

## Acumatica Helps Growing Craft Brewer Improve Data Control and Operational Efficiency

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– Derek Szabo, Managing Director, Devil's Peak Brewing Company

### OVERVIEW

Founded in 2012, the company has grown to 100 employees. After relying on QuickBooks since their start, Devil's Peak Brewing in 2016 determined they needed true ERP functionality and switched to Acumatica, resulting in improved management of financial data and the potential for future integration with vendors and international partners.

### SITUATION

Before launching their craft brewery business in 2012, the founders of Devil's Peak Brewing Company in South Africa spent two years working on their business case, recipes, "garage brewing," government applications, and hiring staff.

Since their start, Managing Director Derek Szabo says, "We've been at the forefront of educating South African consumers in drinking more interesting, bolder beers, and moving away from the typically massproduced lagers that they were used to."

When they began the business, he says, they started out using QuickBooks, primarily for orders and sales. He says they tried to use it for inventory, "but that didn't really work." He adds that they had limited ability to manage and track their supply chain and production: "QuickBooks wasn't giving us the visibility we needed across the business, especially regarding production and inventory."

Especially as the company expanded, their financial management needs grew. "As our business became more complex, and our supply chain became more extensive," he says, "it became clear that basic financial software was not sufficient anymore."

### SOLUTION

While looking for their new system, Szabo says, the company considered several options, including SAP Business One, Sage, SYSPRO, and NetSuite. They determined they wanted a "full cloud solution," which narrowed down the choices to NetSuite and Acumatica.

In the end, Szabo says, Devil's Peak Brewing valued Acumatica's functionality and its ability to manage the ERP suite that the company wanted, at a competitive price. "We were looking for a cloud-based solution which was able to handle the full financial and industry capability that we require," he says. "Acumatica was able to handle the full end-to-end functionality, it was cloud-based, and it was exceptionally costeffective."



### COMPANY

- **Location:** Headquarters brewery in Cape Town, South Africa, with operations also in four other locations in Johannesburg and Cape Town
- **Industry:** Craft brewery with sales at taproom as well as to major retailers, bars, and restaurants across South Africa

### SOLUTION

- Acumatica Financial Management
- Acumatica Distribution Management
- Acumatica Customer Management
- Acumatica Project Accounting
- Acumatica Manufacturing Edition\*

### KEY RESULTS

- Enhanced visibility of data and strengthened supply chain control "end-to-end"
- 24/7 staff access to the system from anywhere, through the cloud
- Anticipated ability to manage growth and improve connections with suppliers and vendors

*\*formerly known as JAAS Advanced Manufacturing Software (JAMS)*

Szabo praises their Acumatica partner, One Channel, for their work during and after the switch: "One Channel helped us throughout the preparation process, as well as during the testing, training and go-live." The partner continues to provide ongoing support.

Devil's Peak Brewing chose the Acumatica suites for Financial, Distribution and Customer Management as well as the Acumatica Manufacturing Edition, formerly known as JAAS Advanced Manufacturing Software (JAMS). Szabo reports, "We're currently using the full end-to-end suite, including raw material procurement, manufacturing, supply chain, and obviously all the associated financial functions."

## BENEFITS

Devil's Peak Brewing appreciates Acumatica's simplicity and its user interface, and the help offered to customers. According to Szabo, "What is impressive about Acumatica is the user interface is exceptionally simple, the help guides are very useful and friendly, and we use them continuously today." In addition to being user-friendly, Acumatica empowers the staff by allowing them 24/7 access: "Data is available from anywhere in the cloud, so people can do their jobs from the office, airport or home," he says.

Devil's Peak Brewing also values the range of business functions Acumatica covers, as well as the direct integration with Power BI and "cloud functionality" of the platform. In future, Szabo says, they will consider developing a variety of functions against the platform, including "integrated customer ordering, integrated distributor information, and enhanced PowerBI dashboarding."

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Acumatica's cloud ERP has helped Devil's Peak Brewing improve "control and visibility of inventory as it moves through the end-to-end value chain," according to Szabo. This will also enhance the brewery's ability to grow, he says, "Full supply chain visibility will enable us to target the areas where we have issues and tackle them, to ensure we are operating efficiently and driving growth across sales, supply chain, manufacturing and finance."

Thanks to Acumatica, Szabo reports the staff doesn't need to focus as much on what their system says: "We are already trusting the numbers in our systems more, and as our business becomes more and more complex that becomes more critical." He adds, "We can focus on selling and making beer."

Devil's Peak Brewing expects Acumatica will help them continue to improve and grow their business. Szabo says, "We're also looking to do direct integrations with suppliers, with vendors, and potentially with international partners, which we believe we will be able to do with Acumatica. As our business grows and becomes more complex, and we add new regions and new products, we believe that Acumatica will be able to support us through that."

The benefits that Acumatica has brought to Devil's Peak Brewing encourage lead Szabo to advocate for other companies to switch: "I would definitely recommend Acumatica to other businesses. It covers the full ERP functionality, it integrates with other products well, and it's cost-effective."