



CASE STUDY



Home Brewing: How NMB's **Gateway for D365** solutions optimized BSG's supply chain for efficiency and growth



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BREWING CHANGES

For suppliers in the food and beverage industry, the thin line between success and stagnation is often defined by the strength of their supply chain. With today's consumer demands changing, margins tightening, and the pressure for efficient and cost-effective delivery options rising daily, supply chain operations cannot afford to fall back on outdated logistics systems. The need for agile ERP solutions has never been greater, as is the need for **smarter, faster shipping options**.

The drive to lead rather than lag has cemented BSG's status as true trailblazers in the malt brewing industry. As **Thomas Krepsky** from BSG puts it: "We're always looking at finding new ways to diversify our portfolio to avoid becoming a stale, stagnant company."

In 2025, driving supply chain efficiency often starts with assessing technology stacks, determining operational frailties, and seizing opportunities to upgrade internal shipping software. Oftentimes, it requires investing in a specialized shipping solution designed to help enhance an organization's complex supply chain – filling the functional gaps left behind by traditional ERP offerings.

For RahrBSG, investing in a robust and functionally sound ERP solution was the key – ensuring timely deliveries while supporting compliance with safety standards and minimizing costly errors throughout the packing and shipping process. It's an ideology that has made Microsoft Dynamics 365 the cornerstone of reliable, efficient food and beverage shipping. Finding the right ISV to maximize BSG's **Transportation Management System** (TMS) and **Less-than-truckload (LTL)** shipping capabilities within D365 was paramount—but finding the right fit required deep expertise and patient user adoption.



Ingredients for Greatness

RahrBSG delivers the finest brewing ingredients and packaging supplies at competitive prices, all backed by outstanding customer service and over 175 years of expertise in the global food and beverage industries.



Although groundbreaking in resolving common corporate headaches, Microsoft's D365 Finance and Supply Chain cannot be marked as a 'one-size-fits-all tool' as many supply chains (like RahrBSG) come with added complexities that cannot be easily solved using standard D365 offerings. **Rate shopping** and **load planning**, for example, are essential processes for driving cost efficiency and operational precision.

"We were very much stuck in the 'Dark Ages'. We wanted a more robust ERP."

Enhanced shipping solutions like **NMB's Gateway for TMS** offer a game-changing advantage – linking with state-of-the-art TMS platforms to deliver real-time visibility, improved order accuracy, and streamlined fulfillment that keeps products moving and B2B customers satisfied. Meanwhile **NMB's Gateway for Parcel's** comprehensive Parcel and LTL shipping capabilities can close the functional gap left behind in D365's small parcel shipping module, enhancing and automating the shipping experience for high-volume shippers.

ABOUT BSG

Based out of **Shakopee, Minnesota**, BSG operates as Rahr's largest business; serving the global food and beverage industry by providing quality malt-based ingredients and solutions in a manner that reflects their commitment to customers, suppliers, employees, communities, and shareholders. They deliver to a wide range of B2B clients with the ingredients needed to produce malt-based beverages, including beer, wine, and spirits. BSG operates with a clear purpose and vision: **to deliver products used to bring people together and celebrate the joy of a good company.**

To continue driving their success and focus, RahrBSG knew they needed a more robust ERP solution – one that included Warehouse Management System (WMS) capabilities, TMS connectivity, and a Parcel LTL shipping solution that could help their sales teams and warehouse employees work more efficiently.



THE TRANSITION PLAN

BSG's full digital transformation journey began nearly 10 years ago, at a time when very few businesses in the food and beverage industry relied on Microsoft D365 as their dedicated ERP. BSG's success had been fueled by longstanding partnerships with vendors who shared their strategic vision and organizational goals. As a result, after several insightful discussions with key Microsoft partners, Rahr's leadership team chose to implement D365, effectively earmarking BSG as an 'early adopter'.

BSG's core leadership were wary about the complex implementation process; taking their time to ensure they were getting the complete toolset they needed to boost supply chain efficiency. They were keen to work with an ERP system that would centralize their data, streamline their workflows, and provide enhanced visibility into inventory, orders, and logistics. Yet while D365's standard modules offered essential tools for managing many of RahrBSG's corporate shipping conundrums, there were two gaping holes that still needed to be filled:

① Integration with a TMS

② A robust LTL shipping solution

Early engagements with TMS platforms and shipping services were marred by functional faults: lacking LTL shipping and load optimization capabilities; two core components in BSG's supply chain and warehousing workflow. BSG needed to seamlessly integrate their D365 systems with a TMS that could offer end-to-end visibility and control over their shipping operations.

Their TMS answer came in the form of BluJay (now e2open), who offered a TMS

designed to simplify and optimize both domestic and international logistics – enabling BSG to easily plan, procure, execute, track, and settle shipments for all modes and regions. Having found their TMS platform, BSG needed to connect BluJay's TMS to their newly implemented D365 system.

They sought a specialized ISV who could provide key insights and deliver a robust system that would take them out of the 'Dark Ages'. Thankfully, BluJay had such an ISV in their back pocket: NMB Solutions. NMB's proven success and experience working alongside BluJay (e2open) made them the clear candidate for solving BSG's TMS and LTL problems, guiding them towards smarter, faster shipping options.

How did the transition impact BSG?

"We were going from a very archaic way of doing things to a much more modern way of doing things and then obviously the Gateway for Parcel go-live, we were moving away from using a third-party webservice."

NMB DEVELOPMENTS

Before looking for an enhanced shipping solution, BSG had taken a very minimalistic, in-house approach to tracking and managing their freight and delivery; load planning, rating, and pro labelling were all manual processes. Meanwhile, their rate shopping processes were unique, requiring sales teams to calculate carrier rates at the Sales order level prior to packing and shipping. It forced employees to manually enter address data and carrier information using an independent freight portal or directly through carrier interfaces – a laborious and time-consuming process.

Implementing NMB's out-of-the-box shipping solutions brought immediate results: enabling BSG's customer service representatives to operate more efficiently, dramatically changing the way the entire organization went about scheduling pickups and communicating with carriers. At the warehouse and logistics level, it allowed workers to schedule carriers efficiently and label single LTL pallets automatically. At the financial level, NMB's enhanced rate shopping module automated several freight charge calculation rules, allowing customer service representatives to calculate freight rates for LTL customers – all within D365's native screens and modules.

Did you notice any immediate improvements after adding NMB Gateway for D365?

"Having to enter all of that information all the time - it's very time consuming. Now it's like everything is auto generated and already in the system. It's definitely saved a tremendous amount of time."

Seamlessly comparing carrier rates and optimizing shipments was the key to improving BSG service levels while reducing transportation spend. Throughout the implementation, BSG and NMB maintained close collaboration, continuously identifying new opportunities within Gateway's TMS and Parcel modules to further configure, automate, and optimize BSG's shipping workflows:

Freight charge calculation rules

To further enhance BSG's rate shopping process, a new Rate shop function was added to native Sales order pages, allowing customer service representatives to calculate specialized freight rates based on specific LTL customer rates.

This was particularly useful when calculating flat rate pallet charges for customers that required LTL shipments – allowing users to set default delivery terms when rate shopping and applying those charges to orders before completing the shipping process.

As developments continued, NMB went on to build upon their rate shopping enhancements – adding the ability to rate shop according to remaining inventory quantities, as well as introducing a new pallet rounding rule logic.

TMS fields for Sales, Transfer, and Purchase orders

For a large enterprise like RahrBSG, managing supply chain operations goes far beyond just fulfilling Sales orders; with a vast network of warehouses, suppliers, and distribution points playing a key role in managing inventory balance and order management. To help boost intercompany visibility, NMB worked with BSG to add TMS-focussed fields to Sales, Purchase, and Transfer order pages, providing greater visibility across all order forms throughout BSG's ranks.

Carrier invoice reconciliation

RahrBSG's complex supply chain operation required reconciling freight invoices and accrued totals as they aligned with their corporate financial goals. To help prevent losses that would normally result from shipping entry errors, NMB worked to implement a carrier invoice reconciliation module designed to simplify the freight invoice reconciliation process, reducing manual effort, errors, and processing time by seamlessly integrating with D365's native financial modules - enabling BSG's AR department to mitigate major invoice discrepancies received from carriers.

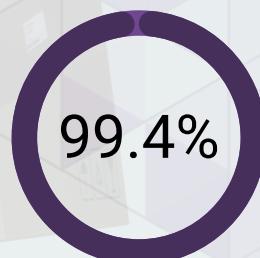
THE IMPLEMENTATION MODEL

With more than **75% of BSG employees actively using D365** on a daily basis, the scale of the BSG's digital transformation was substantial. The customer service branch in particular saw the greatest degree of impact with pre-existing manual data entries being replaced by automated checks and balances. However, the true impact of such a shift hinged on thorough and strategic post go-live planning. Internally, BSG took a comprehensive approach – rewriting standard operating procedures, developing rigorous test scripts, and empowering a dedicated operations team to lead training and implement use-case-driven scenarios – all to ease user adoption and minimize risk across the organization.

BSG's drive to avoid stagnation was mirrored in their robust four-month training program: designed to prepare teams across departments for a seamless transition. After successfully implementing NMB Gateway for TMS – initially in Canada, followed by the U.S. – BSG expanded their digital capabilities with the go-live of NMB Gateway for Parcel.

Their dedication paid off: a near-perfect launch saw only **12 low-impact errors out of more than 2,000 orders** in the first month (an error rate of just 0.6%), and over **600 packages shipped within the first week**. The success of BSG's smooth go-live was largely driven by the seamless collaboration between BSG's internal technical advisors and NMB's dedicated Support team. With a well-established support framework in place, the few issues that did arise were resolved within hours of being logged – minimizing disruption and reinforcing confidence across the organization.

First month order success rate



How was your experience with NMB's Support team after go-live?

"We were happy with the quick support resolution times, the determination to get it done, and the consistent follow up. They have a good, positive attitude. Usually able to find the root cause within the system and get us a fix within hours."

FERMENTING FUTURE

RahrBSG's longstanding partnership with NMB Solutions stands as a testament to how aligning objectives and maintaining close collaboration can drive innovation and long-term success. Together, our organizations continue to look for new ways to refine and expand upon supply chain solutions; ensuring RahrBSG has the tools necessary to not only meet today's operational needs but also position themselves for future growth and market differentiation within a competitive food and beverage industry.

As consumer trends shift, BSG continues to actively explore new markets and product lines. With critical initiatives on the horizon – including international shipping, hazardous material documentation management, and AES filing – working with NMB Solutions ensures BSG has the right technology partner to navigate complexity, accelerate execution, and scale with confidence.

How would you rate the overall experience working with NMB?

“Overall, it’s been a great experience, I think for our company. And it’s been a very solid, stable partnership. Always guiding us in the best interest. I think this reflects the NMB team – they look at the out-of-the-box functionality first, steering us away from custom developments.”

CONCLUSION

At the core of every successful supply chain transformation is a trusted ISV-client relationship – one built on collaboration, shared goals, and deep industry expertise. An experienced ISV brings not only the technical capabilities to extend platforms like D365, but also the strategic insight to tailor solutions that align with real-world business challenges.

At NMB, we focus on empowering customers to maximize their supply chain operation’s productivity by leveraging D365 supply chain solutions. We apply our deep expertise and D365 knowledge, providing answers to complex supply chain problems. By cultivating this partnership, organizations like RahrBSG can unlock greater supply chain efficiency, reduce operational bottlenecks, and stay agile in an ever-evolving market landscape. With the right ISV by their side, businesses are better equipped to turn complexity into competitive advantage.

What has it been like working with BSG?

“Working with BSG has turned into a great learning experience – for both sides, I think. Seeing how different companies use our products drives us to find new, innovative solutions to complex problems.”

Robert Lerner,
Director of Professional Services
NMB Solutions



NMB Gateway for TMS is a market-leading Microsoft D365 Finance and Supply Chain platform that connects to industry-leading TMS platforms, like e2open. It builds upon traditional TMS platforms, increasing shipping transparency, improving risk mitigation, automating cost management strategies, and closing the communications gap between you and your customers. It automates TMS processes within D365, enhancing dispatching, reducing the amount of work your team spends interacting with multiple interfaces.



NMB's Gateway for Parcel is a Parcel and LTL shipping solution that seamlessly integrates with Microsoft D365 Finance & Supply Chain and supports your entire supply chain operation; reducing risks and bottlenecks so you can focus on stellar customer service while maintaining key business goals – with features like real-time visibility, automated rate shopping, and advanced reporting and analytics.

