

**Poppels Bryggeri Finds
the Ideal Technology
Blend in Brutos, Powered
by SAP Business One,
and iDocuments**



About

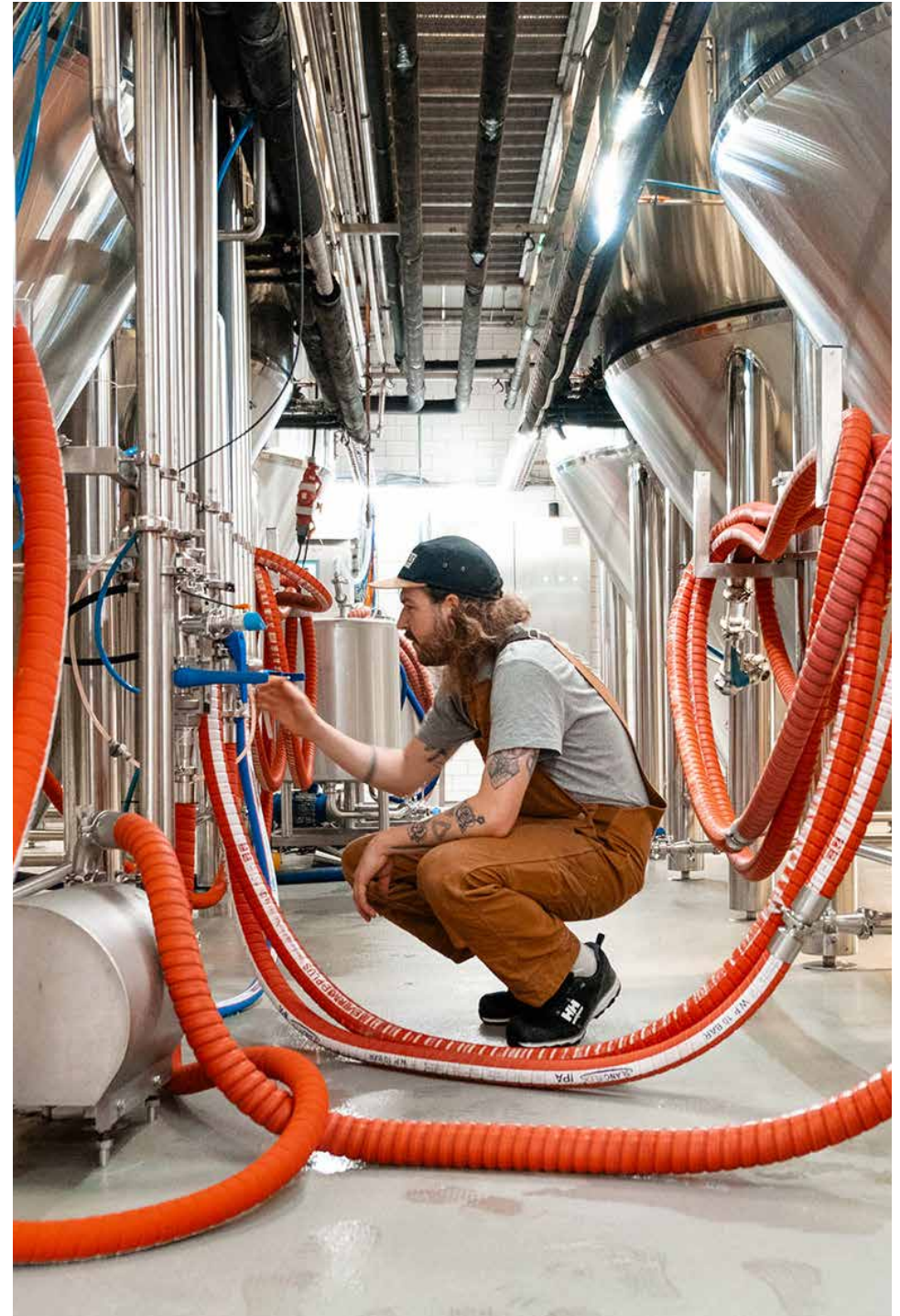


Flavor, food, and friends. That's the vibe of Poppels Bryggeri, a renowned craft brewery in Jönsered, a historic factory town in Sweden.

Founded in 2012 and named after a 17th-century Swedish brewer, Poppels has expanded to two brewery locations—one of which is the largest oak-fermented brewery in the world. Each has its own restaurant.

Poppels sells beers from its Poppelino, Core, Selection, and Experimental series to well-established restaurants and taprooms across Sweden and other European countries. It also has a small distribution presence in China.

Beyond brewing and distributing, Poppels offers immersive experiences at its Jönsered location, including guided tours and beer tastings.



Tapping Into the Perfect ERP Solution

An operation of Poppels's size and complexity requires an enterprise resource planning (ERP) solution to centralize data, streamline critical business functions, and ensure compliance—but the brewery's legacy ERP solution wasn't up to the task.

"Producing alcoholic beverages involves a lot of restrictions, duty rules, laws, and documentation," explains Mattias Lundgren, Poppels Bryggeri's finance manager. "Our previous ERP solution wasn't up to standard. It didn't fit our compliance requirements and lacked an audit trail."

In 2018, Poppels partnered with Vision33 to implement SAP Business One, the go-to ERP solution for growing small and midsize businesses.

Vision33 is an award-winning SAP Business One partner who has lived and breathed the solution for over 20 years.





Modern Software Crafted for Brewers

Scalable and powerful, SAP Business One unites finance and accounting, customer relationships, purchasing, inventory, and reporting on one integrated platform.



I recommend SAP Business One to businesses in the process industry." Mattias says. "If you like to use and analyze data, it's a perfect solution."



When Poppels first used SAP Business One, an add-on called OrchestratedBEER (OBeer) provided much-needed brewery-specific functionality. However, with support for OBeer ending, Poppels needed a new brewery-specific solution compatible with SAP Business One. Vision33's Brutos was the perfect pairing.

Purpose-built on the SAP Business One platform for adult beverage businesses, Brutos is cloud software that provides 360-degree visibility into finance and operations for enhanced decision-making, heightened operational efficiency, and complete control.

Brutos is a single, intuitive solution that combines front- and back-office functions, including accounting, sales, production, packaging, brand management, inventory, and warehousing.

"Brutos is more modern and behaves a bit better than OBeer," Mattias notes. "It's more user-friendly."





Poppels uses SAP Business One's material requirements planning (MRP) functionality for raw materials planning. Although Brutos is predominantly used for production, it's also vital for tracking the quantity of products moved to different locations.

"SAP Business One is really strong with production processes, but Brutos adds user-friendliness to production," Mattias says. "It adds automation and extra features that are important for brewers."

And Brutos's implementation was as smooth as a Poppels Passion Pale Ale.

"It was better than we anticipated," Mattias says. "Vision33 moved our data over a weekend. We were working in OBeer on Friday and Brutos on Monday, and it just worked. Quite convenient."

Digital Transformation Keeps Brewing

Three years after implementing SAP Business One, Poppels continued its digital transformation and boosted accounts payable efficiency with iDocuments Purchase-to-Pay (P2P).

Available only from Vision33, iDocuments P2P seamlessly integrates with SAP Business One to automate the purchasing process from start to finish and control business spending.

"With iDocuments P2P, there's an audit trail," Mattias says. "We have the right people approving things and have limits set up. We can always track where things are. That's how it should work in a modern company."

With accounts payable digitized, Mattias and his team reduced the monthly close by one day and no longer worry about lost invoices.



A Key Ingredient: The Right Partner

Poppels Bryggeri began its journey with a love for the art of brewing. Today, it's a modern brewery that embraces change while respecting the past.

Owned and operated by devout beer lovers, Poppels is proud to carry on noble brewing traditions while using state-of-the-art technology to ensure superb, consistent quality.

With a robust technology stack and a trusted partner's ongoing support, Poppels is well-positioned for growth.

"Our main Vision33 consultant is very attentive," Mattias concludes. "He's extremely knowledgeable not just about us, but also about the configuration we had in OBeer and what needed to be designed in Brutos. That trust was critical to a successful project."





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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