

Case Study



Background

In 2019 Carlton & United Breweries acquired Balter Brewing. To ensure a smooth transition, they needed to integrate the two different ERP systems so that orders could be managed between both businesses efficiently, adhering to secure data management structures to avoid any data risks.



BALTER

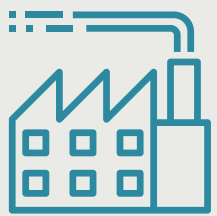
With enjoyment.



Established in 2016 Balter was started by a group of childhood friends on the Gold Coast with a simple mission of delivering "good beer, with enjoyment".

Balter Brewing has been one of the fastest-growing brands in an increasingly crowded craft beer segment, producing overall growth rates of 10 to 15 per cent at a time when many mainstream beer brands are in reverse.

In 2019 Balter was acquired by Carlton & United Breweries.



Industry:

Beverage Manufacturing
& Distribution



Location:

Head Office -
Currumbin Waters Qld



Solution:

NetSuite with Crafted ERP
(Brewery Management Software)

The Challenge & Opportunity

Following the business acquisition an integration between Balter Brewing's NetSuite system and Carlton & United Breweries (CUB) SAP ERP system within a two-week timeframe.

If Balter were to utilise CUB's vast customer and distribution networks there was no way this could be achieved operationally by manually receiving orders from CUB. Instead, real-time integration between the two solutions was required to automate the flow of sales order and returns information.

This level of integration complexity required a thorough data-mapping of the sales ordering and returns processes with a clear deployment method and schedule. The business outcomes and value of the integration provided Balter Brewing with access to CUB's customer and distribution network where orders come through CUB's central SAP solution.

With orders flowing from SAP into NetSuite to be confirmed, orders are picked and packed and then invoiced through NetSuite. Product returns had to be incorporated into the solution. All information had to flow back into the CUB system.



In Response

With different integration methods and protocols of receiving and sending messages between two systems, the team at OneCloudX worked closely with the teams at Balter Brewing and Carlton & United Breweries to implement a SOAP driven integration of receiving orders and sending returns messages.

SOAP was chosen as the preferred method due to the ease of SAP handling these messages, NetSuite's fully documented API schemas and implementation timelines.

The OneCloudX team immediately mobilised their NetSuite technical team to work closely with both the Balter and CUB teams, where we initially focussed on connecting the NetSuite and SAP's systems together within the first days and then tacked on mapping the sales orders and returns transactions between the solutions. Overall, it took a total of two weeks from the initial conversation of the project to successful deployment.

After successfully integrating their ERP systems, the day-to-day management of Balter Brewing's data became a much better experience for their team. That's when they turned to OneCloudX to provide crucial guidance on which NetSuite Partner App would fit Balter Brewing's business. OneCloudX worked with the team at Balter Brewing to identify their exact needs. Evaluating existing expense management tools, they were able to determine that the standard NetSuite product offered everything they needed.



The Outcome

With a local business partner, in OneCloudX, who has experience in connecting the two different systems within their business, they were able to deliver this requirement seamlessly within the short deadline.

To ensure security and efficiency, the OneCloudX team deployed the latest technology and utilised their agile methodologies that minimised the strain on all parties.

Balter Brewing is expanding into new regions with this partnership. With in-depth visibility into their day-to-day activities, they are seeing orders rolling in through Carlton & United Breweries. Now they can capture all the details of these orders (inventory levels, orders processed, payments made) and start building a robust rapport with distributors as well as cement relationships with consumers.

Following a successful go-live and staff training, there is now a very competent level of NetSuite knowledge within Balter. This provides another level of expertise as Balter Brewing continues its market penetration and expansion. Balter Brewing is confident they now have a trusted advisor in OneCloudX that they can call upon when they reach their limitations.

"It was vital to us that we connect the two ERP systems as quickly as possible to start capitalising on the Carlton & United Breweries extensive network.

The team at OneCloudX not only met our very tight deadline but have become a trusted advisor for us going forward. We know that we can rely on their expertise when we encounter a problem that we can't solve ourselves."

Alex Peart, Systems & Reporting Analytics Manager

BALTER

With enjoyment.



OneCloudX is the only local NetSuite ERP and Financial Planning partner with offices in Melbourne and Sydney who brings our industry specific operating model in Wholesale Distribution, Manufacturing, Financial Services, Professional Services, Software and Non-For-Profit built over a decade to our on-site implementations, optimisations and support.

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