



Brewer has crafty solution at the ready to overcome unexpected challenges

When California passed new privacy regulatory requirements, New Belgium Brewing Co. quickly developed a great workflow solution with technology it already had on hand: Nintex.

Organization

New Belgium Brewing Co.

Website

www.newbelgium.com

Industry

Food and Beverage

Country

United States

Business situation

New Belgium Brewing Co. had five months to come up with an accurate, standardized way to respond to privacy requests from California residents—or face big fines.

Solution

The company turned to the same technology it has used for 12 years: Nintex. It created a streamlined, automated workflow solution that facilitates every step of the process, in and out of the cloud, within the company and between it and the consumer.

Benefits

Fast, easy solution created in just one month

Solution enables brewer to respond to consumers twice as fast as the law requires.

Flexible technology is always on hand to address unexpected challenges

It's always something

It's cliched, but true, to note that the only certainty in business is uncertainty. New opportunities. New challenges. New markets. New competitors. You may not know what's around the corner—but you can be ready for it. That seems to be the operating philosophy at New Belgium Brewing Company, one of the US market's most notable craft beer companies. And it's a philosophy that contributes to the company's success.

Who'd have thought that a brewer with operations in Colorado and North Carolina would have to comply with privacy regulations promulgated in California? New Belgium Brewing learned that would be the case at the end of 2018, when the California Consumer Privacy Act (CCPA) was passed with provisions covering California consumers doing business with out-of-state companies—like New Belgium Brewing.

The compliance details that New Belgium Brewing needed weren't available until the following July, and the company had only five months to develop a compliance system by the law's deadline of December 2019. Failure to do so could have meant big fines.

New Belgium Brewing developed that solution in just one month, well before the deadline. Its solution standardizes and automates the way the company handles privacy requests from its California customers, enabling the company to meet those requests twice as fast as the law requires and leaving employees with plenty of time for their top priority: crafting great beer.

The Swiss army knife of technologies

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— **Tye Eyden**, Collaboration Business Systems Analyst, New Belgium Brewing

The company could respond swiftly and surely to the California regulation because it already had the technology on hand to create a great compliance solution. It was the same technology New Belgium Brewing has used to create streamlined, automated workflow solutions for everything from human resources and sales to volunteer management, planning product launches, and tracking beer shelf life.

That technology: Nintex. And to New Belgium Brewing, it's the Swiss army knife of technologies, with the tools the company needs to be ready for whatever challenge is next.

“We began using Nintex 12 years ago,” says Tye Eyden, Collaboration Business Systems Analyst at New Belgium Brewing. “We use it on-prem and in the cloud, for solutions within a department and throughout the company. The more our people experience Nintex, the more they come to us to propose new ways to use it.”

Nintex also makes sense to Eyden from an IT point of view. “I’m always looking for ways to leverage what we already own to create new solutions,” he says. “Nintex fits the sweet spot: streamlining workflow, tracking and reporting data, and keeping all our ducks in a row so if we’re ever audited, we’re ready. We have other tools; we’re a big Microsoft shop. But I know I can do it simpler and easier, and get it done faster, with Nintex.”

How it works

The CCPA-compliance solution is among the broadest Nintex-based solutions at New Belgium Brewing, engaging the company's marketing, sales, environment health and risk, HR, and even corporate sustainability departments. The process kicks off when California-based consumers ask the company what personally identifiable information it holds on them.

They make those requests through a public-facing page on the brewer's website or during a call with a customer service representative. Either the consumer or the service representative fills out a responsive form hosted in Nintex Workflow Cloud that includes the consumer's details, email address, and the information or action (such as deletion) the consumer wishes the company to take.

The data is pushed to SharePoint Online, which initiates a workflow on Nintex for Office 365 that forwards the request to the stakeholder departments mentioned earlier.

They acknowledge the request, identify the consumer's information in their department databases, and forward their responses to SharePoint.

The Nintex Workflow then composes and sends an email to the consumer that identifies the stored information and gives the consumer the option to request its deletion. The consumer replies, a Nintex Workflow passes along the consumer's wishes, the departments take appropriate action, and the workflow sends a confirmation email to the consumer. All these steps are captured by Nintex, stored in the SharePoint database, and are immediately available in case of audit.

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Making it easy

Eyden says that Nintex Workflow Cloud helped accelerate the solution’s creation by facilitating the iterations between the legal department and other stakeholders. Nintex responsive forms also made the process faster and easier, with simple drag-and-drop functionality, a clean UI, and easy-to-use rules engine.

The CCPA-compliance solution may be New Belgium Brewing’s latest use of Nintex, but it won’t be the last, according to Eyden. The company is already considering a HR lifecycle project that will cover employees from recruitment and onboarding to job changes and offboarding.

“We have a lot of use cases for Nintex,” observes Eyden. “And will definitely have more to come.”

About Nintex

Nintex is the global standard for process management and automation. Today more than 10,000 public and private sector organizations across 90 countries turn to the Nintex Platform to accelerate progress on their digital transformation journeys by quickly and easily managing, automating and optimizing business processes. Learn more by visiting www.nintex.com and experience how Nintex and its global partner network are shaping the future of Intelligent Process Automation (IPA).

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