



# Brewing up success with JCurve ERP

## Two Birds Brewing

**Co-Owners/Founders:** Jayne Lewis and Danielle Allen

**Location:** Melbourne VIC

**Industry:** Retail/wholesale: food and beverage

Two Birds Brewing is Australia's first female-owned brewing company. Located in Spotswood in Melbourne's inner-west, the award-winning brewery focuses on craft beers. Co-Owners Jayne Lewis and Danielle Allen founded the brewery in 2011, unveiling their first beer, the Golden Ale, in October 2011, followed by Sunset Ale in 2012. Since its establishment, the business has expanded into a state-of-the-art brewery, bottling line, and tasting room with operations spanning production, wholesale and consumer direct sales.

### Why did Two Birds Brewing choose JCurve ERP?

When Two Birds Brewing started its growth journey from a small wholesale business to a manufacturing, wholesale, retail and online business with stockists including Dan Murphy's, Booze Bud and Beer Cartel. The company needed software that would support the transition and give more visibility into business operations. Jayne and Danielle had started out using MYOB accounting software, but operations were quickly becoming too diverse and complex for the software. They needed a system that would grow with them and help make sense of all the business data coming in.

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needs, and could support our growth plans,” explains Danielle Allen, co-founder, Two Birds Brewing.

The deployment was made easier with cloud-based delivery. Two Birds Brewing worked closely with NetSuite partner JCurve Solutions (ASX: JCS) to guide them step-by-step through system setup. “This was all done through GoToMeeting online, so I could do it from the comfort of my own office while keeping the business running. It was a relatively simple process getting it all set up and ready to go. We met our go-live deadline, and were ready in a timely manner,” Danielle says.

## Powerful stock management and CRM

Two Birds Brewing has experienced phenomenal growth since deploying JCurve ERP. It has tripled its number of employees and increase sales fivefold from 2014 to 2019.

Improved inventory management has been a critical feature because Two Birds Brewing has multiple warehouse locations. JCurve ERP allows staff to track and manage stock wherever it's located. The brewery also has products with “best before” dates as well as limited edition and special items. “We're constantly managing and checking stock, how much and in which location, so we can advise quantities to the salespeople and products they need to focus on. This has reduced product wastage and write-offs significantly,” Danielle notes.

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Another crucial component for Two Birds Brewing is CRM (Customer Relationship Management). JCurve ERP's CRM



functionality keeps a record of every one of its thousands of customers, and all communications and transactions that have taken place with them, in “a really precise and simple way”, according to Danielle.

“JCurve ERP provides reporting and analytics in a way that gives us powerful business insights. We rely on it extensively for all our sales information. We've automated the sales reporting to send to managers and sales reps on a weekly basis. We can log in from wherever we are and get a quick, live snapshot of performance,” Danielle says.

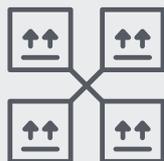
The mobility of JCurve ERP has also been essential. Sales reps and other staff are often out on the road. With JCurve ERP, employees can see live product and pricing information, stock availability, they can process transactions and even submit expense claims, all while on-the-go.

Two Birds Brewery's focus for the next 12-24 months is to further expand distribution. With a direct upgrade path to NetSuite editions, JCurve ERP has the business covered as its requirements continue to grow.

### Outcomes



Sales increased  
5x from  
2014 to 2019



Multi-location  
stock and inventory  
management



CRM keeps precise  
track of thousands  
of customers



Powerful,  
automated  
reporting



Mobile access  
keeps staff informed  
and productive