



STONE
BREWING CO.

“We required a scalable, innovative solution that would improve efficiency while streamlining and standardizing processes across our departments. We selected Microsoft Dynamics AX to achieve these objectives. We partnered with Tridea Partners for their implementation experience with Dynamics AX, the industry knowledge they bring, and their deep understanding of our business.” – Craig Spitz, CFO

Tridea Partners and the Microsoft Dynamics AX solution offered Stone:

- Experienced consulting team who understands Stone’s business and Dynamics AX experts.
- Robust functionality in key business process areas – financials, purchasing, production and retail
- Management of multi-site retail and production
- Consolidation and controls over global purchasing
- Reduction in disparate systems
- Visibility into critical data and reporting across the enterprise
- Scalable solution to manage continued growth



Summary

Stone Brewing Co. (Stone) is known for brewing big character, aggressive beers. One of the fastest growing breweries in the United States since 1996, Stone is consistently rated as one of the best craft brewers in the world. In addition to producing amazing beer, the Stone Brewing World Bistro & Gardens plays host to countless wildly popular beer and dining events, and is the largest purchaser of local, organic produce in San Diego County, including a growing amount from their own Stone Farms. Stone retail locations are also a big hit among fans. Stone currently has several locations where you can pick up a statement t-shirt in addition to other apparel and accessories, refill your growler, or just sit back and relax, enjoying your favorite brew.

Challenges

Stone has grown significantly since its founding in 1996. Stone’s existing systems were not able to keep up with the growth and added complexities of their current business operations. The Stone Executive Team needed a new system to improve automation and manage operations more effectively, while reducing the number of disparate systems that would need to be supported. The solution needed to be an integrated ERP providing tighter controls through financials, production, purchasing and retail.

Vision and Value

Tridea Partners addressed many operational requirements and successfully demonstrated Microsoft Dynamics AX to the Stone Executive Team. They were impressed with how the Dynamics AX solution could manage processes throughout the company’s operations and address their key requirements in finance, production and retail. In addition, Stone saw the potential to eliminate disparate systems that they currently have to maintain. Bryon Wischstadt, Associate Director of IT, also realizes the advantage of the full integration with the Microsoft technology stack.

“My team was pleased to learn how Dynamics AX was developed on the SQL Server platform and provides bi-directional integration into the Microsoft applications like Excel and SharePoint. We are able to leverage our existing Microsoft infrastructure and easily extend needed automation to our business community.” – Bryon Wischstadt, Associate Director of IT

