

CASE STUDY: Sleeman Breweries Ltd.



KEY BUSINESS CHALLENGE

Sleeman Breweries, now the third largest brewing company in Canada, needed to meet profitability and earning targets in the face of acquisitions. The company (owned by Sapporo Brewery) had taken on multiple brands and plants, which drove exponential data growth. But brewery management and staff lacked a real time view of liquid flow, inventory and capacity to respond to changing demand and production requirements, despite dozens of clipboards and hundreds of spreadsheets and reports. They did not have the ability to manage tank space in real time. Information became available after the week ended, so any problems were presented after the fact, making preventive measures almost impossible. As a result, marketing and distribution often got ahead of production, raising questions around production's ability to keep up.

KEY BUSINESS OPPORTUNITY

Sleeman's leaders needed to ensure brewers could:

- Evaluate their planned to actual brew schedule
- Determine the ability to meet new brew demands
- Improve capacity to meet demand
- Synchronize production, sales and marketing

Flowmation provided real time, electronic flow planning and scheduling capabilities to meet raw material, production and packaging requirements. Using our Brewery Information System, Sleeman enhanced the company's ability to generate higher sustainable margins, by increasing operational efficiency and reducing costs. Sleeman identified and gained new sales opportunities, and redirected staffing resources from report writing to consolidating electronic data supporting operations, finance, sales and procurement, all of which improved the bottom line.

