VELOSTICS

CASE STUDY

Velostics enabled the fourth largest brewer in the US to solve inbound scheduling and set up material planners for success.

The Customer

Mark Anthony Brewing Inc. brews the most in-demand brands – White Claw® Hard Seltzer, Mike's® Hard Lemonade, Mike's HARDER®, Cayman Jack®, and MXD Cocktails. By switching to Velostics appointment scheduling, the company was able to eliminate low-value and error-prone manual scheduling, optimize dock capacity and drive up resource utilization, balance loads and minimize detention costs, bring visibility across all facilities, and create a safe and healthy environment for their teams.

The Challenge

In order to continue its rapid growth across 90+ suppliers and multiple geographies, the Mark Anthony Brewing Inc. was looking to eliminate time-consuming and error-prone manual processes, reduce back-and-forth scheduling communication, build a single source of truth for their procurement, shipping and receiving, and warehouse teams, optimize resource utilization, eliminate information silos and reduce risk to production schedules.

- Rapid growth
- 3 new breweries in 30 months
- Do not capitalize expansion
- Multiple geographic locations
- Do not capitalize suppliers

- Inefficient use of material planners time
- Spreadsheets, emails, phone calls
- No visibility into which POs/ trucks have arrived and which have not
- Production risk
- Suboptimal resource planning
- (No) Standardization

Focus

Focus planners on minimizing risk to production and not manual scheduling/rescheduling.

Balance

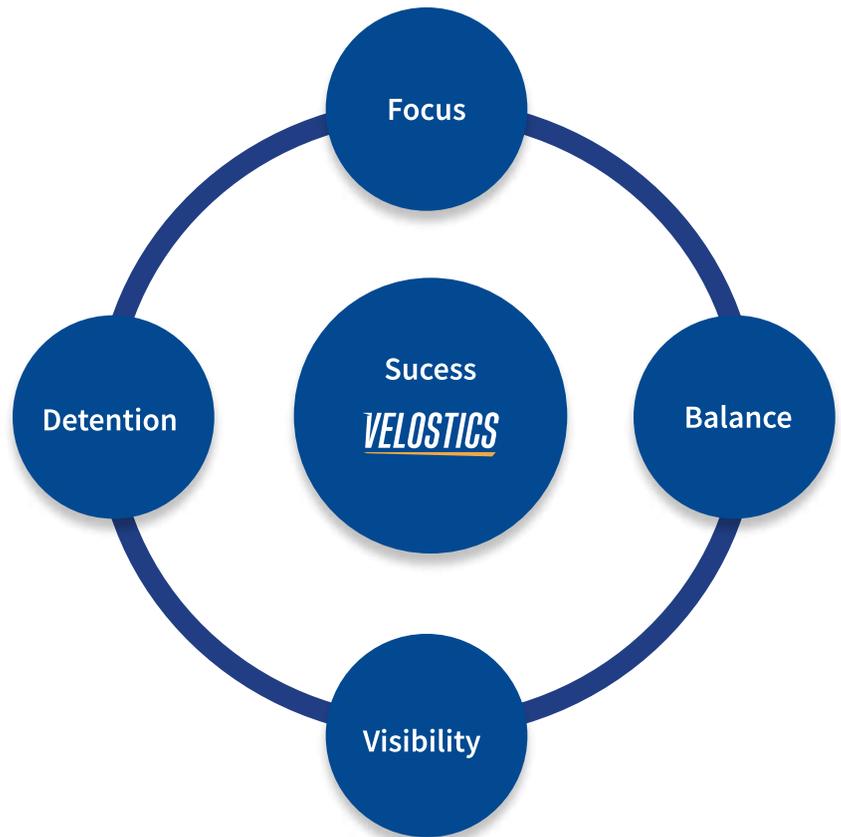Balance loads throughout the day/week and minimize driver wait time.

Detention

Control, challenge, and reduce detention charges.

Visibility

Give planners real-time confirmation when critical deliveries have arrived.

Focus

Sucess
VELOSTICS

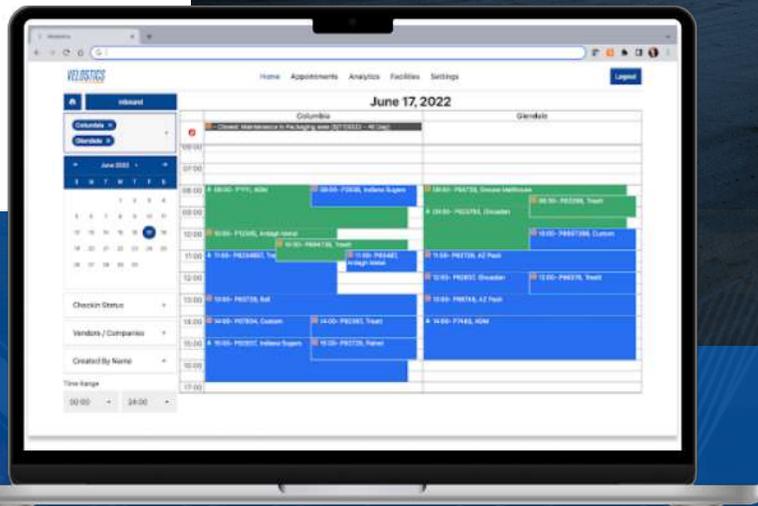**Detention**

Balance

Visibility

The Solution

By moving to Velostics, the customer can now enable its suppliers/partners to schedule appointments directly using Velostics consumer-grade, simple and user-friendly interface. The company has visibility into incoming loads across all facilities, enabling them to balance loads to optimize infrastructure, human capital, and associated costs, all while leveraging Velostics industry-leading facilities management engine to automate business workflow and enforce logistics and schedule constraints.

The new Velostics-powered process integrates well with the company's ERP and other legacy systems to create a unified workflow - providing end-to-end visibility into every facet of the value chain via easy to read and share dashboards. The integrated analytics module provides mission-critical data, identifying key opportunities for operational improvements, logistics and freight cost reduction, and vendor risk elimination.

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- Cross-facilities, cross-groups comprehensive view of appointments across all plants and warehouses.

- Consumer-grade, simple, user friendly to use maximizes adoption.

- Supplier/carrier portal lets partners schedule their own appointments within constraints set by onsite teams.

- Easy/quick to deploy and manage, go-live with enterprise-level functionality and no IT project required.

- Solution leverages data points across other systems (ERP, WMS, TMS) to minimize manual management and optimize utilization.

Results

- **Vendors adoption**

- **Calendar/loads balanced throughout the day/week**

- **Time savings (schedulers, warehouse)**

- **Minimize driver wait time**

- **Data to support/refute detention charges**

- **Sets expectations with vendors on delivery times**

- **Visual "checked-in"/ delivery confirmation**