



Fast Facts

- Founded in 1927
- Non-profit organization
- 450 retail stores
- 7,700 employees

Industry

Retailing and distribution of beer

Product used



Challenges

- Latency and slowdowns in the hosted Exchange environment
- Data silos, inaccessible archived emails and limited storage
- Inadequate security tools to protect corporate data and IP
- Limited mobility access

Solutions

- Office 365 Enterprise
- Itery Office 365 Managed Services

The Beer Store Modernizes their Messaging Platform and Saves 44% Annually with Itery's Managed Services

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Ted Moroz, CEO of The Beer Store

Client Background

The Beer Store, a non-profit cooperative owned by 34 Ontario-based brewers, is the primary distributor of beer in Ontario and the Western Provinces. Ninety years after the first warehouse opened, The Beer Store oversees the operations of over 7,700 employees across Canada and more than 450 retail outlets.

The Business Challenges

Communications are paramount to successfully connecting all the moving parts of an ever-changing, ever-growing enterprise. The Beer Store had a legacy hosted Exchange environment for messaging and a third-party archiving solution which was not meeting the growing business needs for better and more modern toolsets. For The Beer Store, it became obvious that they were ready for a major digital transformation.

The Beer Store recognized that they were not able to provide the level of services required to effectively manage corporate communications and improve IT operational efficiencies. They also required better security tools for protecting corporate data and IP. Furthermore, to attract the millennials entering the workforce, they required modern devices and greater mobility access to empower employees to work together from anywhere at any time.

"We were trying to function with an old, outdated application. From an IT perspective, moving into the 'new world' was a necessity and we needed to do it cost-effectively," said Jennifer Mason, Director of IT, Application Development. *"Staying status quo was not an option for us."*

Key Benefits

- 44% annual cost reductions in running their messaging platform
- Managed services so they can focus on their core business
- An integrated and robust messaging and collaboration infrastructure
- Modern toolsets to communicate, collaborate and share information
- A simplified licensing model
- A high-performing, scalable, cloud-based IT environment

Quotes

“We were trying to function with an old, outdated application. From an IT perspective, moving into the ‘new world’ was a necessity and we needed to do it cost-effectively. The move to Itergy’s Office 365 solution was truly the right decision for our organization.”

Jennifer Mason, Director of IT, Application Development

“Archived mail used to be a major headache for us. Once it was archived, users would have to go into a different tool to access mail. Now it’s integrated into Outlook so searching is a lot easier.”

Nicole Lind, IT Project Manager

What They Needed

- Reduced IT management and support costs
- Reduced downtime
- A centrally managed, enterprise solution for their critical corporate email
- Standardized collaboration, messaging and archiving platforms
- Enhanced Security and compliancy tools
- Modern communication toolsets to allow teams to work together

Being in the business of retailing and distributing beer – not IT – The Beer Store turned to Itergy for a fully managed solution that would modernize and optimize their corporate communication and collaboration platforms.

Reaping the Benefits

The Itergy team showed them, through a Customer Immersion Experience (CIE), how cloud-based automation would deliver what The Beer Store needed to address the business challenges they faced.

The Microsoft CIE is much more than a mere demonstration – it’s truly a hands-on experience to show business leaders the impact of how employees can work together using modern tools. The Beer Store employees got to see their own applications and their own data ‘living’ in a fully modernized environment, so it was easy to imagine what their world could be like using Microsoft 365 and its Enterprise features.

“We worked with retail, logistics, human resources, business analysts, distribution and finance so they all had a clear understanding of how the Microsoft cloud-based technologies would integrate and how they work effectively together to create business solutions”, said Riyaz Lalani, Account Technology Strategist, Itergy.

The Beer Store was starting a digital transformation journey and the Microsoft Office 365 cloud-based solution would be a key part in leveraging the newer messaging platform, Exchange Online, Skype for Business, SharePoint and OneDrive to deliver enhanced corporate collaboration and communications solutions.

Solution

Prior to the implementation of Microsoft Office 365 Enterprise and Itergy’s Managed Services, The Beer Store’s siloed applications were negatively impacting employee communications and productivity. By replacing their legacy system with Microsoft Office 365 Enterprise, they got the technology they needed to improve productivity and standardize their corporate communication platform email. Employees now have modern and secure tools they need to work effectively in teams.

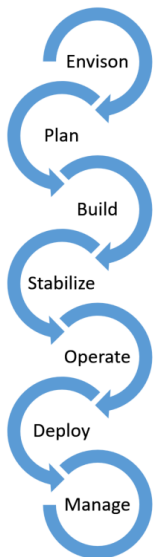
“Archived email used to be a major headache for us,” said Nicole Lind, IT Project Manager, The Beer Store. “Once it was archived, users would have to go into a different tool to access email. Now it’s integrated into Outlook so searching is a lot easier.”

The OneDrive functionality of Office 365 allows for sharing information among team members and with Brewers’ Distributor Limited (BDL), an associated company that services the western provinces and northern territories in Canada.

“The level of expertise of the Itergy consultants was phenomenal. They were always willing to dig in and look for solutions if we hit a snag. They also worked with an external vendor, and that was an absolutely positive experience. Very professional.”

**Jennifer Mason, Director of IT,
Application Development**

Solution Methodology



Itergy’s Area of Expertise

Microsoft Technologies
Cloud Infrastructure
Cloud Security
Identity & Access
Managed Services
M&A Consolidations



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Performance issues are a thing of the past, and updates and patching are no longer necessary because Itergy’s Office 365 Managed Services takes care of all that. The all-important cloud-based messaging and collaboration environment provides better tools for corporate compliance and security. It puts corporate information at everyone’s fingertips.

Through Itergy’s managed services, The Beer Store was able to quickly transition from project mode to normal daily operations, without the need of adding resources. The managed services team worked hand-in-hand with the project team to ensure a smooth transition and have been carrying the torch ever since. This has allowed The Beer Store to focus on its core business, knowing Itergy’s Managed Services is always there, monitoring, supporting, securing and improving.

Conclusion

“We couldn’t be more pleased with the outcome,” said Ted Moroz, CEO, The Beer Store. “The transition to Itergy’s Office 365 Managed Services was very smooth, easy, on-time and on-budget which is welcome in any organization.”

Mason added, “I get really excited when I see people like the VP of Finance or the Director of Strategic Planning using the tools: doing meeting minutes and board presentations in a secure environment. Their buy-in is huge for the organization. They talk the talk and get others excited, too.” Lind pointed out, “At the same time, it gives them more mobility so they aren’t reliant on being within our four walls.”

The Beer Store has also realized significant cost savings. After an initial start-up cost, the managed services model has resulted in an average annual reduction of 44% on the cost of running their corporate messaging and collaboration tools.

“We’re a cost centre, a cooperative, owned by 34 Ontario-based brewers,” said Mason. “We’re all about cost and how to control spending. The move to Itergy’s Office 365 Managed Services was truly the right decision for our organization.”

“The level of expertise of the Itergy consultants was phenomenal,” Mason said emphatically. “They were always willing to dig in and look for solutions if we hit a snag. They also worked with an external vendor, and that was an absolutely positive experience. Very professional.”