PO Box 188
Center Harbor, NH 03226
P. 866-858-7800
F. 877-779-8802
bigfootcmms.com

FOR IMMEDIATE RELEASE

Media Contacts:

Susan Shaw, director of marketing
http://www.bigfootcmms.com
866.858.7800 x813
Susan.Shaw@bigfootcmms.com

Shelly Gordon
G2 Communications Inc.
650.856.1607
sgordon@g2comm.com

Odell Brewing Automates Production Maintenance; Bigfoot CMMS Selected to Support Beer Maker's Growth

CENTER HARBOR, NH – JUNE 7, 2011 – Smartware Group, Inc., www.bigfootcmms.com, the premier provider of **Bigfoot CMMS** (computerized maintenance management software) for optimizing maintenance of production and facility equipment, announced that Odell Brewing Company has selected **Bigfoot** to overhaul its maintenance operations and keep up with growing demand for its specialty craft beer.

"We have been in a reactionary maintenance mode and realized we needed to transition to a preventative and predictive maintenance model to support our current growth pattern," said Matt Bailey, Odell's maintenance/engineering manager. "We chose Bigfoot for its flexibility, and its ability to meet all of our criteria for taking our maintenance processes to the next level."

Founded in 1989, Odell Brewing was started by Doug Odell, his wife Wynne and sister Corkie. Twenty-one years later, the culture of family and collaboration still thrives, fostering a brewery full of beer-centric people, and a company that has grown from Doug Odell's kitchen to a 45,000 square-foot brewery, with added wood-aging cellar, a 750 ml bottling line, and a 76-kilowatt photovoltaic system capable of providing 25 percent of the brewery's peak energy demand. By the end of 2011, Odell Brewing anticipates producing 60,000 barrels of its quality, handcrafted, innovative brews – up from 51,000 barrels in 2010.

To support Odell's growth, Bigfoot will manage preventive maintenance (PM) schedules for packaging, brewing/cellaring, facility and utility equipment. Bigfoot allows preventive maintenance to be scheduled on a calendar basis or by meter readings that users set up through a

Bigfoot
PO Box 188
Center Harbor, NH 03226
P. 866-858-7800
F. 877-779-8802
bigfootcmms.com

table, then enter requisite variables. Using Bigfoot, Odell will schedule PMs by creating meter readings of accumulating production volume, i.e., output in barrels, kegs and bottles, with maintenance warnings issued at set intervals.

“Relying on memory to maintain production equipment at our size is not sustainable,” added Bailey. “With our current growth, the ability to set PM schedules based on meter readings such as production volume is necessary to establishing a program correctly the first time. Otherwise, using a traditional calendar-based maintenance system won’t change as our company continues to grow. The ability to trigger off a meter reading was the driving factor for choosing Bigfoot, compared to other companies.”

Installing the Bigfoot work order utility on every desktop so users can request repairs as needed was also a key selling point.

“Using Bigfoot to effectively maintain equipment allows us to keep track of all the details without having to track down unmanageable hard copies of information.”

About Smartware Group, Inc.

Smartware Group, Inc., headquartered in Center Harbor, N.H., develops and services Bigfoot CMMS (computerized maintenance management software) for a variety of business environments, from data centers to manufacturing plant floors to convention centers and stadiums.

Since 2002, Bigfoot has helped more than 1,400 customers worldwide improve facility and equipment maintenance operations with advanced capabilities that include preventive maintenance (PMs) and predictive maintenance, work order scheduling, maintenance requests, asset life cycle management, parts replacement inventory, and built-in reporting. Bigfoot CMMS’s native functionality paired with its intuitive design allows maintenance professionals to implement the solution and get results quickly, often in a matter of weeks. To learn more about Bigfoot CMMS, visit www.bigfootcmms.com.

# # #