

## CASE STUDY: Moosehead Breweries Ltd.



### KEY BUSINESS CHALLENGE

Moosehead Breweries had implemented the Oracle ERP system. With significant business growth, the company was experiencing challenges in manufacturing operations. Demands for increased capacity, efficiency, quality control, cost management, and service levels needed to be addressed. Company leaders and staff evaluated the ERP system and realized it:

- Was successful for finance, sales and supply chain, but
- Would take significant effort, time, cost and risk to deploy its generic manufacturing capabilities in operations

Moosehead's management team decided to go with Oracle, but looked for a different solution to address brew house, cellar and lab operations.

### KEY BUSINESS OPPORTUNITY

Moosehead's leaders needed to ensure brewers could:

The choices were stark but clear: accelerate investment in capital expansion and human resources to accommodate inefficiencies, or refocus on production progress, best practices and continuous improvement. Moosehead decided to arm staff with relevant, timely information to drive a production paradigm shift.

What was Moosehead seeking? A new system to improve tracing, process visibility and control, quality data, and client service, while reducing costs. Flowmation deployed our integrated brewery and quality information systems at Moosehead, which resulted in:

- Ability to identify if and where variability occurs to address the issue
- Postponed capital expenditures
- Increased capacity (~33,000 hL)
- Reduced shrinkage (~23,000 hL)
- Increased malt yield (+1%)
- Reduced solid shrinkage (by 1%)

“*Time to benefit is unsurpassed. BIS/QIS is a solution that brew management and staff will easily understand. More importantly, with that understanding, they will recognize problems and/or process issues as we do today.*”

Peter J. Henneberry, P. Eng, Vice President, Operations, Moosehead

