

# How Pabst is using QUBEdocs to increase financial visibility and control.



## Pabst Brewing Company: Brewing Success.

Established in Milwaukee in 1884 and with over 174 years of brewing history, Pabst and its Blue Ribbon beer, are American legends. The company also has over two dozen legacy brands and over the last couple of years has been acquiring new ones, giving it a comprehensive portfolio - and an enormous amount of financial data - to manage.

“The business has got a lot of moving pieces,” says Emily Koeller, Manager of Financial Planning and Analytics, at Pabst.

Adding to the complexity of managing day to day business, Pabst was running a legacy COGNOS environment which wasn’t built using modern industry best practice. “We’ve had a lot of different consultants over the years come in and patch things up. It was a really ungainly environment, with a lot of legacy objects that hadn’t been deleted, which were making a lot of noise and causing trouble, making it hard to figure out what was happening.”

Koeller had used QUBEdocs in a previous role and brought it to Pabst. “It makes trouble shooting a lot easier, and tracking changes in the system is now possible.”

Pabst uses QUBEdocs in two separate environments: operations, and financial planning. On the finance side it’s used for financial planning, budgeting and actuals reporting. Koeller uses QUBEdocs every day and finds the change-tracking invaluable. “Between environments, between days, down to the code level, that’s an enormous time saver. It’s been hugely helpful.”

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The visual linked diagrams are also a powerful and valuable tool. “I’ll pull up a cube and look at the connections and click on the arrows to see which processes are running those data flows. It’s a massively powerful tool for visualizing data. At a glance, you can see what’s at play and understand your data movement.”

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Koeller says QUBEdocs helps her provide the business with insightful, timely advice and save it money every day. “It cuts the troubleshooting time on any bug fixes we encounter by at least 80%. Just being able to search for terms within the code is massively helpful, because the code base we have to sort through is very large and would be pretty confusing without QUBEdocs.”

Koeller doesn’t want to imagine working without it: she says scanning different iterations of code by hand, or even copying them into Notepad or some other tracking software would be vastly more time consuming. “It would be slow, painful and far less productive.”

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Koeller says she couldn’t recommend QUBEdocs more highly. “It’s a genuine time optimization software. It maps your entire environment comprehensively and gives you linked visual diagrams. It’s just essential. I don’t think I’d work in an environment without them bringing QUBEdocs on if they didn’t already have it.”