

# BeerRun Brewery Software



## BeerRun Software

*BeerRun* software is a full-featured, cost-effective MRP system that manages microbrewery inventory and operations from start to finish. Its design is client-driven and it syncs with popular accounting systems — offering the power and simplicity of an integrated suite without migrating to a new accounting platform.

The benefits:

- Tame the spreadsheet beast.
- Manage operations and inventory from anywhere you have web access, with real-time information and 360° visibility.
- Automate and simplify manual tasks and work-arounds that waste your team's time and limit their productivity.
- Integrate with QuickBooks and Sage 50 (or another small-business accounting program) while off-setting their limitations, so there's no need to implement an all-in-one ERP system.
- Keep your costs down while maximizing profitability.

## Success Story: Bearhill Brewing Co.

“We implemented *BeerRun* just as we were opening our fourth location,” recalled Brett Ireland, CEO at Bearhill Brewing Company. “Right at that time, there was a drastic change to licensing in the province. If we didn't have *BeerRun* in place, I can't begin to imagine the chaotic mess of spreadsheets we'd be trying to manage. *BeerRun* is definitely part of our ongoing success in managing our systems and business.”

Bearhill Brewing, located in Alberta, was established in 2005 and is the parent company to four breweries located throughout the province. With future brewpubs and projects planned, company founders knew they needed a better way to manage all the moving parts. Like most craft brewers, Bearhill Brewing used entry-level accounting software. While it was user-friendly and affordable, it wasn't designed for the batch processing world or for a regulated industry like brewing. They had a heavy need for a central database that included the financial and reporting side.

After looking at three software options, *BeerRun* stood out as the one that would truly fit their needs and business model. “One of the systems we looked at was for a huge production facility,” stated Brett. “We didn't need a system that was so complex. We needed something that was specifically designed for craft brewers, and *BeerRun* ended up being the ideal solution.”

*BeerRun*, by PAID Inc., provides Craft Brewers with a single, turnkey solution capable of managing manufacturing and distribution operations with greatly enhanced efficiency, productivity, and cost reduction. Among



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## We Are Passionate About Your Craft!

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## Is BeerRun Right For You?

*BeerRun* is designed to solve a big problem that 90% of craft brewers have: They use entry-level accounting software. Basic accounting programs are friendly and affordable, but they're not designed for the batch processing world — or for a regulated industry like brewing. Even when craft brewers upgrade to the next version, they still get crushed by the spreadsheet monster and work-arounds.

We take on the functions that small-business accounting packages don't handle well (including purchasing, sales, and costing — as well as operations). With *BeerRun*, integration is simplified. Hardware needs are reduced to a working computer. The expense and time involved in migrating to a new accounting platform are eliminated. So are the man-hours lost to daily inefficiency and redundancy, which usually add up to big costs!

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other features, it enables graphical timelines of orders, batches, and fermentation tanks; allows for production planning with load balancing and inventory requisitions; and shows real-time changes in packaging, product costing information and government reporting.

"The implementation with *BeerRun* was exceptional," said Brett. "We were the first Canadian company to use it, and they were able to modify the system to work with GST [Goods & Services Tax] and the new government reporting requirements. Once it was live, we were able to begin using it right away."

Brett continued, "One of the biggest advantages of *BeerRun* is that it is so user friendly, easy to navigate, and not overly complex. We have twelve people in our brewing department that use it to varying degrees, as well as six people on the sales side, and our operations manager using it. There was no learning curve, so user adoption was immediate."

Bearhill's sales team uses the system to invoice, track inventory, and manage accounts. The operations manager uses *BeerRun* for reporting to provincial and federal governments, as well as its costing, reporting and sales abilities. The brewing department manages batches and fermentation tanks, as well as production and inventory. With *BeerRun*, Bearhill's entire team can do their jobs with a new level of ease and efficiency.

"*BeerRun* absolutely achieved what we set out to accomplish, and it does exactly what we need it to," praised Brett. "As an added bonus, we are so pleased with the way it allows the sales team to quantify leads. I was surprised at how perfectly it rolled out that data, versus the spreadsheets we used to keep. It quickly and accurately quantifies this data for us."

Brett concluded, "*BeerRun* really does understand the brewing industry's challenges and concerns, and they have the perfect solution that fits our business model perfectly. It helped us move away from time-consuming manual tasks, using spreadsheets and a stand-alone accounting system, to a fully integrated process. It has absolutely enhanced our operation."

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