

## **Stone Brewing Co. Looks to Microsoft Dynamics GP and Tridea Partners to Manage Rapid Growth**

*Software to consolidate internal systems, manage beer production and improve financial visibility into all business units.*

San Diego, CA (PRWEB) June 20, 2007 -- Tridea Partners, a leading Microsoft Gold Certified partner for Microsoft Dynamics GP (formerly known as Great Plains), was chosen to assist Stone Brewing Co. with implementing a new business management, financial and brewing (manufacturing) system for their fast growing company. Stone has experienced tremendous growth over the last few years and the stability and management of information within all of their systems became difficult and unpredictable.

"We had engaged in conversation with Microsoft and Tridea Partners to help us identify software that could support the growth of the business, while still being cost effective. Tridea and Microsoft gave us that solution in Microsoft Dynamics GP," stated Steve Wagner, Brewmaster and President of Stone Brewing Co. "We made the decision to invest in the Microsoft platform that could support our brewing process, purchasing, retail, operations and accounting needs," said Wagner.

Stone Brewing Co. has become one of the fastest growing breweries in the country. Stone's beers such as Stone Pale Ale, Stone IPA, and Arrogant Bastard Ale are becoming increasingly popular and enjoy an extremely loyal following. That growth finally started to catch up with them and Stone needed to look for ways to manage that growth effectively.

"Stone has a unique set of challenges in that they run 5 different types of businesses under one roof including beer distribution (their own brand and other craft brands), brewing, restaurant, gift store and office operations," stated Andy Collins, VP and Partner at Tridea Partners. "Microsoft Dynamics GP is going to give them the ability to integrate the operations of all of these businesses, while also allowing them to view each separate entity as its own profit center, giving them the information and insight on how to make the best decisions to maximize sales and reduce costs."

Microsoft Dynamics GP (formerly Microsoft Great Plains) is a suite of business applications that provides financial management and business management built on the platform of Microsoft technologies. It allows organizations the ability to manage and integrate finances, e-commerce, the supply chain, manufacturing, project accounting, field service, customer relationships, and human resources.

### About Tridea Partners

Tridea Partners is a leading service provider of Microsoft Dynamics, including Microsoft Dynamics GP (Great Plains) and Microsoft CRM. Tridea helps companies implement Enterprise Resource Planning (ERP) applications, Customer Relationship Management (CRM) solutions, accounting software and business applications through a proven and experienced approach. The company's approach focuses on configuring and implementing these systems unique to the customers' end-to-end business processes. Tridea carries the designation of Microsoft Gold Certified Partner and has experience in working with organizations with complex environments, often with unique inventory and manufacturing requirements. For additional information about Tridea Partners, visit [www.trideapartners.com](http://www.trideapartners.com).

### About Stone Brewing Company

Founded in 1996, the Stone Brewing Co. is one of the fastest growing breweries in the United States.



Additionally, Stone Brewing is one of the highest rated breweries in the world according to Ratebeer.com and BeerAdvocate.com. Stone brews a wide variety of beers with the reputation for being bold and unique. The brewery's beers certainly live up to the company motto of "Be Amazing." Stone Brewing Co. is currently open seven days a week for tours and tastings at their brand new brewery located in North County San Diego. For more information go to [www.stonebrew.com](http://www.stonebrew.com).

###

### **Contact Information**

**Lisa Nell**

Tridea Partners

<http://www.trideapartners.com>

858-755-3700