

Crafted ERP Creator, Doozy Solutions, Expands Operations with New Australia Office

SYDNEY, New South Wales - March 16, 2021 - Doozy Solutions, a top-tier Solution Provider partner of the world's leading cloud ERP platform, Oracle NetSuite, has expanded its operations to Australia. As the creator of Crafted ERP, the premier software solution for alcoholic beverage producers, Doozy is a leader in the NetSuite ecosystem when it comes to the creation of vertical-specific solutions designed to disrupt the industries it serves.

"With an established footprint of Crafted ERP customers in Australia, and tremendous market opportunity for an underserved population of beverage producers in this part of the world, it made sense to establish a local team to better support our current and prospective customers," shared Kristin Steele, Co-Founder of Doozy Solutions. "The beverage community knows no boundaries, so our software shouldn't either."

Doozy's Crafted ERP product launched in Australia with Balter Brewing and Burleigh Brewing in early 2018, supporting their explosive growth, and has since added Starward Whiskey and Gage Roads Brewing as Crafted customers. Leveraging its success in North America across beer, wine and spirits, Doozy is expanding Crafted ERP's footprint to Australia and New Zealand (ANZ) wineries as well.

To facilitate the expansion as a partnership with the local beverage community, Doozy has partnered with beverage industry veteran Ash Peck, former CIO of Treasury Wine Estates turned consultant, as a strategic advisor for the Crafted ERP product and ANZ market expansion.

"Crafted ERP does an exceptional job of providing the functionality required of any size producer in ANZ, and is a game changer for wineries," said Peck. "From Vineyard to Grower to Wine to Packaging, Crafted can go full circle for what is typically handled in multiple systems. It easily covers the functionality required to run an enterprise level winery, and could be deployed to small, medium and large wineries without an overhead burden. Crafted can eliminate at least 3-4 systems for any size winery."

With a local team to provide sales, delivery, and support of Crafted ERP, Doozy intends to deliver Crafted ERP in ANZ with the same premier experience that it provides in North America.

About Doozy Solutions

Doozy Solutions is a 5-Star NetSuite Solution Provider and Solution Developer Network Partner of Oracle NetSuite, the highest tier achievement awarded by NetSuite. As a strategic partner of Oracle NetSuite, Doozy's mission is to create premier solutions that disrupt underserved industries, leveraging the NetSuite platform. Doozy employs a team of both NetSuite and industry veterans to fully absorb and deliver comprehensive industry-specific solutions that are both functional and easy to use.

About Crafted ERP

Crafted ERP is an enterprise resource planning solution that helps craft manufacturers streamline, automate and scale the complex processes and production of an artisanal business. Leveraging a modern and intuitive interface, we help businesses operationalize industry best practices within and across business functions. Crafted provides powerful tools that reflect in-depth craft beverage experience. Curated from the start to meet the unique needs of these industries, we deliver real-time data insights to drive smart, fast and reliable decisions that are critical to craft manufacturing. From accounting and production, to inventory, compliance, packaging and sale – Crafted ERP offers end-to-end specialty solutions via its Brewery, Distillery, and Winery Editions, to augment its Core Edition for artisanal manufacturers.

Find out more: www.craftederp.com

Contacts

Michael Dean

+61 409 908 571

mailto: michaeldean@doozysolutions.com