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## CASE STUDY: KANE BREWING COMPANY

# About KANE BREWING COMPANY

After winning gold and silver medals in the 2009 National Homebrew Competition, Michael Kane began researching brewery laws and taking steps to turn his passion into a business. Kane Brewing Company became a reality two short years later, opening up shop in a former casket shop in Ocean Township, NJ, and quickly growing to become the state’s third largest brewery with beers on tap and on shelves throughout the state.

**Services Provided:** Craft brewery distributing to a wide range of bars and storefronts

**Founded:** 2011

**Areas Served:** Statewide across New Jersey

**WorkWave Solutions:** Route Manager 360 with Mobile GPS Tracking



“I am saving about five hours a week by not having to manually assign routes. My drivers are saving a lot of time too.”

# The **CHALLENGE**

Shortly after Kane Brewing Company opened its doors, New Jersey legislation shifted in a way that allowed them to scale up production and distribution significantly. This rapid growth was good for business, of course, but it quickly became apparent that they needed to consider adjusting their routing software as a result; with more trucks in the fleet, route management became more complex and wasted time was multiplied across the board. As Kane's Director of Sales & Distribution, Derek Fleming, says, their old software required him to break down individual routes himself, and the brewery "needed a better solution that was sustainable."

This need for better routing software was made even more evident as the brewery's delivery fleet grew from one truck to five, emphasizing just how much time was being eaten up by staff in the office and drivers in between routes. Fleming found himself wasting valuable time diving into individual routes, and also noted that his drivers had to spend 10 minutes or so after each delivery configuring their software for the next destination; that 10 minutes quickly adds up for drivers making 18-20 stops in a day. This was only exacerbated when trying to meet time windows presented by customers, a challenge that often resulted in additional stress being loaded onto individual drivers.



# The SOLUTION

With the functionality of Route Manager 360, Kane has been able to eliminate wasted time in their daily routine to create more effective processes that save their fleet time and allow them to generate more revenue with the same resources. Fleming considers Route Manager 360 to be a solution that fits their current needs while also being scalable as they continue to grow.

By integrating Route Manager 360 into their processes, the brewery has freed up 45 minutes to an hour of time in the office each day, along with 3.5 hours per driver per day. As Fleming puts it, “Time is money, and I’m saving lots of time.”

In addition to automating the previously manual process of planning routes, Route Manager 360 allows Kane to instantly optimize their routes to eliminate wasted time and fuel. They noted that this process is made even more seamless thanks to Route Manager 360’s option to set personal parameters for each truck and driver, allowing the software to continually plan optimized routes that are tailored to Kane’s unique specifications and parameters.

Thanks to Route Manager 360, the brewery is even able to handle the busier summer months and holidays with ease. While the challenge of busier schedules and customer time windows used to be a burden on the drivers, they’re now able to handle more stops in fewer days to accommodate increased volume without increasing stress on their team and resources.



“**Route Manager helps us prepare for these busier periods** by allowing us to more evenly distribute stops for drivers during working hours. The software also helps a lot through the holidays when we have to do more stops in fewer days.”

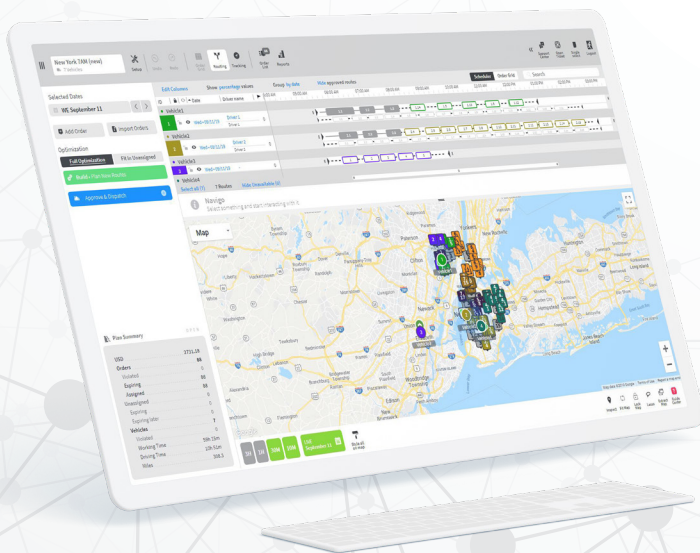
# The RESULTS



- **45 minutes to an hour of time saved** in the office each day
- Drivers are **saving 3.5 hours each day** on average
- Added ability to **accommodate customer-specific time windows**

“What I like most about Route Manager is the **EASE OF USE.**

I also like that it shows me the total mileage and estimated time for the daily routes. I can now have a more predictable day and also provide my drivers with reasonable working hours each day.”



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