



TWO BIRDS BREWING



'Thanks to JCurve we now have one system managing all our inventory across the many warehouse locations. As a rapidly growing diversifying business - things change hourly and JCurve gives us a real-time, live view of the sales and stock levels at our finger tips which is key to our business growth.' **Danielle Allen - Co-Owner/'the other bird'**

Q: Why have you moved to JCurve?

A: Two Birds Brewing needed a system that would integrate all aspects of the growing business. With multiple warehouses in many locations holding their inventory, they were finding it a challenge to manage their stock. Their many software systems operated in isolation which meant the owners had to bring together all the data which was a complex, timely and manual process. Manual stock-taking needed to be moved across to a software that could connect the inventory information across all their warehouses.

Q: What other features are you using for JCurve?

A: As well as inventory, the CRM capabilities of the software have been extremely beneficial for the sales teams. They are able to use the same system as the other functions in the business and all the information is in one place. The sales staff can track activity and create orders and invoices, all in the same system creating good visibility for us.

Q: What other parts of the software are you benefitting from?

A: The reporting functionality has been really useful to understand our sales results by state, channels. Distribution reporting on inventory is important so we know what we

have, where and what our stock levels are.

It has been really useful for tracking our different customer's accounts as we have complex trading terms and pricing agreements.

We are a rapidly growing business with things changing daily and hourly for us. We are travelling a lot and are not always based in the office, so being able to access live information in real-time, know what our inventory levels are and access our reporting dash board while we are on the road, is key to our business management. We need the information at our finger tips so we can react quickly.

Q: What's next for you and the software?

A: We are only just at the first stage with JCurve and there is much more we can add on in the future such as forecasting tools. We went live on 1st May 2014 and we have already started to experience benefits.

We were originally a wholesaler and have diversified into manufacturing with a brewery and retail with a bar - as we grow the software will be integrated across all our businesses and allow us to streamline our systems.