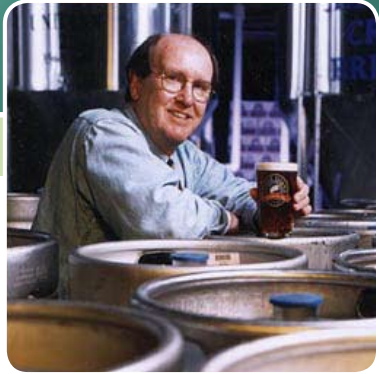


CUSTOMER SUCCESS



President John R. Hall

Sage MAS 200 is the perfect brew for Goose Island Beer

Goose Island Beer Co got its start in 1988 as a popular Chicago brew pub. The company, named one of "America's 20 Best Breweries" in *Food and Wine Magazine*, has grown into a successful brewing operation, producing and distributing 62,000 barrels of beer a year to 15 states and the United Kingdom. The company currently relies on MAS 200 ERP for accurate financial management and reporting, and has relied on other Sage Software solutions for nearly its entire history.

"We started out using Sage BusinessWorks Accounting to manage the brew pub's operations. When we opened our brewery and warehouse operations, we moved to Sage MAS 90 ERP," recalls Tony Flores, controller for Goose Island Beer. "As we continued to grow, our Sage Software Business Partner recommended we upgrade to Sage MAS 200 ERP with its client server platform. We've used it for several years now — I believe in the product."

Software Holds Recipe for Success

The Sage MAS 200 Bill of Materials module holds the recipes for the company's brews. The software's ability to handle multiple units of measure, such as barrel, keg, and case, facilitates the company's ability to manufacture, stock, and sell in the appropriate container.

The ability to calculate out to six decimal places of precision leads to a high degree of accuracy in cost calculations. Various ingredients that might be used in small amounts to produce a large batch are reduced into minute quantities when the cost per case is calculated. "That fine precision ensures our costs stay highly accurate during production," explains Flores. "While rounding might result in a variance of only a few pennies, when you multiply that by tens of thousands of bottles, it becomes significant."

Production Planning Perfected

Recently, the company added the Material Requirements Planning (MRP) module to boost purchasing efficiency and perfect its production planning process. Chris Anderson, supply chain manager at Goose Island Beer, is impressed with its capabilities, "We run the MRP report once a week and make our purchasing, production, and scheduling decisions based on the information it provides. Before MRP, I used a series of spreadsheets to get similar information. By eliminating the maintenance of the spreadsheets, I've cut the time I spend on the process in half. It's a very powerful tool."

Customer:

Goose Island Beer Co

Industry:

Beverage Manufacturing

Location:

Chicago, Illinois

Number of Locations: 3

Number of Employees: 60+

System:

Sage MAS 200

- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Inventory Management
- Sales Order
- Purchase Order
- Bill of Materials
- Material Requirements Planning (MRP)

CHALLENGE

Goose Island Beer began outgrowing the capabilities of its accounting software. It required sophisticated bill of materials functionality and multiple company features.

SOLUTION

Throughout the company's history, Sage Software products have provided a seamless upgrade path to more powerful, feature-rich solutions that meet Goose Island Beer's changing requirements.

RESULTS

The MRP module cuts material requirements planning process by 50 percent. Generous precision in formula cost calculations ensures highly accurate costing. Lot tracking saves hours over manual system and supports good manufacturing practices.

Lot Tracking

With the help of its Sage Software Business Partner, the company recently began tracking all of its products by lot number. “Good manufacturing practices—and our major customers—demand the kind of traceability that lot tracking provides. This capability is built into Sage MAS 200, so it was easy to implement,” reports Flores.

Previously, this process was performed manually using spreadsheets. When the company tested its ability to trace a case or a keg of beer back to its source, Flores says it took three people three hours. In Sage MAS 200 the same trace takes less than five minutes.

Powerful Reporting Tools

Flores often relies on Crystal Reports® to help him easily produce complex reports which draw from multiple files across modules. “We design a lot of sales analysis reports to show product sales by market,” explains Flores. “We can look at the seasonal sales of different beers, what states they’re selling in, or how many cases were sold in a certain area. The software gives us a lot of flexibility to see our data from different angles.”

Goose Island Beer’s controller utilizes F9, a financial reporting tool, to exchange general ledger data between Sage MAS 200 and Microsoft Excel. “It’s a powerful tool, and its easy to use,” says Flores.

Flexible Multi-Company Financial Statements

The company’s organizational structure has changed over the years as it formed new business entities representing its brewery, a second brew pub, and a handcrafted soda company.

“We enjoy the continuity of a single software publisher, and our ability to stay with our same trusted business partner. It’s comforting to know we have an upgrade path with Sage Software that will support us for many years to come.”

Flores appreciates the multi-company capabilities within Sage MAS 200 that easily support such a structure, “We are able to analyze each business unit separately, or combined to give us a picture of the health of the whole organization,” explains Flores.

Clear Upgrade Path

Goose Island Beer has relied on Sage Software solutions for most of its history, upgrading easily as its growth and expanded business requirements demanded. If its current growth continues as expected, Flores believes the company will migrate to Sage MAS 500 ERP within the next few years, to take advantage of the opportunities presented by the SQL database and .NET capabilities.

“We enjoy the continuity of a single software publisher, and our ability to stay with our same trusted business partner. It’s comforting to know we have an upgrade path with Sage Software that will support us for many years to come,” concludes Flores.



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Your business in mind.

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