



# Success Story: Braumeister

## Increased software competency enables product innovation

KDAB helps generations-old manufacturer transform into product innovator

Since its humble beginnings in 1912, Speidel Tank- und Behälterbau GmbH has been the benchmark in the production of high-quality containers. Reliability, quality, and safety have always been the key selling points of their products, making them the supplier of choice for many diverse vessels in medical, industrial, food service, and water systems.

One of the founder's grandsons, Stefan Speidel, was passionate about beer and persuaded the company to let him create a new line of business that would appeal to a younger generation of craft beer brewers. Stefan began by launching the Braumeister, a homebrew-making appliance that was an immediate success. However, with so many people newly exposed to brewing, he

wanted to make this popular homebrewing product very easy to use, even for brewing novices.

So, for the next generation Braumeister, Stefan Speidel wanted to turn the art of brewing into a straightforward, repeatable, and user-friendly process. To achieve this, he wanted a fully automated brewing process with a modern touch-screen user interface instead of four old-fashioned hardware buttons. He also wanted modern WiFi capabilities so that customers could download recipes and new software updates, as well as track the Braumeister's brewing status from their mobile phones. And finally, Stefan wanted to create an online brewing enthusiast community where customers could share recipes as well as order new supplies.



*KDAB developed software that upgraded the successful homebrew making appliance into a fully automated experience, complete with modern user-interface.*

KDAB integrated into the Speidel team and helped them better understand the craftsmanship of modern software development.



This generations-old German company turned to KDAB for help in bringing their vision to life.

As it turns out, KDAB was a perfect fit. They fulfilled Speidel's immediate need for next-gen Braumeister software by creating a full software stack solution and an intuitive touch-based interface. Equally important, they created a platform for Speidel to digitize all their other product lines, supporting the manufacturer's innovations beyond this one project.

KDAB also helped Speidel better understand the craftsmanship of modern software development and establish a software discipline. This involved developing the organizational discipline for properly managing and building software – an essential capability as soon as there are multiple engineers, locations, and product lines – which includes just about any company that needs software to innovate.

KDAB further helped Speidel learn about proper versioning and release processes. They showed the manufacturer how to use version

control, tags, forks, branches, and merging to get a handle on their software contributions. They also helped Speidel avoid the trial and error pains typically associated with learning best practices such as tracking and fixing bugs related to each release and safely updating customer products in the field.

Although Speidel thought this project would be challenging, they were delighted with the entire process. According to Kevin Spannaus, the company's project manager: "Working with KDAB was very rewarding – they felt like a part of our team and channeled their substantial expertise into a very collaborative process".

By translating their commitment about craftsmanship and best practices from container manufacturing to the software sphere, Speidel is now able to swiftly innovate in new areas and grow their customer base. With a software foundation, they're also able to make their traditional products both modern and adaptable, something they can extend to the company's other product lines.



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### About the KDAB Group

The KDAB Group is the world's leading software consultancy for architecture, development and design of Qt, C++ and 3D/OpenGL applications across desktop, embedded and mobile platforms. KDAB is the biggest independent contributor to Qt. Our experts build run-times, mix native and web technologies, and solve hardware stack performance issues and porting problems for hundreds of customers, many among the Fortune 500. KDAB's tools and extensive experience in creating, debugging, profiling and porting complex applications help developers worldwide to deliver successful projects. KDAB's trainers, all full-time developers, provide market leading, hands-on, training for Qt, 3D/OpenGL and modern C++ in multiple languages. Founded in 1999, KDAB has offices throughout North America and Europe.