

Customer case study

Beavertown Brewery and Zap Data Hub



From Grains to Gains in Data

How Beavertown
mastered reporting with
Zap Data Hub

About Beavertown Brewery

Beavertown Brewery, based in London, United Kingdom, is a renowned craft beer producer that has carved a niche in the highly competitive beverage industry.

With rapid growth in both revenue and workforce, the company has scaled significantly, employing approximately 220 people today.

Known for their innovative approach and high-quality brews, Beavertown continues to thrive, expanding both domestically and internationally.



Industry

Craft Beer / FMCG

Website

beavertownbrewery.co.uk

Solution

SAP Business One

Background

As Beavertown transitioned from a small to mid-sized company, the complexities of managing and analysing operational and commercial data began to grow. The brewery's existing systems, primarily SAP Business One (SAP B1), held valuable transactional information, however, these insights were difficult to extract, leading to inefficiencies. Before adopting Zap Data Hub, reporting relied heavily on manual processes using SQL queries, Excel files, and shared drives, creating bottlenecks and inconsistent data.

Max Smith, Data and Analytics Manager at Beavertown, is part of the D&T team that inherited this fragmented ecosystem. He describes the pre-Zap environment as one where essential business units - such as sales, supply chain, and finance, were often conflicted on key metrics. This led to inefficiencies, with different departments working from isolated versions of the truth, resulting in data misalignment and protracted decision-making.

Challenges faced

The rapid growth of Beavertown's operations intensified the need for reliable data management. With their small team expanding to over 220 employees, disconnected datasets and outdated reporting methods introduced significant delays, making it harder to keep up with the pace of operations. Beavertown needed to automate manual processes, consolidate data across the organisation, and ensure alignment between departments.

Additionally, critical reports, such as those required for specialist tax reporting, relied on complex SQL queries developed by former employees, creating a technical bottleneck, and a lack of documentation made it difficult for new analysts to work with these queries, increasing the risk of errors and slowing down operations.

Solution outcomes

Beavertown implemented Zap Data Hub to streamline data flows, automate processes, and improve reporting efficiency. During the implementation phase, Max Smith and his team collaborated with Zap's consultants to train internal modellers—one for each department—on how to create data pipelines and load necessary information into the semantic layer. Over 12 weeks, the core model was built from scratch, meeting Max's expectations for a pre-Xmas rollout.

Zap's seamless integration with SAP B1 was instrumental in creating unified metrics that aligned departments. Teams no longer operated in silos; instead, data became accessible through a centralised

platform, improving interdepartmental alignment. Beavertown also made extensive use of Zap's email automation features, enabling reports to be distributed directly without sacrificing the use of Excel, a crucial tool for many staff members.

The introduction of Zap unlocked "horizontal expertise" within the organisation, according to Smith. Rather than relying on a single department for cross-functional reports, each team was empowered to create reports directly related to their area of expertise. This newfound autonomy reduced dependence on intermediaries, improving both efficiency and accuracy.

Conclusion

The implementation of Zap Data Hub has transformed Beavertown Brewery's approach to data management. The brewery now enjoys improved operational and commercial visibility, faster decision-making, and a reduction in data inconsistencies. With robust data governance, teams can trust the accuracy and integrity of their data, making it impossible to return to the previous fragmented processes. By empowering departments to self-serve their reporting needs, Zap has not only eliminated bottlenecks but also helped foster a culture of data-driven decision-making across the organisation.

Looking ahead, Beavertown sees potential in expanding their use of Zap with deeper Power BI integration, further future-proofing their data strategy as the company grows.



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Zap has unlocked horizontal expertise within Beavertown by enabling each team to generate their own reports, removing the need for intermediaries.

Max Smith, Data and Analytics Manager

Partnership highlights

- 1. Increased interdepartmental alignment:** Zap centralised key metrics, providing a single source of truth across departments.
- 2. Empowered teams with self-service reporting:** Modeller and reporter communities now manage their own data, increasing efficiency.
- 3. Automated processes and workflows:** Seamless integration with Power Automate and Zap's email automation reduced manual reporting tasks.