

Maker-To-Market Software Solutions for the Modern Beverage Industry



INSIDE:

- Production Cloud Beverage Management Software
- Case Study: [Martin House](#)
- Case Study: [Yards Brewing](#)
- Integrated Financials
- Warehouse Management Systems
- Self-Distribution
- Global Products / PIM



ENCOMPASS



A modern, connected ERP for beverage producers

Integrate all aspects of your operation

Production Planning & Processing

Eliminating DIY business systems and automating processes allows producers to know what to produce and when.

Sales Order Management

Streamline the way you sell with optimized workflows that guide you from quote to delivery.

Inventory Management

Maintain consistent stock levels, track lots, and optimize warehouse space with just-in-time inventory management.

Accounting and Financials

Streamline daily accounting activities with automation and connectivity that integrates with your existing business solutions.

Compliance

Automate your TTB reporting based on reliably tracked data and leverage report drill down functionality.

Warehouse Management

Maintain balanced inventory and streamline pickup and loading with trackable inventory and scheduling.

Self-Distribution

Optimize routes, maximize your supply chain efforts and take control of your distribution.



Go beyond traditional ERP

Control your brand and market presence at all supply chain touchpoints.

Streamline operations while ensuring product quality despite labor challenges.

Improve forecasting and demand planning with access to rich actionable insights across tiers.

Make data-driven business decisions with visibility to cost and margins.

“With Production Cloud we’ve been able to operate and conduct business much like the largest breweries without the bigger budget and vast resources they have... in the end, this will translate to goodness for the end consumer where we’re able to offer the freshest, best quality products, and keep shelves stocked.”



Mauri Bartlett

Quality Assurance Manager
Yards Brewing Company

Schedule a discovery meeting to discuss how Production Cloud can best support your business and view a demo.



“Brewing is the perfect intersection of engineering and art.”

Cody Martin, Owner
Martin House Brewing Co.



MARTIN HOUSE BREWING COMPANY

**The largest self-distributing
brewery in Texas, leverages
Production Cloud to spur growth**

Introduction

Industry: Producer & Self-Distributor | **Primary Beverage:** Beer | **Size:** 25,000+ BBL/Year (2022)

Over the course of 10 years, Martin House has grown from 3 employees to 100, constantly brewing new, creative beers. Their creativity sparked the idea for Pickle Beer, a beverage that's now well-known throughout Texas and the Southwest. Martin House also self-distributes across Texas, with 18–20 trucks reaching all corners of the state. As the largest self-distributed brewery in Texas and an innovative leader in the craft beer space, Martin House

Brewing Co is setting the tone for what brewers can accomplish when they leverage the right technology to support their business.

Martin House has leveraged their inventive mindset, cloud-based production technology, and integrated Self-Distribution Software to set their business up for tremendous growth.

Business Situation

Martin House couldn't scale with their disconnected systems

Martin House previously relied on spreadsheets and a home-built ERP, cobbled together to manage all aspects of the business. Using multiple systems of record required a significant amount of manual data entry and re-entry, often resulting in lost time or faulty production runs due to errors in data translation between systems.

Relying on spreadsheets and a home-built ERP made it difficult for their system to communicate across production, inventory, scheduling, and distribution. The core issue was a lack of integration across all aspects of their business. Martin House was consistently noticing issues like:

- Missing raw materials
- Late packaging of products
- Inefficient use of tank space
- Inaccurate inventory

Time spent on manual data entry and custom system maintenance had become a source of frustration and error for their entire team.

Martin House needed an integrated system that would help them maximize tank space, ensure accurate raw material and finished product inventory, schedule production in a timely manner, and reallocate effort previously spent on data entry to revenue-driving activities.

“With our old software and processes, it was one of those things where if you made a change to something, you had to open several spreadsheets and then go into the ERP and do all these things and change them all. If you forgot to do one, it messed everything up.”

“Reporting got to be painfully slow as we became more reliant on it.”

“All these things resulted from having our data in a bunch of different places and being able to put that all into one place was very important when I was looking for a software solution.”

– Cody Martin, Owner
Martin House Brewing Co.

Solution

Production Cloud and Self-Distribution Software integrated all aspects of Martin House's business into a single system of record.

As the largest self-distributed brewery in Texas, Martin House runs a unique operation. Naturally, they had reservations about switching. Their primary concern was the adaptability of a new system to their complex operation, which is what led them to use home-built software in the first place.

Martin House discovered Encompass and recognized they had a real opportunity to unite their entire operation on one system using Production Cloud and Self-Distribution software, built for the industry and customizable to fit unique business needs like theirs.

After transitioning to Production Cloud and Self-Distribution software, Martin House gained efficiency, productivity, and accuracy, redefining what their team could accomplish throughout the day. The new integrated system united all aspects of the business to:

- **Save time and effort** previously allocated to data management with one-time data entry.
- **Improve forecasting and scheduling accuracy** with in-depth raw material and finished product inventory data access.
- **Maximize operational efficiency** with adaptable tools like batch tracing, the production scheduler, sales management, and inventory management that all live within the same system.

Seamless functionality between Production Cloud and Self-Distribution software enabled Martin House to more effectively manage distribution and optimize production operations. Their complex distribution arm often required multi-day trips to Austin, Fort Worth, and beyond. Martin House discovered their new system could easily adapt to their unique needs, helping them run the most efficient routes.

"We launch a new beer every week that gets distributed by us statewide. That's a big logistical dance that we've taken a long time to perfect. Encompass has kept up with it. It's been impressive to see just how modular and adaptable the system is to accomplishing our unique goals."

- Cody Martin, Owner
Martin House Brewing Co.

"I knew that in the future we would need something integrated. The big decision-maker for me was having everything in one spot with software that was experienced in distribution and sales management. The margins on self-distribution are what's made us so successful. Having that control over that part of the business has been huge for us."



Business Impact

Martin House's fully integrated system maximized efficiency and restored confidence in forecasting

Before Production Cloud and Self-Distribution software from Encompass, Martin House struggled to track quantitative metrics for the business like inventory turns, product waste, and downtime. Now they have that data at their fingertips and can use it to drive the business forward. Operations had previously suffered from constant data re-entry. Without an integrated system, Martin House didn't have insight into raw materials and finished products because their data wasn't connected.

Improved inventory control enabled Martin House to account for all raw materials so their production team knew exactly what they could produce. It also provided accurate insight into finished-product inventory so their salespeople better understood what to sell.

Full inventory visibility has restored Martin House's confidence in their forecasting and demand planning. By removing the guesswork from the process, production teams had more time to tighten up operations. Detailed sales and inventory data helped planners analyze and forecast demand more accurately.

Production Cloud gave Martin House a clear understanding of their inventory, helping them to maximize their tank space and substantially reduce brewing downtime.

This allowed operations to:

Optimize
production runs

Improve
overall efficiency

Deliver
new products faster

"Having an integrated system really changed the game pretty quick for us."

"We've been constrained by production for almost ten years now. We would buy two tanks or buy one piece of equipment here and there. Now, for the first time in our history, we have the ability to think about going out of state."

- Cody Martin, Owner
Martin House Brewing Co.

Production Cloud empowered Martin House to scale production and distribution. By leveraging Production Cloud and Self-Distribution software, Martin House has achieved new levels of creative and logistical expansion including:

50%

**increase in new
beverage products**

5X

**more product
lines introduced**

3

**new states added
for distribution**

Future

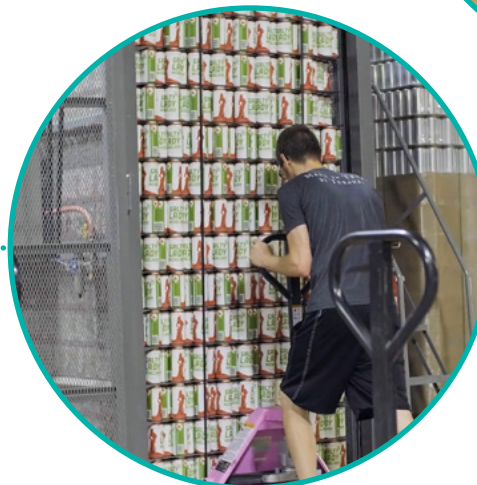
Martin House Brewing Co. looks toward further expansion, leveraging additional Encompass solutions to help them produce more products, enter new segments, and reach more consumers.

Martin House is evaluating additional Encompass solutions to integrate into their system. They will hold true to their adventurous approach to production (new beer every week), expand distribution efforts, and add some brew-pub-type locations to their operation. Through their experience with Production Cloud and Self-Distribution software, they know the right technology can help them accomplish these goals and more.

Current considerations include:

- An online ordering platform for their retailers with DSDLink
- A real-time data stream connecting them to their distributors as they expand with Distributor Reporting
- Data that enables consumers to find where Martin House products are sold with the Product Finder tool
- EDI across partner's sites that creates and updates invoices and purchases with the Transfer Portal

Martin House's use of technology continues to evolve alongside their unique operation. A growing, integrated suite of solutions opens Martin House to do more of what they're best at: combining art and science to bring innovative ideas to the beverage industry.



Interested in growing your business like Martin House Brewing Company?

Scan the QR code or call **(970)449-8000** to speak to an expert about Production Cloud today!





As with most things, reading this
booklet is a much better experience
with a beer. Feel free to grab one now.

ENCOMPASS
TECHNOLOGIES



YARDS BREWING COMPANY

**Leverages connected ERP software
to gain data visibility and
streamline production efficiency**

Introduction

Industry: Producer | **Primary Beverage:** Beer | **Size:** 60,000+ BBL/Year (2022)

Yards Brewing Company began brewing English-style cask beer 25 years ago, and now they are brewing and serving 20+ brands of beer. Yards has approximately 100 employees, 50 of whom are dedicated to production. They are the proud originators of the 'Real Ale Fest,' a cask brewing festival for local brewers in the Philadelphia area.

Thanks to the people behind the beer, 12 (and increasing!) distribution partnerships, and the power of connected, cloud-native technology, Yards continues to share their beer and the story that comes with it across the Northeastern United States. Yards produced 60,000 Barrels of beer in 2022 and aims to increase production in the future.

Business Situation

Production efficiency was limited by disconnected, disparate systems and a lack of access to insightful inventory data.

Yards used to operate with a very basic warehouse logistics software for finished goods inventory and a separate resource-planning application for raw materials. The resource planning application worked great at first, but Yards quickly outgrew the technology. It wasn't continuously updated to suit their needs, hindering business growth.

The primary technological issue was a lack of visibility into raw material inventory. The software prevented them from seeing live raw material inventory data and projecting production with accuracy. The production team's flexibility to adapt and capitalize on unused tank space became increasingly complicated, often unexpectedly delaying production due to insufficient ingredients on hand.

Additionally, they had some complications tying raw material inventory data to finished goods inventory because their two systems lacked connectivity. As a result, the pricing of finished goods didn't accurately reflect the cost of production.

The time investment required for inventory-taking processes became a roadblock for the brewery, and Yards knew they could leverage technology to increase efficiency. The brewery recognized essential pieces were missing from their tech stack. Yards needed a comprehensive ERP solution to reinvest their time into streamlining their operation, maximizing production efficiency, and improving projections.

"We didn't have any kind of cohesive system. We had an app that was custom-built for us but wasn't growing with us anymore. And we had a separate, very basic inventory system that was really just for finished goods. Having a full system that talked to each other and provided really good clarity into our inventory was something we wanted."

– Mauri Bartlett
Quality Assurance Manager,
Yards Brewing Company

Solution

Enhanced visibility through a comprehensive, integrated, cloud-native platform creates a clearer picture of the business as a whole.

With flexible production hanging in the balance, Yards began evaluating full-featured ERP software based on these three attributes:

1. Data insights to drive decision-making for consistency, growth, and profitability.
2. Scalable software to ensure the system could grow at the same pace as the brewery.
3. One system that could connect their production schedules, cash flow, inventory, ordering, facility map, analytics, recipe building, and more.

Yards knew their operation could run more smoothly and efficiently with a cloud-native, connected ERP system. That's when they discovered and began evaluating Production Cloud, an Encompass Technologies solution.

Yards chose Production Cloud to unite their entire operation through one connected platform. The ERP system streamlined business processes for inventory, production, sales, accounting, finance, planning, purchasing, quality control, and reporting. They knew partnering with Encompass would allow them to utilize additional solutions beyond core ERP functionality to fit their unique business needs.

For example, Yards decided to take advantage of Encompass' full-featured Warehouse Management System, which is fully integrated with Production Cloud. Yards decided to implement Production Cloud because it could solve their issues around inventory, data insights, and scalability in addition to fostering cohesive communication across all parts of their business.

“We knew production was being held back with what we had. It just wasn't working for us anymore. That was when we started the search for more sophisticated software.”

– Mauri Bartlett
Quality Assurance Manager
Yards Brewing Company



Business Impact

Yards streamlined standard operating procedures to create production flexibility and plan for the future

By streamlining their SOPs, Yards saw an immediate impact. The ease of taking inventory on mobile devices eliminated any need to re-enter counts into the system, saving time. Speeding up inventory gave the brewery knowledge of exactly what they had on hand. In sync with production schedules, Yards got advanced notification if there was low stock of items they needed for upcoming production.

1.5

hours saved per day

by having access to data across all aspects of inventory

3

hours saved per week

by leveraging reporting tools to minimize time spent on data extraction

2

hours saved

during end-of-month inventory counting

Additional Results

Since Yards began using Production Cloud in 2021, they've realized a number of other major benefits:

- Other areas of Yards business are strengthened by additional Encompass solutions, such as the Encompass Warehouse Management System.
- Quality Control through the production process ensures customers have a consistent experience with their favorite Yards beers.
- Data embedded in the platform enables quick, actionable decision-making around inventory ordering, production schedules, cash flow, and quality control.
- Partnership with Encompass provides access to new processes, modern ideas, and revolutionary technology that can connect Yards to all three tiers of the supply chain.

Yards continues to work within Production Cloud to build and scale the business, resulting in a much clearer vision of continued growth without the frustration of operating on disparate systems.

“We use the reporting tool to pull real-time data during our weekly meetings to have informed discussions. The system also allows us to auto-send inventory reports to our contract partners which has been a big fan favorite and the fact that reports auto-generate for us has been a huge time saver.”

– Mauri Bartlett

Quality Assurance Manager
Yards Brewing Company

Future

Yards envisions new quality control data points and new levels of visibility into production operations

Looking forward, Yards will continue working with the Encompass team to align their system to their growing needs. Production Cloud is an ERP system Yards can lean on to support their growth, and more importantly, grow with them to achieve long-term business goals.

“The better you get at your business, the deeper you have to look to see where you’re failing, and having the right data will help us get there.”

– **Mauri Bartlett**
Quality Assurance Manager,
Yards Brewing Company



Interested in growing
your business like Yards
Brewing Company?

Scan the QR code or call **(970)449-8000** to speak
to an expert about Production Cloud today!



Integrated Financials

Real Time Work-In-Progress (WIP) Inventory and Valuation

No more Friday afternoon data entry sprints. Track real time production progress, make informed decisions on inventory management, production planning, and pricing strategies while improving efficiency and reducing waste.

Fixed Asset Management and Automated Depreciation

Automate your depreciation when you bring your portfolio of fixed assets into Encompass Financials. Buying a new fermenter? Fixed assets and accounts payable modules naturally integrate to help you buy the right asset from the right vendor without having to duplicate work.

Seamless Correction Workflows

Human error is part of any business; how you handle it is what sets you apart. From production orders to AR invoices to journal entries – Encompass Financials makes correcting mistakes accessible, efficient, and clean.

Automated Monthly Reconciliation

Manual data entry and the related comparisons can take up nearly 30% of your week. That number grows even bigger when it's time to close a period. Encompass Financials sub-ledger and bank reconciliation tools help you achieve a spotless general ledger in minutes.

Manage & Deploy Budgets

Plans are always changing, so flexibility in budgeting is essential. Budgeting with Encompass Financials gives you full control over how much is budgeted, where you want to compare it, and how many budget versions you need to analyze.



Batch Costing Analysis: Grain-to-Glass

Managing by exception rather than by process is the goal. Batch costing in Production Cloud gives you visibility into every batch of beer you brew. You can see how the increased cost of your raw materials is impacting not only the wort or green, but every part of the process down to the margins for your customers.

Positive Pay & Bill Pay ACH

Stop using check stock! Sustainability and security are two of the most important pieces to a business. Production Cloud fully supports Positive Pay and Bill Pay ACH transmissions to any bank that accepts them. No additional work is needed from you. Just pick who to pay and how to pay them!

Financial Reporting Evolved

Detailed financial insights and analytics embedded with production and sales gives you insight like never before. With evolved reporting, you can identify trends, measure performance against goals, and improve financial forecasting, leading to better financial management and increased profitability.

Integration Ready

While Encompass Financials enables the strongest, GAAP compliant financial reporting for breweries. Production Cloud can also directly sync with QuickBooks while providing a seamless upload process for a range of other General Ledger softwares.

Warehouse Management System & Voice-Pick



Real-Time Inventory

Stay informed with real-time inventory to reduce close-dated product and provide up-to-date inventory to field sales and delivery.

Improve Forecasting

Project sales with accurate data. Generate production orders from forecasted demand, promptly respond to shortages, and schedule dock times.

Directed Replenishment

Always ensure pick bins have sufficient inventory to fulfill orders while eliminating picking disruptions.

Reporting

Use reports to identify and address inefficiencies in your warehouse processes.

Increase Pick Accuracies

Eliminate mispicks and pick faster using hands-off confirmation methods such as voice and scan confirmation.

Track Productivity

Use pick productivity dashboards to increase visibility and promote healthy competition among pickers.

Multilingual Voice-Pick

Support for Spanish, French, and more.

Batch Code Tracking

Track products all the way to retail using QR codes and pallet tags.

Ensure Accuracy with QA

Choose from multiple QA methods including weight verification, case counts, and images to make sure the right product is picked.

Directed Staging & Loading

Save time and money by having pickers directly load the right pallet on the right truck.

Self-Distribution

Reduce expenses and maximize profits with a comprehensive cloud-based distribution solution



Encompass Technologies' self-distribution software helps craft beverage producers and self-distributors control their brand, increase operational efficiency, and manage growth effectively. The customizable system is specifically built for the beverage distribution industry and functions to fit your unique business needs. Take control of your business with this all-in-one cloud-based system.

Trusted by



Mobile Sales & Execution

Swiftly enter orders, send invoices, and process payments on the fly using iOS and Android devices.

Live Inventory Data

Give your salespeople the data they need to make better business decisions and excel in the marketplace.

Routing Efficiencies & Fleet Tracking

Provide your drivers with turn-by-turn directions and the most efficient dynamic routing based on traffic and service windows. Save time and lower your gas and vehicle maintenance bills with full fleet visibility.

Mobile CRM & Account Management

Track activities, contacts, tasks, surveys, and assets to streamline processes and help your sales team push the right goals.

Warehouse & Labor Management

Take control of your warehouse with tried and tested pick rules and methods, optimized palletization, and vehicle planning.

Dynamic Reporting

Get a 360° view of your entire operation—ensure the right beer is being brewed at the right time, and more. Report on any field in the database, drill down into underlying data, schedule and auto-send reports and easily build dashboards.

Global Products

Support your brand identity at all supply chain touchpoints with Global Products, a Product Information Management (PIM) solution

In the fast-paced and competitive beverage industry, maintaining precise and up-to-date product information is crucial for success. A Product Information Management (PIM) System designed specifically for the beverage industry is a powerful tool that empowers producers to efficiently manage their extensive product portfolios, streamline operations, and maintain accurate and consistent brand control and compliance.

Global Products saves you time by enabling you to create a consistent, single source of truth for your products, transfer product data across the supply chain to the consumer, and analyze real-time inventory and distribution sales data.

Benefits of Global Products:

- **Improved Operational Efficiency:** Streamline product data management processes, reduce data entry errors, and save time by automating data management
- **Enhanced Retailer & Consumer Experience:** Deliver accurate, engaging, and informative product information to buyers, fostering trust and brand loyalty
- **Increased Beverage Sales:** Enable quicker product launches, respond faster to market trends, and effectively manage marketing and product advertising efforts to boost sales and market share
- **Streamlined Product Launches:** Adapt and expand into new markets with ease by controlling new product descriptions and brand attributes and sell sheets within a single portal
- **Actionable Data Analytics:** Access live retailer-level sales inventory and distribution data for all distributors within the Encompass network for free

Unite your brand, product information, and distributor's inventory data with Global Products.



Love Story
RED LAGER
NFL BREWERIES

The love story is swift in this light, dry lager with a wide range of emotions. Clean, sweet, and a little curious. No bitter finish here.

ABV: 4.9

IT'S CORN!
STRAIGHT BOURBON WHISKEY
TARIQ DISTILLERY, BROOKLYN

You can't imagine a more beautiful thing. With its loveable character, aged seven years, the rich flavor features hints of enthusiasm, big lump with knobs, and best of all... it has the juice!

90 PROOF





Future-proofing your business requires modern technology

There has never been a more critical time to upgrade software providers and future-proof your business. With Encompass' cloud-based, open platform and vast partner ecosystem, customers are given the flexibility to confidently grow their businesses while streamlining processes and reducing expenses through data-driven insights and actions.

Let's chat





just a few of
our amazing
customers



data
insights
Unlock the power of connection
growth
tech

Whether you're entering new markets, acquiring new companies, innovating and promoting brands, improving business efficiencies, ensuring consistent product quality, planning to meet fast changing consumer demand, managing margins, or recruiting new workers, connections allow you to **take your business to the next level.**



EncompassTech.com