



SIERRA NEVADA BREWING COMPANY

SAVES PAYROLL COSTS AND HASSLE WITH A PAPERLESS ACCOUNTING SYSTEM

COMPANY

Sierra Nevada Brewing Company

BUSINESS

Beverage Manufacturing

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”

Bill Bales
Chief Financial Officer
Sierra Nevada Brewing Company

Company Background

In 1979, Ken Grossman began building a small brewery in the town of Chico, Calif. His goal: to brew exceptional ales and lagers. His passion for brewing began when a friend showed him the basics of home brewing. Using homemade equipment, Grossman began brewing five-gallon batches of beer on his own and soon became a proficient home brewer.

To this day, Sierra Nevada remains true to its roots. Grossman is still personally involved in every aspect of the brewery operation. Most importantly, the company’s commitment to quality remains the same thanks to premium ingredients and time-honored brewing techniques that make Sierra Nevada ales and lagers truly exceptional beers.

Challenge

As demand for the craft-brewed beer continued to grow, Sierra Nevada grew right along with it. To meet that demand, the firm would not only have to expand physically – by increasing the size of its brewery and adding a restaurant component – but also internally. The ongoing growth put a strain on the firm’s accounting system, which up until recently, was comprised mostly of manila file folders.

“We were using a traditional filing system, with vendor files stuck in manila folders,” recalls Bill Bales, Chief Financial Officer. “Employees were constantly looking for invoices from a document retrieval point of view. Invoices would end up staying on individuals’ desks or turning up lost. It was disorganized and quite challenging.”

Solution

After years of dealing with lost invoices, errors and other issues that disrupted its two accounting employees’ workdays, Sierra Nevada decided to replace its paper-based system with *doc-link*™.

By doing so, the firm eliminated the need for one full-time file clerk. Using just two accounts payable clerks – despite continued growth – the firm is reaping the benefits of quick document retrieval, fast access to invoice copies and integration of *doc-link* with its existing general ledger system. The benefits have resulted in improved customer service, time savings and streamlined workflow processes.

Benefit

Sierra Nevada’s *doc-link* implementation has eliminated the company’s need for a file clerk, thus reducing payroll expenses and allowed the company to seamlessly track accounts payable. Overall customer service practices have also improved as a result of the new, automated system.

Bales says Sierra Nevada’s accounting staff has experienced significant time savings, and maintained its size despite company growth. “We’ve seen the greatest benefits on the accounts payable side, where we used to have a full-time file clerk. Thanks to *doc-link*, we no longer need a file clerk.” ▲