



AI In Action

How VIP is Enhancing your Applications

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Jay Barry

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Agenda

1

What's Going On?

2

AI for Brewers

3

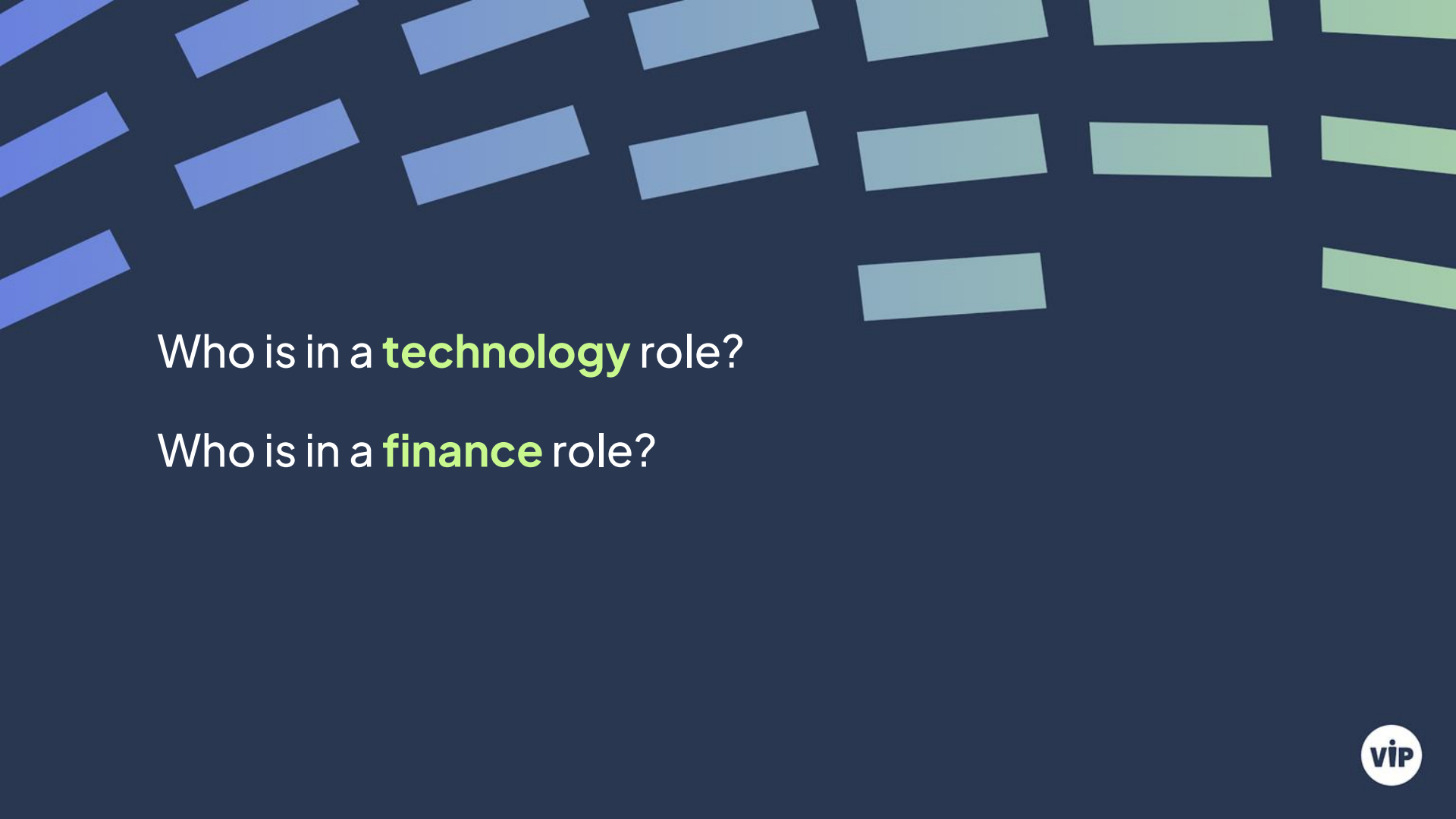
Practical Applications

4

What you can Expect



Who is in a **technology** role?



Who is in a **technology** role?

Who is in a **finance** role?



Who is in a **technology** role?

Who is in a **finance** role?

Who is in an **sales** role?



Who is in a **technology** role?

Who is in a **finance** role?

Who is in an **sales** role?

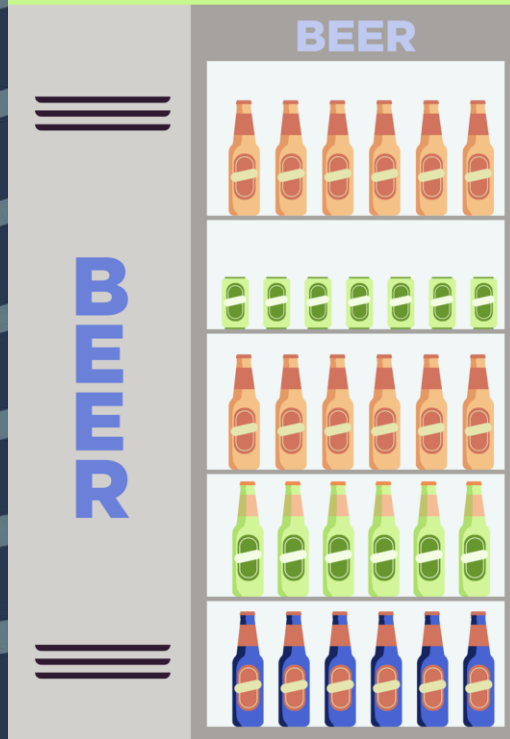
Who got into craft beer to so they could
look at spreadsheets?

Market Overview

Volume is down



Fighting for shelf space



Costs are up



23%

of all commercials at the
superbowl were about AI

AI is everywhere



X Your specific SKU mix



Your specific SKU mix



Your distributor relationships

- 
- X Your specific SKU mix
 - X Your distributor relationships
 - X Your market dynamics

- 
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 - X Your market dynamics
 - X Your regulatory environment

- X Your specific SKU mix
- X Your distributor relationships
- X Your market dynamics
- X Your regulatory environment
- X Your margin structure

What really works

X Data + AI = Garbage

What really works

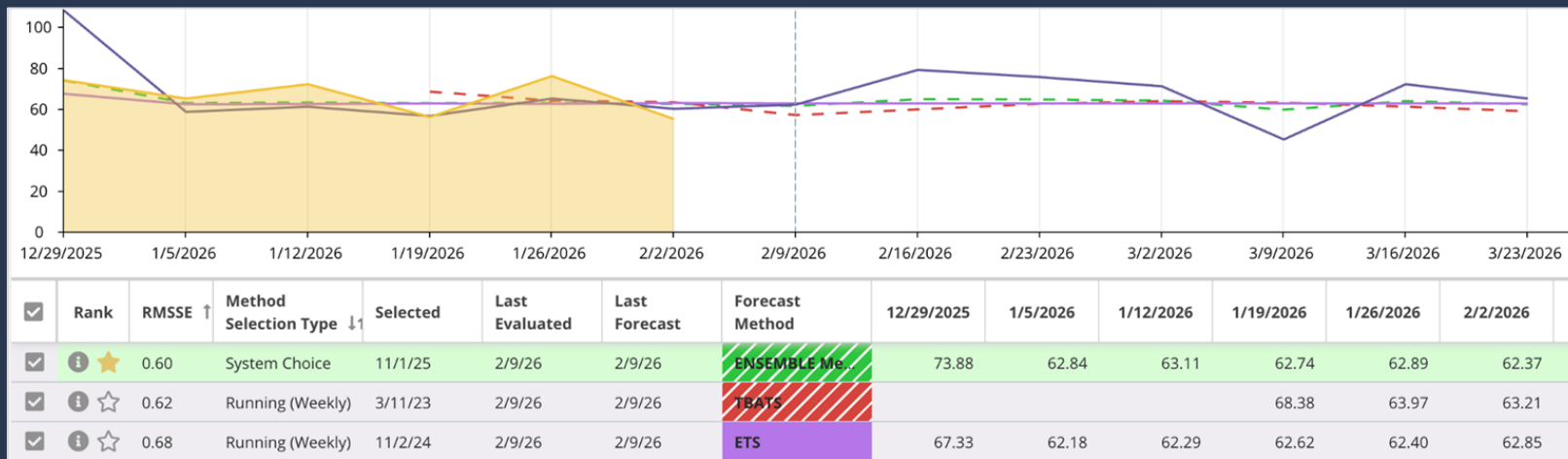
X Data + AI = **Garbage**

✓ Data + AI + Content = **Win**

Predicting the unpredictable

AI Forecasting

OrderStream determines an optimal set of forecasting methods for each warehouse-item combination using machine learning. The split-train-test approach to method selection determines the best three methods for predicting demand and reassesses them periodically.

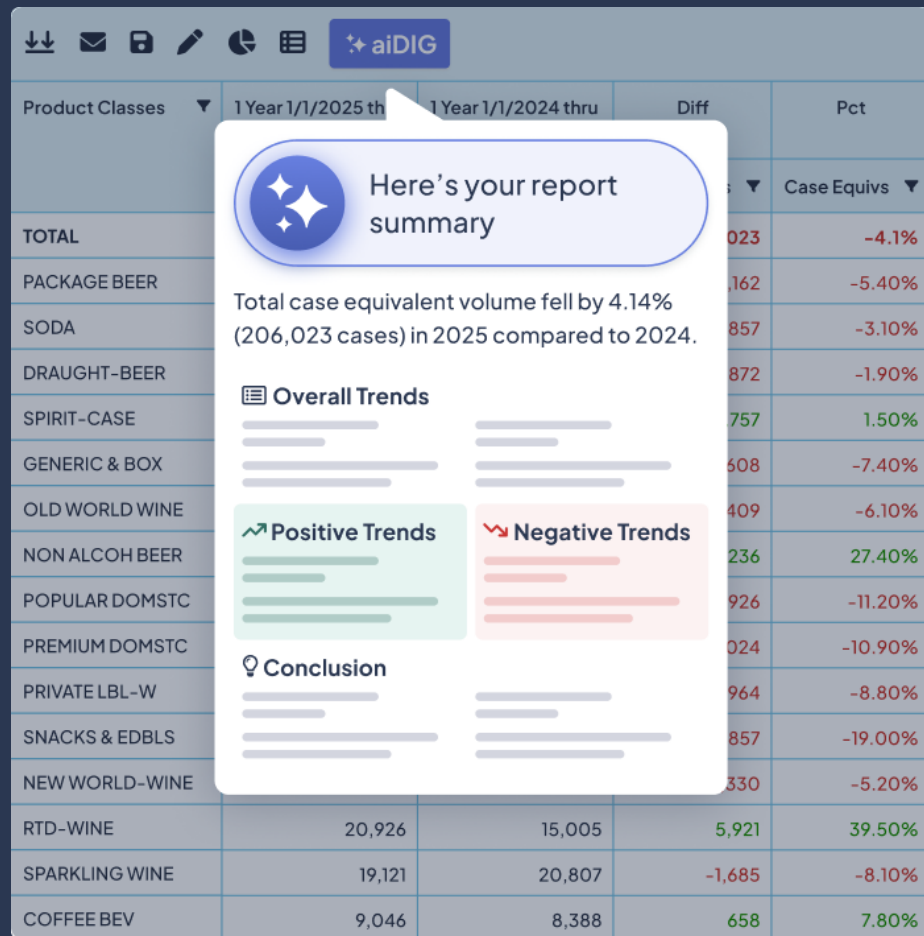


Understanding your data

iDIG

AI-Powered Analyst

Leverage a sophisticated report analyst within iDIG, making complex reports easy to understand and make decisions off of insights, not just data



Being agile

What really works

X Data + AI = **Garbage**

✓ Data + AI + Content = **Win**

What really works

X Data + AI = **Garbage**

✓ Data + AI + Content = **Win**

✓ Data + AI + Content, Workflows & Agents = **Gold**

Future of AI in Craft Beer



Forecasting

Compliance &
Distribution
Workflows



Insight on
Demand

Sales
Execution





Come say hi

Booth #807