



## NORRIQ Belgium supports the expansion of Brouwerij Bavik with Drink-IT<sup>®</sup>

Since 1894 the West-Flemish village of Bavikhove has been able to boast of a brewery that has had an impressive record over the years. Nowadays Brouwerij Bavik, under the overall leadership of Mr. Ignace De Brabandere, not only markets an extensive range of pilsner and special beers, but also runs an estate of around 300 licensed outlets .

When in 2007 the existing business software was no longer able to cope with the rapid growth of the brewery, the management decided to replace the various applications, including a bespoke solution in Progress, with a centralised business system.

NORRIQ Belgium was chosen as IT partner. With their Drink-IT<sup>®</sup> and the Microsoft Dynamics NAV platform they were able to propose at once an international solution that was specifically targeted at the brewery's needs.



## Overview

**Country:** Belgium

**Sector:** Brewing.

## Profile of Brouwerij Bavik

Brouwerij Bavik, of the De Brabandere family, produces 200,000 hectolitres of beers and soft drinks a year, which are mainly distributed on the Belgian and French markets. Besides this the brewery runs an extensive estate of around 300 licensed outlets. Brouwerij Bavik has 74 motivated employees in Belgium and 8 in France.

## Challenge

A doubling of Brouwerij Bavik's turnover in ten years led to a steady increase in problems with data consistency in the existing software applications, part of which were custom written in Progress.

## Solution

NORRIQ implemented the integrated sector solution Drink-IT<sup>®</sup>, based on the standard Microsoft Dynamics NAV business platform. Furthermore, the new business system, which has 16 users, offers a solution to the management of excise duty (EMCS), empties and Brouwerij Bavik's extensive estate.

## Benefits

- Better monitoring of sales history and stock rotation using the NORRIQ BI Cubes
- Correct invoicing and follow-up of orders
- Time-saving from integrated excise duty management (EMCS)
- Comprehensive monitoring of empties by individual customer
- Support for international activities with world solution
- NORRIQ Belgium's sector knowledge as implementation partner

In a period of stagnating beer consumption Brouwerij Bavik has always continued to grow. Nowadays some 200,000 hectolitres of beers and soft drinks are produced at Bavik. With around 1,300 customers the licensed trade forms an important market for the brewery, which also has 300 buildings in patrimony. Brouwerij Bavik must also undoubtedly attribute its success to the irreproachable quality of its beers, which are produced to the strict HACCP standards, to its highly motivated team and to a sophisticated marketing approach.



## Old system lags behind growth

Until 2007 there was no question of one central business system at Brouwerij Bavik. For a number of processes a bespoke application in Progress was used, while much use was made of ODBC links with Excel and Word. Every time a change occurred in the company's processes, changing the necessary parameters of the software took a great deal of doing.

Yves Goessaert, CFO at Brouwerij Bavik: "Over ten years the brewery doubled its sales, but our existing software applications were slowing down our growth."

For the move to the new system, Bavik drew up a detailed requirements document of some 200 pages. All other known software platforms such as AS/400 and SAP were taken into consideration, but the choice quickly went to Drink-IT<sup>®</sup> from NORRIQ Belgium. Brewery staff were given a serious look at the solution with a demonstration of Brouwerij Moortgat, and immediately concluded that NORRIQ Belgium hadn't developed it overnight.

“With Drink-IT® NORRIQ Belgium has developed here and now a world solution able to support our brewery’s international growth”, says Yves Goessaert.

## To measure is to know with NORRIQ BI Cubes

From the start Brouwerij Bavik attached great importance to comprehensive reporting facilities, since the company relies on powerful Business Intelligence to support important decisions in purchasing, sales and stock management.

And so NORRIQ Belgium implemented Drink-IT® BI Cubes. These fit seamlessly into the Microsoft Dynamics NAV platform and allow Brouwerij Bavik to create its own reports with the information it needs.

Yves Goessaert: “It is important that from now on we are able to set up our BI Cubes ourselves. Today Business Intelligence forms an essential link in our management of purchases, sales and stock – for example, we can monitor the rotation of our products from day to day by individual customer.”

Furthermore Drink-IT® appears invaluable from the commercial viewpoint as a customer information system. During every telephone contact a responsible member of Brouwerij Bavik’s staff can immediately call up the customer’s sales history so as to take advantage of it during the telephone conversation. Again, Brouwerij Bavik’s commercial department is grateful for the sales histories on costumers and volumes.

## Excise duty management (EMCS)

In order to control the traffic in dutiable goods between the member states with a computerised system, the Excise Movement and Control System (EMCS) was introduced in the European Union on 1 April 2010. It links the import to the electronic administrative document that replaces the paper consignment note (AGD).

Yves Goessaert: “Excise duty management is a complex subject in the drinks trade as some customers must be supplied duty free, others not. Through the link with EMCS for communication concerning the e-AD (electronic AD) documents, Drink-IT® saves us a great



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deal of time in the whole management of excise duty.

## Empties management

Good management of empties helps decide the profitability of a brewery since a stainless beer barrel costs over 60 euro, while a deposit of only 30 euro is asked for it.

“Our first concern is to get our empties back from the customer. Drink-IT® is a vital part of this since we always know for each customer how many empties he still owes us”, says Yves Goessaert.

## Better monitoring of customers and payments

Drink-IT® provides as standard for support of the numerous forms of discount used by Brouwerij Bavik. The system also provides for automatic generation of the sales and transport documents.

Anyone who works frequently with customers in the licensed trade also knows that strict debtor management is of vital importance. Drink-IT® was set to keep a short

## For more information

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For more information about NORRIQ, surf to [www.norriq.be](http://www.norriq.be) or call +32 (0)16 498 115.

For more information about Brouwerij Bavik, surf to [www.bavik.be](http://www.bavik.be).

For more information about Drink-IT<sup>®</sup>, surf to [www.Drink-IT.com](http://www.Drink-IT.com) or call +32 16 498 115.

## Software and Services

### Servers

### Designer Tools

### Windows

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### Business Solutions

Microsoft Dynamics NAV

### Microsoft Services

### Microsoft Technologies

### Other

Drink IT<sup>®</sup>

### Partner

NORRIQ Belgium

rein on monitoring payments: if necessary, when an order is placed the system gives a warning to put a temporary block on deliveries if it appears that the customer has not paid a number of invoices promptly. In this way Drink-IT<sup>®</sup> contributes to Brouwerij Bavik's profitability and liquidity.

In order to manage the brewery's extensive estate, NORRIQ Belgium developed the Drink-IT<sup>®</sup> contract management module, since controlling 300 licensed outlets entails a great deal of administration. Not only does the company grant its customers loans, the repayments on which have to be monitored monthly: the buildings in patrimony and goods on loan also demand close administrative monitoring.

## Collaboration with NORRIQ Belgium

In the choice of NORRIQ Belgium it was not just the functionality of Drink-IT<sup>®</sup> that played a part:

"NORRIQ can also support us as a company in our international growth. Moreover, their consultants are familiar with the specific problems of our sector, so that implementation went really smoothly", concludes Yves Goessaert.



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