



Client Success Story

# MadTree Brewing Sees “Epic” Results After Switching to Asset Essentials

## Client

MadTree Brewing

## Location

Cincinnati, Ohio, United States

## Results

Using Brightly’s Asset Essentials, MadTree has been able to:

- Identify \$35,000 worth of inventory that was previously unaccounted for
- Gain back 10 labor hours per week by improving work order efficiency
- Complete jobs faster by enabling all staff to submit work orders

## Vitals

Ohio-based brewery with:

- Three locations including taproom, full-service restaurant, and a new facility coming soon
- Two maintenance staff members

## Background

Daniel Deitsch, Production Maintenance Manager at MadTree Brewing, has more than a decade of experience managing facilities in the brewery industry, including running his own business as a brewery maintenance consultant. When he joined MadTree in 2024, Deitsch quickly realized that the company's computerized maintenance management system (CMMS) was draining efficiency due to numerous issues with its mobile app and other functionalities. He had previously used Brightly's Asset Essentials in other positions, and he introduced it to MadTree. The brewery onboarded Asset Essentials in October 2024 and began reporting significant positive results in just the first few weeks.

## Identifying unaccounted inventory

Because Asset Essentials is so intuitive, the MadTree Brewing team has been able to quickly implement the software into its workflow. For example, Deitsch says it took him about two days to input the company's entire parts inventory into the system, while it took the former maintenance manager three or four months to upload inventory into the previous system—a process that was never fully completed.

**“I did a parts inventory audit and found about \$35,000 worth of parts that were not accounted for and had never been entered into the old system,” Deitsch says. “In contrast, the ease of inputting parts into Asset Essentials has been epic.”**

## Gaining back hours

MadTree experienced constant challenges with the app associated with its former CMMS. But using the Asset Essentials mobile app has been easy and intuitive, giving technicians the autonomy to get their work done and report on it without being tied to the desk. The ability to access work orders and update progress while in the field has shaved hours of work off the technician's weekly schedule.

“We've gone from having a lot of big PMs hanging over our heads to consistently knocking stuff out,” Deitsch says.  
“We've gained back at least 10 labor hours per week by using the Asset Essentials mobile app.”

## Getting jobs done faster

In the past, only supervisors were able to submit work orders. When a non-supervisor needed to request a work order, there was a lot of paperwork and approvals that had to happen before the work order would even be entered into the system and available for the techs to complete.

With Asset Essentials, Deitsch implemented the requestor portal, which allows all staff members to request work orders and allows maintenance techs to automatically see the new requests. “Now the boots on the ground can submit their own work orders and they're no longer lost in paperwork,” he says. “Because we can see the requests sooner, we can get the work done faster.”

Moving forward, Deitsch plans to use the data available in Asset Essentials to justify new hiring requests as the team needs to grow. “Asset Essentials will give me all the metrics I need to show that bringing on another tech will benefit the company,” he says.

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