



### Overview

**Country or Region:** United States

**Industry:** Manufacturing

### Customer Profile

The Brooklyn Brewery, based in Brooklyn, New York, produces and markets hand-crafted beers. Brooklyn Lager is the flagship label.

### Business Situation

After the brewery sold its distribution division, it found that its aging Novell network could not support the brewery's increased reliance on a mobile work force and e-mail access.

### Solution

With the help of technology partner Quality Technology Solutions, the brewery migrated from Novell to a Microsoft® solution based on Microsoft Windows® Small Business Server 2003.

### Benefits

- Remote access increases sales representative productivity by 10 percent
- Ease of integration helps enhance performance and security
- Management of internal resources improves efficiency; helps retain low office overhead while adding to sales force



## Brewery Sales Force Gains Remote Access, Improved Productivity with New Server System

“If you want to spend more time focused on your business and less time focused on the technology that is running your business, Microsoft is the right choice.”

Eric Ottaway, General Manager, Brooklyn Brewery

When the Brooklyn Brewery began making beer in New York City, it not only produced its own brand but also served as a distributor for several other local and national brands. When the brewery's brand became strong enough financially, the brewery sold its distribution division and focused on its core competency: brewing. With a new focus on sales of its own product, the brewery found that it lacked the technology to support its expanding mobile sales force. To be successful, the brewery needed a remote access solution. In collaboration with Quality Technology Solutions, the brewery migrated from its aging Novell network to Microsoft® Windows® Small Business Server 2003. The successful migration improved remote access, helped increase sales representatives' productivity by 10 percent, and helped the brewery keep a low administrative head count while adding salespeople to the field.



## Situation

Located in the historic Williamsburg section of Brooklyn, New York, the Brooklyn Brewery is one of New York's first successful commercial breweries since Schaefer and Rheingold closed their doors in 1976. Opened in May 1996, the company's 70,000-square-foot brewery/warehouse complex includes the Tasting Room, a 300-seat facility that hosts community events, and the Brooklyn Brewery Company Store.

When the Brooklyn Brewery began producing handcrafted beers, it also served as a distributor for various local, regional, and internationally crafted beers. In 2002, the company began plans to focus solely on its brewing, and by 2003, it had completely divested itself of its distribution business. The shift in business strategy to focus on regional sales of its product presented a shift in the brewery's technology needs to accommodate an expanding remote sales force.

The Brooklyn Brewery had an aging Novell NetWare network that had met the brewery's needs for many years, but the version of NetWare in use was no longer being supported. In considering upgrading the Novell network, business decision makers at the Brooklyn Brewery needed to take into account the integration problems that the brewery experienced between Novell and other software applications, such as a customized customer relationship management system that the brewery used.

With the sale of the brewery's distribution business, office head count was reduced. This meant that a smaller administrative staff would need to support an expanding sales force. "When we sold the distribution part of the business, one of the things that became clear was that there were going to be fewer people in the office on a regular basis," says Eric Ottaway, General Manager of the Brooklyn Brewery. "We wanted to find a

way to create a more productive and self-reliant mobile work force without increasing an administrative group to support the remote workers. Being that the Novell network and Novell GroupWise for e-mail could not easily support these needs, Novell stopped being attractive."

With a more defined business focus on brewing and sales, the brewery needed a more affordable and efficient means to communicate with its distribution partners, retail clients, and mobile work force. The solution had to be capable of providing more secure remote access, improve the productivity of the sales group, require little or no maintenance, reduce the threat of computer viruses, be scalable, and easily integrate with existing software applications.

## Solution

In July 2003, the Brooklyn Brewery began discussing changes with Quality Technology Solutions (QTS), a Microsoft® Gold Certified Partner and the Brooklyn Brewery's technology partner for nearly 10 years. As the brewery shifted its focus from production and distribution to purely production, it was critical to its success to properly invest the financial resources that the restructure had freed up.

QTS helped the brewery review the comparative benefits and costs of upgrading the Novell server versus migrating to a Microsoft solution, taking into account the brewery's need for remote access and its future plans to integrate mobile devices. After a discussion of the pros and cons, QTS recommended a move to Microsoft software for the following reasons:

- A Microsoft solution was easier to support from both personnel and financial perspectives.

## “Small Business Server 2003 is a reliable server product with excellent integration capabilities.”

Neil Rosenberg, President and Chief Executive Officer, Quality Technology Solutions

- The brewery continually experienced integration problems with the Novell system and other software applications.
- While QTS agreed to help upgrade the brewery's technology to Novell NetWare 6.5, QTS no longer would support Novell after the upgrade.
- Both parties agreed that a costly Novell upgrade would provide only limited capabilities.
- With its broad developer support, greater flexibility, and ease of use, a Microsoft solution provided greater value.

“Besides the fact that Microsoft is easier to use, you also need to take into account the Microsoft knowledge base; there are far fewer people who know and support Novell than Microsoft,” says Ottaway. “More of the world is built around Microsoft than Novell, so we decided to make the change.”

Based on an assessment of the brewery's needs and goals, particularly in the areas of mobility and remote access, QTS recommended a solution based on Microsoft Windows® Small Business Server (SBS) 2003 Standard Edition, part of Microsoft Windows Server System™ integrated server software.

QTS completed a migration of data and applications to the new server system, including a switch from GroupWise to the Microsoft Exchange Server 2003 technology in SBS 2003. QTS also implemented Terminal Services along with the Citrix MetaFrame Access Suite—software that enables secure, remote single-point access to enterprise applications—to provide a robust, multiuser remote access solution for mobile and telecommuting workers. For update management, QTS implemented Microsoft Software Update Services version 2.0.

## Benefits

Quality Technology Solutions completed implementation of the solution ahead of schedule and under budget, with minimal disruption to the Brooklyn Brewery staff. The new Microsoft-based network provides the brewery with more reliable and secure remote e-mail access. The solution also helps increase productivity by making the brewery's mobile work force more self-reliant. This helps office workers get more of their work done on a daily basis. By keeping low office overhead, the brewery can increase its number of sales personnel in the field.

## Remote Access Saves Time and Increases Productivity

When members of the sales group are in the field, it is important for them to have knowledge of all sales history and transactions with their clients. To best serve their clients, the sales representatives must have access to public folders on the brewery's network to attain marketing, sales, accounts receivable, and inventory information.

By using Microsoft Office Outlook® Web Access (OWA) for Exchange Server 2003, included in SBS 2003, the Brooklyn Brewery has helped the sales group reduce its reliance on office workers. With Outlook Web Access, the sales group has access to its e-mail messages, calendars, contacts, tasks, and public folders from any computer with an Internet connection and a Web browser—thus improving the group's functionality, productivity, and reach. Ottaway estimates that mobile access increases sales representatives' productivity by 10 percent. QTS subsequently helped the brewery expand this access to Pocket PC devices, further empowering the sales staff to work and share information while out of the office.

“If I get a call from the field requesting sales information, that can be a significant disruption for both parties,” says Ottaway. “With

“Because so many developers support Microsoft, we have more flexibility and options when creating future solutions.”

Eric Ottaway, General Manager,  
Brooklyn Brewery

Outlook Web Access, salespeople don't need to call me during office hours because they have access to the information themselves when it's most convenient for them. Our long-term business strategy is to give our salespeople access to the information that they need, when they need it, to be as productive as possible in doing their jobs.”

#### **Ease of Integration Provides Enhanced Performance and Security**

The reliability of e-mail is very important to the success of the Brooklyn Brewery. In addition to communications with its distributors, customers, and suppliers, the brewery also uses e-mail marketing and newsletters to keep customers abreast of new items or services of the brewery.

“When you're looking at an e-mail solution, very often the most important capabilities are not only sending and receiving e-mail messages, but also remote access and the ability to integrate with other products,” says Ottaway. “From that perspective, most software applications integrate with Outlook. Very few of them integrate with GroupWise.”

According to Ottaway, Outlook Web Access for Exchange Server 2003 provides better performance than Novell GroupWise in terms of compatibility, is more secure than previous versions of OWA, and has an improved user interface over previous versions, closely matching the Microsoft Office Outlook 2003 messaging and collaboration client.

#### **Solution Offers Reliability and Widespread Support**

By implementing a Microsoft solution, the brewery finds that it has more support options. “Because so many developers support Microsoft, we have more flexibility and options when creating future solutions,” says Ottaway.

“Small Business Server 2003 is a reliable server product with excellent integration capabilities and a wide range of features to help users collaborate and work more effectively,” says Neil Rosenberg, President and Chief Executive Officer of Quality Technology Solutions. “SBS 2003 was the perfect solution for the Brooklyn Brewery.”

#### **Management Maintains Low Office Overhead While Adding Salespeople**

Because of the new remote access, the brewery can add more salespeople to the field without having to add more support resources in the office. “Basically, it brings our overhead down and allows us to put more resources into the field as opposed to in the office,” says Ottaway. “The more informed and self-sufficient we can make our salespeople, the more efficient and productive we can become as a company.”

Ottaway is very pleased with his choice to migrate to a Microsoft-based network. “If I had to consult someone who was in the same position that I was in a few months back, I would tell them that they have to decide whether they want to be in the technology business or the brewing business,” he says. “If you want to spend more time focused on your business and less time focused on the technology that is running your business, Microsoft is the right choice.”

## For More Information

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For more information about Quality Technology Solutions, call (973) 984-7600 or visit the Web site at: [www.qtsnet.com](http://www.qtsnet.com)

For more information about Brooklyn Brewery products and services, call (718) 486-7422 or visit the Web site at: [www.brooklynbrewery.com](http://www.brooklynbrewery.com)

## Microsoft Windows Small Business Server 2003

Microsoft Windows Small Business Server 2003 is a powerful advantage for your business success. Improve the security of your data and help your network run dependably. Release new productivity from your desktops while empowering your employees to do more. And connect to your customers like never before.

For more information about Windows Small Business Server 2003, please visit: [www.microsoft.com/sbs](http://www.microsoft.com/sbs)

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Document published January 2005

### Software and Services

- Microsoft Windows Server System
- Microsoft Windows Small Business Server 2003, Standard Edition

### Technologies

- Microsoft Office Outlook Web Access

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