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BeerBoard Offers B2B Ordering, Inventory and Payment Solution Connecting Retailers and Distribs

BeerBoard is the latest tech company to offer retailers a b2b e-commerce solution, to order from distributors using their technology.

The company announced today the launch of its "SmartOrders" program, which they're billing as a "complete ordering, inventory and payment solution" connecting retailers and distributors.

SmartOrders utilizes BeerBoard's technology and data to tie together "the entire process together between retailers and distributors."

"The state-of-the-art digital platform saves hours of work per week by automating what has traditionally been a manual process for restaurants and bars," BeerBoard founder and CEO Mark Young said in the announcement.

"Every bar that has started using SmartOrders during our launch phase has been impressed by the efficiency of the system and refused to go back to their old ways," he said.

The company says that large retailers like Buffalo Wild Wings and Hooters, as well as "major distribution groups," have already been using the platform.

"Retailers can place orders directly through wholesalers and receive insights on inventory with recommended brands and quantities."

As for distributors, the platform provides "increased accuracy, improved timelines and reduced expenses," plus "actionable invoice level insights" for "increased revenue and optimized profits." Distributors need to be on the platform to connect to retailers, but BeerBoard tells BBD that they "can connect their catalogs and receive orders" at no cost.

"We will be offering distributors market insights, and the ability to promote their brands on SmartMenus and payment processing for a fee," the company added.

It sounds a bit like what Provi is doing [see BBD 08-02-2021].

But BeerBoard says what differentiates them here is that SmartOrders is a "single-source extension of the retailer's platform, which creates editable, automated recommended orders for all [liquor, beer and wine] based on actual rate of sale and on-hand inventory (by location)," a spokesperson told BBD.

"It also receives orders into the retailer's back office system. This is within the same platform (SmartBar) used on a daily basis to control yield and manage/promote their complete food & beverage menus."