



*We Go Further For Our
Client's Business Success*

MicroAccounting Solutions Brews Success

Sage Software Solutions Scale To Match Goose Island Beer Company's Growth



Customer Information:

Headquarters:

Chicago, Illinois

Industry:

Beverage Manufacturer

Web Site:

www.gooseislandbeer.com

Sage Software:

Sage MAS 200

Solutions:

A turnkey business

management solution

featuring Sage MAS 200

scales to meet the changing

needs of a growing

manufacturer.

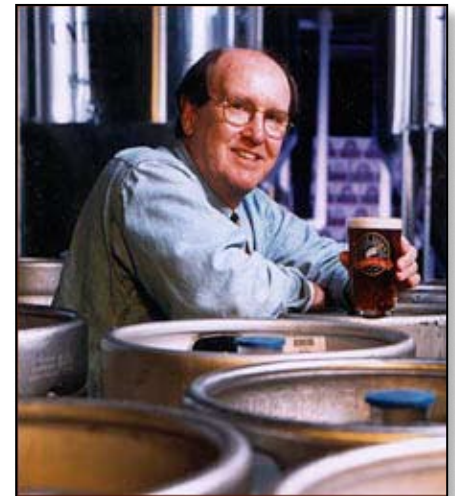
Goose Island Beer Company got its start in 1988 as a popular Chicago brew pub. The company, named one of "America's 20 Best Breweries" in *Food and Wine Magazine*, has grown into a successful brewing operation, producing and distributing 62,000 barrels of beer a year to 15 states and the United Kingdom. The company has relied on Sage Software solutions and MicroAccounting Solutions, a Sage Software Business Partner, for nearly its entire history.

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

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, case, and bottle, 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 flavorings that might



be used in small amounts to produce a large batch are reduced into minute quantities when the cost per bottle 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 Company, is impressed with its capabilities, "We run the MRP report once a week and make our purchasing, production, and scheduling decisions based on

About MicroAccounting Solutions

MicroAccounting Solutions has been focused on providing exceptional accounting information systems and services since 1988. Our staff is made up of technology and accounting professionals offering consulting, implementation, training, engineering, and ongoing technical services. With over 900 clients, MicroAccounting Solutions is one of the largest Sage Software partners in the nation.

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."

Lot Tracking

With the help of MicroAccounting Solutions, 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 the Sage MAS 200, so it was easy to implement," reports Flores.

Previously, this tracking was performed manually using spreadsheets. When the company tested its ability to trace a bottle 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, or different views of our materials requirements," 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."

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 soda pop company.

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 Company has relied on Sage Software and MicroAccounting Solutions for most of its history—what keeps the company so loyal?

"We have a real comfort level," explains Flores. "We know MicroAccounting Solutions is looking out for our best interests—they're smart and highly capable. And Sage Software provides a growth path for us that gives us no reason to switch."

If its current growth continues as expected, Goose Island Beer 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.



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WE GO FURTHER

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