

An Elevated Beverage Management Experience: Jack's Abby Craft Lagers Partners with Ohanafy

Industry-leading beverage management software provider announces a significant partnership, underlining its commitment to serving breweries of all sizes

WILMINGTON, NORTH CAROLINA, USA, October 24, 2023 /EINPresswire.com/ -- Ohanafy, the



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leading beverage management platform built on Salesforce, is proud to announce that [Jack's Abby Craft Lagers](#) has chosen them as their software provider. This represents a significant milestone for Ohanafy, reinforcing its commitment to expanding its client portfolio and supporting beverage producers and distributors of all sizes.

Founded by three brothers, Jack, Eric, and Sam Hendler, Jack's Abby Craft Lagers is an independent and family-owned brewery operating out of Framingham, Massachusetts. Renowned for their expertise in crafting lager-style beers, Jack's Abby has earned acclaim through a

portfolio of award-winning beers. Jack's Abby, who also serves as the official craft brewery of the Boston Celtics, experienced significant expansion and quickly emerged as one of the country's largest regional breweries, producing over 75,000 barrels of beer in 2023. As the business grew, the Hendler brothers identified a need for a software provider that could provide improved functionality, more complex customization tailored to their production processes, and superior customer support.

In choosing Ohanafy as their software provider, Jack's Abby Craft Lagers have demonstrated their commitment to innovation and trust in Ohanafy as the partner necessary for their business's growth. To ensure a smooth implementation and onboarding process, an in-depth analysis of the brewery's dynamic operations was necessary to meet Jack's Abby's expectations. Coupled with constant communication and Ohanafy's agile development approach, both partners felt confident in their ability to deliver.

Sam Hendler, Owner at Jack's Abby, shares his perspective; "We are very excited about this

partnership with Ohanafy. It's a breath of fresh air to have software that quickly adapts to our needs, rather than being forced to change our processes to accommodate rigid software or being stuck in a vicious cycle of workarounds and external spreadsheets. Ohanafy has listened to our specific requirements, building customized automations that will help drive our business forward quickly and effectively, all on top of a world-class platform that can scale to meet our long-term needs."

Drawing upon their extensive industry knowledge, Jack's Abby has played a crucial role in helping Ohanafy identify opportunities for further [product development](#). Due to the scalability being built on Salesforce, revolutionary enhancements were made throughout the implementation process to further improve Ohanafy's enterprise-level capabilities, the product updates include: Connected Lot Tracking, Contract Brewing and Packaging, Dynamic Pricing Models, Optimized Batch Packaging, Advanced Brew Log and Fermentation Monitoring, and Enhanced Reporting and Analytics.

"The partnership with Jack's Abby has been a pivotal one for Ohanafy and the growth of our platform as we continue to develop a best-in-class product that supports breweries and distributors of all sizes. We are extremely grateful for the collaboration and foresight provided by the Jack's Abby team; this partnership has set new standards on how a software provider and brewery should work together to push boundaries and become the industry-leading solution," reflects Ian Padrick, CEO and Founder of Ohanafy.

The collaboration between Jack's Abby and Ohanafy exemplifies a synergy between software providers and their clients, demonstrating how a strong partnership can lead to remarkable advancements within the industry. It demonstrates that when companies align their objectives and expertise, they can propel the industry to new heights, ushering in an era of superior efficiency, innovation, and overall excellence.

About Ohanafy:

Uniquely built on the world's #1 platform, Salesforce, Ohanafy's primary mission is to help beverage producers and distributors by enabling them to reclaim their valuable time. This, in turn, allows them to focus on what truly matters – producing exceptional beverages and streamlining their production and distribution operations. Ohanafy provides a powerful cloud-based solution that enables beverage companies to make better data-driven decisions, resulting in improved processes, increased profits, and reduced costs. To learn more about their innovative platform, please visit www.ohanafy.com.

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