



★ AMERICA'S OLDEST BREWERY. ★

## THE SITUATION

Over the past ten years, D.G. Yuengling & Son has experienced incredible growth as the brand continues to expand to the West Coast. In 2010, the brewing empire realized they were just “getting by” with two disparate, outdated ERP systems to manage operations in their Pennsylvania and Florida locations. It became clear that it would not be possible to successfully expand their distribution without uprooting that foundation.

## THE CHALLENGE

These incompatible systems were causing duplicated processes, limited access to data, and an inability to generate effective and accurate reports. Significant manual data entry was required, resulting in high risk of human error and a lack of confidence in their data. In addition, the systems were used primarily for accounting, order entry and invoicing, and did not incorporate the operations side of the business, sales & marketing, point-of-sale, or gift shop sales.

Yuengling recognized their need for a centralized ERP system that would integrate all departments across each brewery location. Streamlining their processes for greater efficiency across plants and having simple, standardized functions to effectively train employees, were high on their list of priorities.

Additionally, they required cross-facility invoicing functionality to ensure correct financial reporting, and tight security to allow all users access to the same system while also restricting their level of visibility.

## THE SELECTION

After thorough evaluations, the selection team (made up of senior executives, IT professionals, and representation from

### About D.G. Yuengling & Son

*Based in Pottsville, PA, D. G. Yuengling & Son, America's Oldest Brewery, is family owned and operated since 1829. Yuengling produces about 2.5 million barrels annually, operating two Pennsylvania facilities, and a brewery in Tampa, Florida. Principal beer brands include Traditional Lager, Light Lager, Premium, Light, Black & Tan, Dark Brewed Porter, and Lord Chesterfield Ale.*

various Yuengling departments) selected DEACOM ERP as their long-term ERP solution.

DEACOM, the only ERP system on the market to offer all required functionality for process manufacturing companies without third party bolt-ons and customizations, stood out due to its simplicity and ease-of-use. As many of the Yuengling users were not accustomed to using ERP regularly, these were important requirements. In addition, Yuengling placed high-value on the working relationship with their ERP provider and felt that Deacom's business model and commitment to simplicity lent itself to first-class implementation and ongoing support.

## THE RESULT

With DEACOM ERP in place, Yuengling has been able to significantly improve the data tracking required for reporting throughout the entire business. "We were doing a lot of manual work and DEACOM ERP has made it easier for our employees to ensure only the best quality beer is being distributed, while also increasing productivity," said Wendy Yuengling-Baker, Yuengling's Chief Administration Officer.

The system has the capability to capture information at a level which was previously unattainable. "DEACOM has simplified our business reporting processes, particularly for state reports that we are required to submit monthly," said Yuengling-Baker. "Additionally, the EDI import process, used for order services, gift shop web orders and point of sale web orders, has eliminated the need for manual data entry."

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## ABOUT DEACOM

Deacom, Inc. is the producer of DEACOM ERP, a scalable, single-system ERP solution specifically designed to streamline operations for manufacturers and distributors with complex processes. As the artisans of ERP software, Deacom crafts a solution free of customization or bolt-ons to increase efficiency and decrease the total costs of ERP ownership. The company's headquarters is located in Chesterbrook, Pa. To learn more, visit [www.deacom.com](http://www.deacom.com) or call 1-877-4-DEACOM.