



Lipman Brothers: Streamlining bill-backs and POS inventory with OnTrak

With a reputation for being Tennessee's Distributor of Choice, Lipman Brothers is constantly striving to provide seamless beverage and alcohol distributing service to all of its customers. To make this happen, creating a strong foundation on the back end of the process is essential. After implementing and launching OnTrak's MenuTrak™ and PermaTrak® products over the last few years, Sales Business Manager and Project Manager B. Bennett found success in better managing inventory and facilitating reports.

The Problem

Lipman's billing and AR teams were constantly running into bill-back issues for POS, graphics and merchandising. There was an immediate need to better streamline and organize the information so that these departments wouldn't have to worry about factors like miscommunication and inventory mismanagement keeping them from staying on task and performing in a timely and efficient manner.

The Solution

With the motivation to make a change and improve Lipman Brothers' task management, Bennett began searching for a solution. After finding OnTrak, he got in touch with the merchandising and marketing team and asked for a demo. It took him and his team little to no time to recognize that OnTrak's MenuTrak™ and PermaTrak® products were exactly what they needed to succeed.

- **PermaTrak®:** This tool is used for inventory control and asset management for neons, tap handles, and other permanent POS. Lipman Brothers found this to be an effective option for knowing exactly what's in stock at all times, better-improving the opportunity to move product to market.

“Before, we had to walk through the warehouse to know what’s currently on hand,” Bennett shared. “Now, we take pictures and have descriptions of all of the items we carry at any given time. With this process, we can get to market quicker.”

- **MenuTrak™:** This digital tool was designed to give beverage alcohol distributors the opportunity to automate the configuration, approval and production of custom beverage menus and signs. Additionally, it eliminates ordering and production errors, facilitates bill-back recovery and makes reporting easier than ever. Lipman Brothers found this tool to be beneficial in streamlining their back-and-forth communication, reducing emails and stress levels across the board.

“Before, we would get 18 emails at a time,” Bennett said. “Now, it’s just a funnel. All communication is funneled through MenuTrak™ and everything is more organized.”

In just a few years of implementation and use, the Lipman Brothers team has found success with OnTrak. Managing inventory has never been easier, according to Bennett, and his team has the tools they need to streamline services.

A great example is bill-back processing. MenuTrak™ has been a great time saver. Processing bill-backs used to take the Lipman team 40 hours per month. Since MenuTrak™ was implemented, that has been reduced to 5 hours. That's an 87% reduction in man-hours.

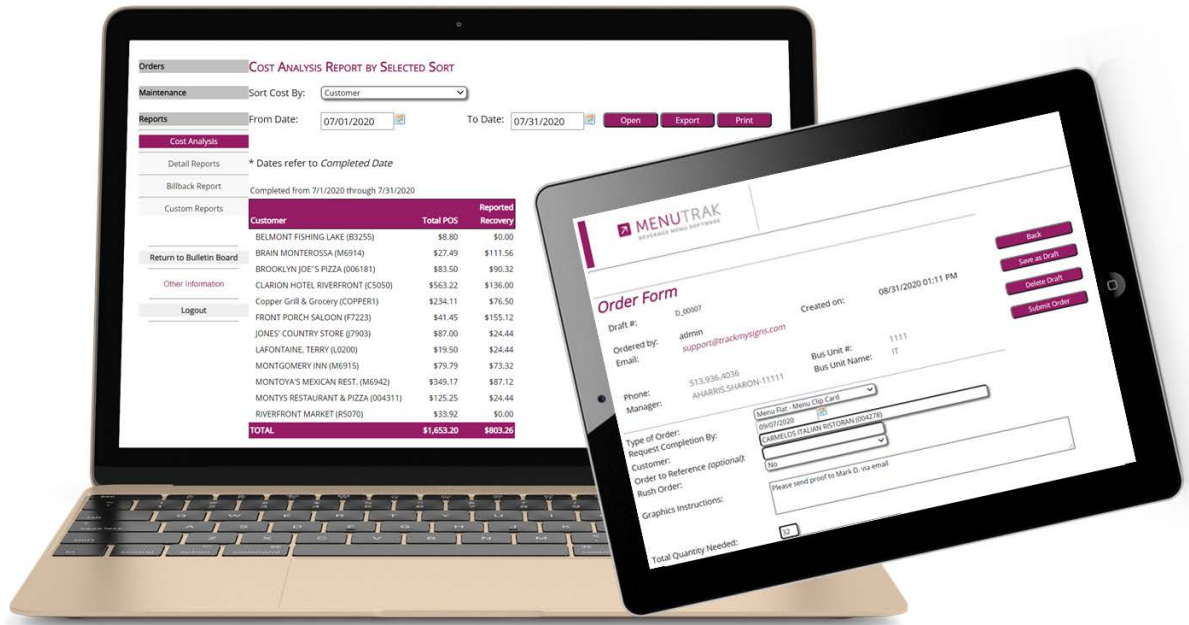
“One thing that was very surprising was just how easy the process was,” he said. “Billing back has been completely streamlined and put together. My team uses it on a daily basis and it’s very intuitive.”

About Lipman Brothers

Lipman Brothers is one of Tennessee’s leading spirits, wine and beer distributors. Established in 1939, the company has been noted as the “Distributor of Choice” to retailers, suppliers and consumers across the Volunteer State.



In fact, Lipman Brothers delivers wine, spirits and beer to 74 Tennessee counties, representing more than 70% of the total population of the state.



About OnTrak Software

OnTrak delivers innovative software solutions to help beer, wine and spirits distributors track, measure and manage point-of-sale (POS) marketing, line cleaning, and tap handle surveying activities. For more than 10 years, OnTrak has successfully provided software solutions to the beverage alcohol distribution industry. Ten of the Top 20 beer distributors, and three of the Top 10 wine and spirits distributors in the United States depend on OnTrak solutions every day. This is no surprise, as all of OnTrak’s products were developed based on business requirements from existing and potential customers.

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