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BeerBoard Adds Southern Glazers's as Integrated Distributor for Order Platform

On-premise alcohol management tech firm BeerBoard announced this week that Southern Glazer's Wine & Spirits is now an integrated distributor for its proprietary ordering and inventory platform, SmartOrders.

The platform digitizes interactions between all three tiers of the bev alc industry, allowing retailers to place beer, wine and spirits orders to distributors directly through a dedicated portal. It also maintains perpetual inventories and provides recommended orders in addition to creating digital invoices.

SmartOrders integrates with SGWS' Proof platform by digitizing the entire sales process, from ordering to invoicing. The integration will also include a marketplace for retailers to see features and promotions within Proof through the "integrated punchout functionality," the companies note.

"At Southern Glazer's we are continually creating customer-centric solutions to deliver value to our trading partners," commented SGWS' commercial strategy Nicole Bierig Jordan. "Expanding our digital network to integrate with innovative technologies like BeerBoard is one more way we deliver that value."