



Brewing innovation at the edge





New Belgium Brewing Company was able to consolidate IT and accelerate innovation as it expanded its infrastructure with edge solutions, gaining efficiency, scalability and flexibility.



Business needs

Once a boutique operation, New Belgium Brewing Company now produces over a million barrels of beer a year, plus other alcoholic drinks. To consolidate multiple IT domains, the company turned to Dell VxRail at the edge and in the data center to support its ambitious production goals to sustainably drive efficiencies.

Business results

-  **Reduced annual company operating costs by 40%.**
-  **Increased output 20%** by running remote production via edge solutions.
-  **Cut downtime 10%** by using edge solutions in production and distribution.
-  **Improved compliance 25%** via real-time, edge insights for faster actions.

Solutions at a glance

- [Dell VxRail](#)
- [Dell PowerProtect Data Manager](#)
- [Dell Networking](#)
- [Dell Edge Solutions](#)



New Belgium Brewing reduced annual operating costs by 40% after deploying Dell VxRail at its operations edge.

Starting as a small, artisanal beermaker, New Belgium Brewing Company is now the nation's fourth largest craft brewery. It produces over a million barrels of beer a year along with a range of hard fruit juices and ciders.

Quality is key to the success of these products, so adherence to their recipes and the production process for each one is critical to quality assurance. Compliance with government beverage production safety regulations is also important.

Flexibility and scale needed

Founded in 1991, the company calls itself a "human-powered business" and a force for good. As such, New Belgium has a history of sustainable business practices in making world-class beers that it insists must be "welcoming to everyone."

For example, the company's Fort Collins plant became the first wind-powered brewery in the U.S. And its flagship Fat Tire Classic Ale is the first carbon-neutral beer in North America. "We're proud of our sustainability record," says Adam Little, who manages the brewery's enterprise security and compliance as part of its IT operations. "As our business expands, so must our environmental concerns, helped by the flexibility and scalability we get from Dell Technologies as our strategic partner and edge solutions provider."

Stepping back to look toward the future

No longer a boutique brewery, the company had to scale production of a diverse beverage portfolio to meet fast-growing consumer demands. "We've had to integrate newly acquired breweries while ensuring total compliance with strict regulations," says Little. "Plus, we needed to manage both a complex supply chain into our plants and, from them, distribution to outlets worldwide."

Merging these distributed operations at scale gave New Belgium reason to reconsider its IT strategy of running operations in the cloud. "Several years ago, we found that the cloud was inadequate and not cost-effective, so we brought our IT infrastructure back on-site," Little says. "Now we can respond faster to evolving needs for apps, software and hardware, having modernized our IT with Dell VxRail hyperconverged infrastructure. It's been the next big step in preparing for an even brighter future."

Real-time insights at the edge

Working with Dell Technologies as its trusted advisor, New Belgium built out its edge environment based on five Dell VxRail clusters to support the continuous monitoring of beverage batch processing. "We've improved efficiency, savings, compliance, and sustainability with real-time data analytics and AI inferencing with the Dell VxRail on our edge," Little says. "Now we can make real-time changes to our brewing and production processes much faster, if not immediately, given the enhanced visibility VxRail offers."

Poised for growth

Scaling production efficiently — and profitably — is easier than ever, according to Little. "We can operate remote production 24x7 without an IT person on-site, given the centralized management of VxRail," he says. "And regulatory compliance needs in-depth data, which we can pull from the VxRail at the edge in real time and in an accurate, timely and efficient manner."

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Adam Little,
Senior Manager, Enterprise Security and Compliance,
New Belgium Brewing Company

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Looking ahead, Little is confident New Belgium has an IT edge infrastructure to carry it well into a profitable and sustainable future. He explains, “We’ve got cost-efficient flexibility and scalability to grow for years to come with Dell VxRail. In fact, we reduced our annual operating costs by 40% after deploying Dell VxRail.”

Confidence in data networking, protection and availability

In addition, the company deployed Dell PowerProtect Data Manager, a software-defined data protection platform. It includes the automated discovery of new devices and data sources, data deduplication, user self-service, and IT governance for physical, virtual and multicloud environments. “We can now manage our VxRail resources centrally and with much more confidence knowing that our data is fully protected and always available,” Little concludes. “This saves considerable IT staff time, so we can focus on more strategic projects that add value to our business, improve the experience of our distribution partners and customers, and also drive additional sustainability across our operations.”

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Adam Little,
Senior Manager, Enterprise Security and Compliance,
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