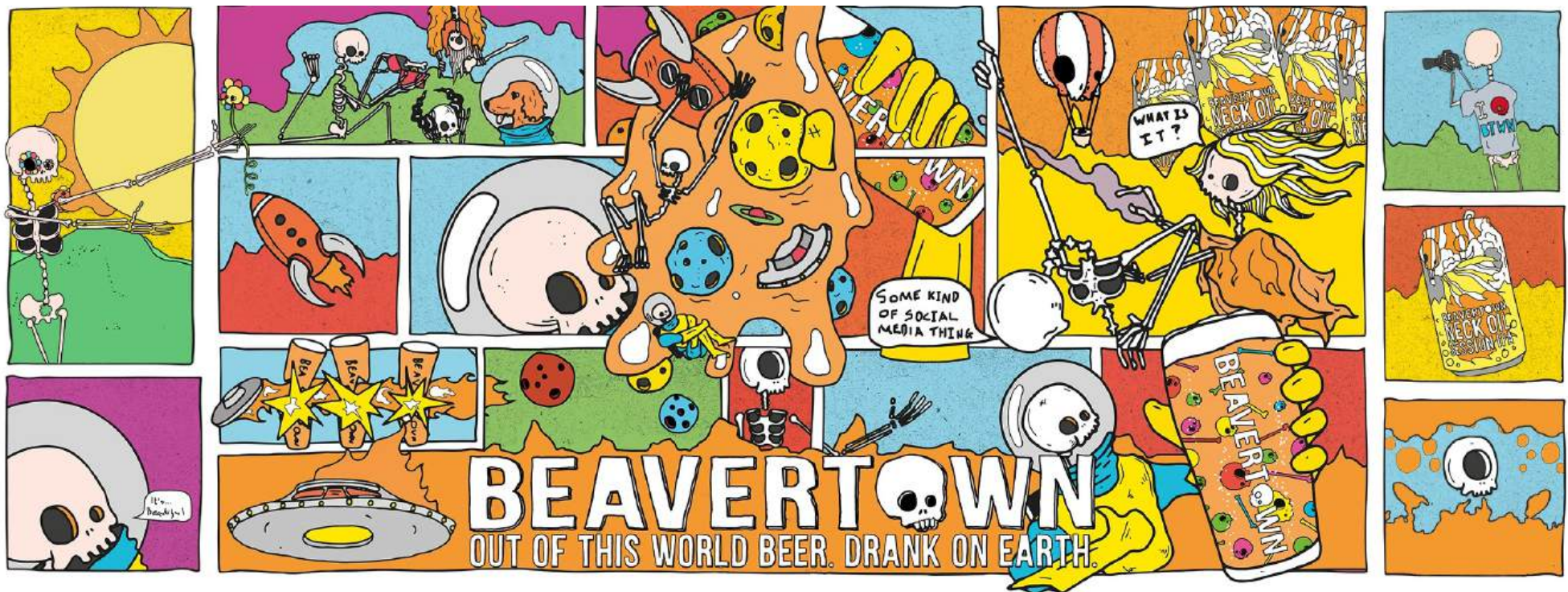
SAP Business One is one of the world's leading ERP solutions for growing businesses. Scalable and powerful, it's an all-in-one solution for financials and accounting, customer relationships, purchasing and inventory, and reporting.

Vision33 is an award-winning SAP Business One partner who has lived and breathed the solution for over 20 years. The company offers the largest global team of certified consultants, superior integration capabilities, and the award-winning TOTAL Care support program.



SAP Business One simplifies and provides visibility into Beavertown's operational and financial transactions. It also gives the brewery's customer care team real-time stock visibility when capturing orders. And with significant sales growth to pubs and supermarkets, SAP Business One's ability to connect to electronic data interchange (EDI) is a vital advantage for Beavertown.

"Many of the major UK grocers can only trade with suppliers that can transact over EDI," Paul says. "Without SAP Business One and EDI, we wouldn't be able to get listings in major customers. It just wouldn't be possible without a robust, core ERP solution."



Brutos

Democratizes Brewing

In 2024, Beavertown upgraded SAP Business One's speed and performance by moving to SAP's HANA platform. The brewery also replaced OBeer with Brutos.

Brutos by Vision33 is easy-to-use cloud software that harnesses the power of SAP Business One and helps adult beverage manufacturers increase operational efficiency and gain 360-degree visibility into operations.

Brutos brings industry-specific functionality to SAP Business One, unites data, and combines front- and back-office functions such as accounting, sales, production, packaging, brand management, inventory, and warehousing in a single solution with anytime, anywhere access.

"The upgrade process was smooth, especially for such a significant change," Paul says. "Members of Vision33's Brutos project team came to talk to us and tour our operation. Beavertown had some input in the original Brutos design, which was very useful for us."





Because Brutos is portal-focused, it has democratized many of Beavertown's processes and lets more users transact without needing full SAP Business One licenses.

For example, Brutos enables junior brewers and packaging operators to transact goods received and process production orders on the shop floor, rather than relying on senior brewers and packaging operators to do so in the office.

"Brewing isn't standard manufacturing," Paul says. "There are very few products on the market that are tailored for brewing. Brutos is specifically tailored for brewing and drinks companies."

Saltbox Connects the Dots

Beavertown has a small fleet of vans that deliver brews to London pubs, but its nationwide deliveries to large customers are made through a third-party logistics (3PL) solution.

When Beavertown asked Vision33 how to best interface with its 3PL solution, the answer was Saltbox Integration Platform.

Saltbox is Vision33's exclusive cloud-based solution that empowers companies of all sizes to integrate disparate applications and data sets.

Vision33 developed several workflows with Beavertown's 3PL solution. The workflows complete transactions from order to delivery to invoice in SAP Business One and send information about incoming purchase orders and stock transfers to the 3PL solution. The 3PL solution then returns goods receipts against the purchase orders.

"Saltbox is a really good product," Paul says. "It's straightforward to use and reliable. It's quite versatile."





“Moving to SAP Business One definitely unlocked doors for us to interface with other systems,” Paul says. “Having SAP Business One as a backbone allows us to work with a 3PL solution in an automated way and transact orders and invoices through EDI with our customers. And having Brutos on the front end gives us functionality specific to brewing and packaging.”

A Cloud Technology Stack Integrates and Automates

Beavertown’s robust cloud technology stack has integrated and automated the brewery’s processes, provided visibility and traceability into what’s being produced on-site and at contract brewer locations, and formed a solid, scalable foundation for growth.

A trusted technology partner is just as critical as using the right technology.

*“We have a very good relationship with Vision33,” Paul concludes. “There’s a partnership approach in the way we work together. We have close communication with our customer relationship manager, who is very responsive to our needs. We’ve done a number of projects over the years, and everything has been very well planned. **The more we work together, the more Vision33 understands our business and we understand what Vision33 can offer.**”*



Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox and iDocuments.

For more information about Vision33, visit www.vision33.com

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