

Success story – consumer goods and retail

# How the Boston Beer Company and 4flow cut emissions and drove efficiency with improved transportation planning

## Customer: The Boston Beer Company

- > Largest craft beer producer in the world
- > Founded in 1984
- > 40,000-55,000 annual outbound customer loads

## Project scope:

The Boston Beer Company partnered with 4flow to modernize its transportation planning and reduce its environmental footprint by implementing Kinaxis Transportation Load Optimizer by 4flow (TLO).

# Advancing transportation planning for sustainable growth and operational excellence



Boston Beer Company, the world's largest craft beer producer, operates one of the most complex outbound networks in the beverage industry, managing between 40,000 and 55,000 customer loads each year. The company saw an opportunity to increase its operational efficiency and reduce its environmental footprint by modernizing its transportation planning, furthermore empowering teams to focus on strategic and sustainable growth.

Boston Beer partnered with 4flow to implement Kinaxis Transportation Load Optimizer by 4flow (TLO) to transform the way outbound shipments are planned and executed. The solution combines advanced optimization with seamless integration into the Kinaxis Maestro™ advanced planning system, enabling faster decision-making, lower costs and measurable progress toward sustainability goals.

### Turning complexity into competitive advantage

Coordinating thousands of outbound loads across multiple facilities, carriers and customer locations is complex. Prior to implementing TLO, Boston Beer's planners invested significant time and resources into manually reconciling transportation plans, which limited their ability to focus on higher-level strategic objectives, such as reducing the company's environmental impact.

4flow worked side by side with Boston Beer's operations and IT teams to ensure a successful TLO implementation that addressed real-world requirements and delivered tangible value.



#### Integrated, automated planning:

By centralizing transportation workflows across the network, Boston Beer was able to reduce manual effort, eliminate silos and accelerate decision-making.



#### Real-time, data-driven insights:

With TLO, planners can simulate alternatives, evaluate scenarios and make informed decisions aligned with business objectives.



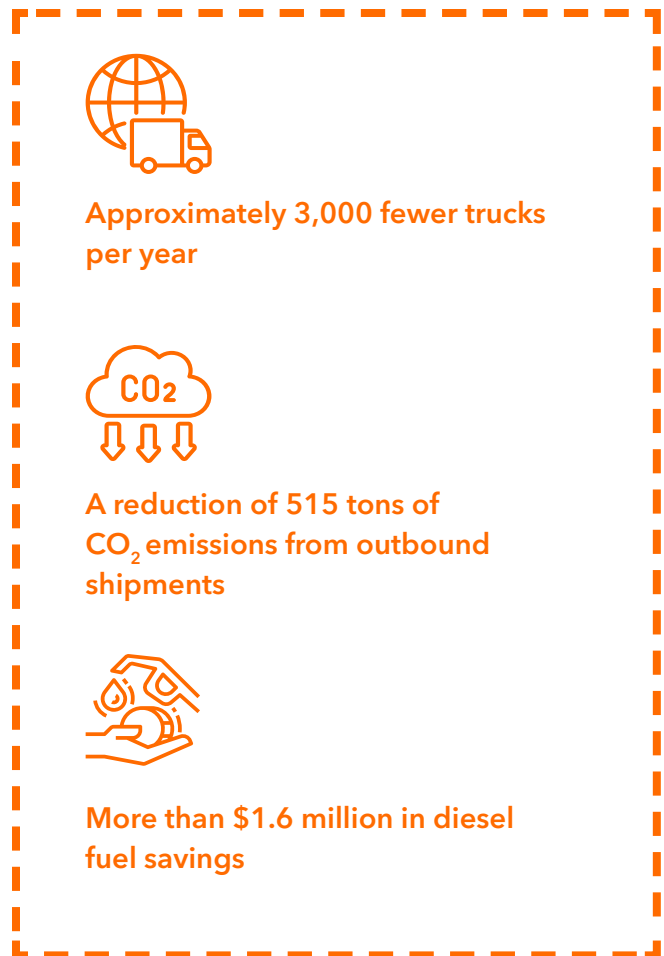
#### Sustainability in every move:

4flow and Boston Beer embedded environmental considerations directly into planning objectives, which helped support a consistent reduction in emissions and resource consumption.

Boston Beer's planning transformation went beyond technology. The implementation of TLO established a foundation for continuous improvement and empowered teams to work with greater confidence, creativity and impact.

### Measurable results for people, performance and the planet

With TLO in place, Boston Beer has achieved significant operational, financial and environmental outcomes:



United by shared values of innovation, efficiency and sustainability, Boston Beer and 4flow achieved measurable results that demonstrate that forward-thinking transportation planning delivers not only immediate benefits but also long-term resilience for a stronger, sustainable supply chain future.



**"The TLO technology has been a game changer for us. We can now focus on getting the right products out the door on time and less time manually reconciling transportation plans."**

Sarah Stender  
Operations Planning Product Manager  
Boston Beer Company

**"By partnering with 4flow to implement TLO, the Boston Beer Company brought transportation optimization directly into Kinaxis Maestro. Boston Beer now operates with a unified, constraint-based planning workflow across transportation, inventory and production. This has accelerated decision-making, strengthened planner adoption, improved network cross-functional alignment and delivered feasible, cost-effective plans that enhance service levels for their customers."**

Tyrone "T. J." Keys  
Director of Software Solutions, 4flow

# About 4flow

4flow is a leading global provider of fourth-party logistics (4PL) services, supply chain consulting and software. With its integrated business model, 4flow is a trusted partner for supply chain optimization and digital transformation. Founded in 2000, 4flow operates from 25 offices worldwide, with a global team of more than 1500 members spanning Europe, Asia, North and South America. For more information, please visit [www.4flow.com](http://www.4flow.com).

4flow serves as a Kinaxis system integrator and solution extension partner, bringing together people, processes and technology to help customers maximize the value of their Maestro™ investment. 4flow's suite of solutions includes consulting and management services as well Maestro-integrated apps like Kinaxis Transportation Load Optimizer by 4flow (TLO) and Kinaxis network design by 4flow. 4flow also serves as a value-added reseller (VAR), which enables the company to support customers with fast access to a feature-rich, entry-level supply chain planning product package tailored to meet the unique needs of businesses beginning or advancing their digital transformation journeys.

# 25+

offices in Europe,  
Asia and North and  
South America

# 1500+

team members globally

# 400+

customers globally

# 300+

projects annually around the world

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