

## Press Release

### **Brothers Drinks upgrades to newest version of Microsoft Dynamics AX 2009 in 3 weeks**

**Virtual team used on the upgrade - better – cheaper - faster.**

**Chesterfield, (April 2009).** Brothers Drinks, a family owned business that has been producing cider for 350 years today announced that the upgrade of Microsoft Dynamics AX to the most recent version has been a great success. The upgrade was performed in just three weeks and conducted by a combination of Brothers Drinks, eBECS UK and the eBECS Offshore development centre. The upgrade covered finance, manufacturing, distribution, sales order processing, including high availability shop floor data scanning and EDI links with principal trading partners.

“We were upgrading from AX 3.0 to AX 2009 without the intermediate step of moving to AX4.0. The technical experience that the eBECS team has gained through the numerous upgrades that they have already performed, coupled with their structured approach provided us with the confidence needed,” commented Matthew Showering, Brothers Drinks’ Managing Director. “We have been very impressed with the amount of additional capability, specifically relating to business analysis, provided by AX2009 and now look forward to receiving the benefits and implementing further enhanced functionality.”

The speed of the technical upgrade was achieved due to the location-independent team being able to work on the solution as a virtual team off site. This enabled the elements of the solution to be rapidly upgraded and tested by the eBECS technical team with focused customer involvement. eBECS have developed their rapid migration methodology in line with their pioneering Lean software development approach based on solution prototyping - iterating towards excellence and enabling better, cheaper and faster software development.

“We have been very impressed by the team involved in the upgrade. The speed of delivery was impressive allowing us minimum business disruption. We expected a significantly more complex and involved project, but in reality the technology within Microsoft Dynamics AX allowed us to upgrade with ease. We have not had to rewrite customisations; just tweak and upgrade existing software” remarked Mr Showering.

eBECS were the Microsoft Partner that performed the first upgrade to Microsoft Dynamics AX2009 within the Microsoft early adopter program. “eBECS is delighted to have another customer enjoying the benefits of the newest version of Microsoft Dynamics AX. I am pleased to be continuing to work in partnership with Brothers Drinks and look forward to our continued success together,” remarked Kevin Hall, eBECS CEO.

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### **About Brothers Drinks Limited**

Brothers Drinks, makers of Brothers Pear Cider is a family-owned company based in Shepton Mallet, Somerset that has been making cider for fourteen generations. The company first sold its Pear Cider at the Glastonbury Festival in 1995 and it has developed into a national brand, not only at festivals but in bars throughout the country.

### **About eBECS**

eBECS is dedicated to business improvement by the use of "Lean Thinking" throughout the extended supply chain. eBECS have developed expertise in integrating the removal of waste from various aspects of the client's processes together with enabling the technology of a business solution. eBECS' focus has been to enhance the Microsoft Dynamics AX product, enabling organisations to quickly take advantage of all that the Microsoft technology has to offer. eBECS provides a technology and business partnership approach, which at its heart, removes the complexity and hype surrounding new business systems.

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