



Best Practices in the Craft Brewing Industry

In any discipline, there are generally accepted principles and practices. In the Craft Brewing industry, at least four disciplines are foundational:

- Brewing
- Accounting
- Software
- Overall business management

Hence the need for a multidisciplinary “best practices” approach when designing a sound brewery management solution. Best practices are more than just an operating platform. They are the basis of innovation and drivers of success.

BeerRun software is innovative by design because it’s built on client-driven ideas and needs. Our clients challenge us with problems which we solve innovatively — while keeping it simple. Since we are the architects and builders of the end-to-end solution, we have no constraints.

Here is how we follow industry best practices in each respective discipline. When evaluating brewery management solutions, we recommend considering these criteria (in the relative importance column, we suggest 0 for unimportant, 1 for nice to have, 2 for need to have and 3 for critical):

Brewing Best Practices

Feature	What we do	Does your alternative do this?	Relative importance
Visual indicators of where you are in real time	Gantt charts		
Single-click, no data entry TTB filing	Yes		
TTB supporting data should be visible	Yes		
Tanks should not be overbooked	Yes		
Tanks should not be underutilized	Yes		
Reports should make sense with full drill down	Yes		
A data entry person should be able to use it within 30 minutes	Yes		
The buttons should disappear when not required for that person	Yes		

Accounting Best Practices

Feature	What we do	Does your alternative do this?	Relative importance
Be off the shelf GAAP compliant, industry standard software	Integrate with industry standard off-the-shelf software like QuickBooks, Peachtree, BW, MAS 100 etc.		
Produce accurate A/R, A/P; enter payments and issue checks			
Don't have to be a CFO to use it			



Software Best Practices

Feature	What we do	Does your alternative do this?	Relative importance
Simplicity	No menus, icon driven, wizard approach		
Speed	No spinning wheels		
Back-ups every 5 minutes	Yes		
Back-up emailed to you weekly	Yes		
Client-driven design	Yes		
Responsive to client need	Yes. New releases every 2 weeks. On version 112 in 18 months.		
Rapid new releases with seamless data migration	Structured code, leading edge best practices		
Modern tools: fast, light, responsive	Built with technologies that did not exist before 2008		
No software to download	Yes		
Can run on any device	Can run on browsers in your PC, iPad, iPhone, Android, Blackberry		
No excuses	Yes. We own the architecture and every line of code. If we find a binding constraint, we re-architect at will.		
IP entirely in-house	We wrote every line of code using in-house developers and industry-leading open source like Java, MySQL, Adobe Flex, xCode		

Overall Business Best Practices

Feature	What we do	Does your alternative do this?	Relative importance
Save money	Low up-front fee that includes set-up and training		
	Low monthly fee that includes support and updates		
	Pay-as-you-grow		
	No hidden costs		
	No IT infrastructure		
Use your existing accounting platform	Yes, and extend its life		
Reduce risk	Get up and running at low cost, quickly (we can go live next day)		
Prolonged, expensive implementations	Not applicable		
24/7 support	Our global team works around the clock. Your issues are normally resolved before you get in next day.		