

CASE STUDY

Ozarks Amphitheater, recently named the "Best Live Music Venue in Missouri", is located in the heart of the beautiful Lake of the Ozarks. The amphitheater has recently hosted such well-known headline acts as Willie Nelson, Dwight Yoakam, Dierks Bentley, and Cody Johnson, with more great coming attractions. A concert under the stars at Ozarks Amphitheater is a great addition to a long summer weekend at the lake.



"Life after getting Yellow Dog Inventory is great! I love the fact that when the products come in, I can see where they are, I can allocated it as needed to where it needs to go. That's really helpful!"

— Dustin Day, Food & Beverage Director at Ozarks Amphitheater



The Challenges

In operation since 2014, the Ozarks Amphitheater has grown from just a few stands to dozens of locations. This growth of outlets and increased revenue made a manual inventory process too cumbersome for them to manage. Here are some of the challenges they had before bringing on Yellow Dog Inventory.



Expanding Operations Without Scalable Systems – Ozarks Amphitheater initially operated four stands but grew to twenty-two over time. Their existing tools could not scale with this growth. The increased size and complexity led to operational inefficiencies and made accurate oversight extremely difficult.

Poor Inventory Visibility and Tracking – Inventory was only tracked at a macro level. While they knew when goods arrived at the warehouse, they had almost no visibility into how products were distributed across stands. Managers often had to physically count items to understand where inventory had gone.

Inefficient and Error-Prone Restocking Practices – Staff frequently restocked stands with small, inconsistent quantities (e.g., 3-5 cans instead of full cases), which caused excessive trips back and forth, inaccurate tracking, and increased opportunities for mistakes.

Manual, High-Maintenance Stand Sheets – Stand sheets were generated from a heavily customized Excel workbook. Management spent substantial time each week adjusting formulas, fixing errors, and preparing printed sheets for events. After events, managers manually typed POS sales into spreadsheets to reconcile numbers — often long after staff had left, making real-time auditing impossible.

No Integrated Purchasing or Audit Trail – Purchasing was handled directly with vendors: order → invoice → payment, with no integration into an inventory system. This meant no automated updates and no checks & balances along with no reliable audit trail for goods received vs. goods sold.

Business Concerns

- Overall process lacks control, accuracy, and accountability
- Manual processes require hours of labor after events causing high payroll expenses
- With a growing event schedule, it seemed impossible to keep up with the current workflows and processes
- No ability to audit purchasing activity to inventory.
- Performance data for events took days to figure out and they were still not sure it was 100% correct

The Solution

Ozarks Amphitheater deployed Yellow Dog to create a single item catalog for their 25 outlets to manage the entire inventory operation.

Key implementation steps included:

- Structuring inventory departments and categories for optimal organization
- Importing existing data from Excel to minimize manual entry
- Processing invoices electronically for up-to-date item costs
- Establishing efficient counting methods using both app and paper count sheets
- Stand profiling to ensure accurate POS and inventory items
- Mapping all POS menu items to recipes for dynamic inventory updates
- Defining processes for stand count in & count outs



Process Changes & Improvements

Complete, Automated Purchasing Workflow - Invoices are fully captured electronically with direct EDI feeds and image capture with Yellow Dog's mobile Retriever app to ensure 100% of purchases update inventory at the correct locations.

Event-Level Inventory Tracking - Every event is tracked within Yellow Dog including Artist, Event Type, Weather, and Actual Attendance. This contextual data improves reporting and forecasting and helps management align inventory with demand patterns.

Stand-Specific Item Profiles - Each stand has a tailored item list, displaying only the products assigned to that location. This eliminates irrelevant items, speeds up counting, and improves accuracy for both cycle counts and month-end physicals.

Robust Stand Reconciliation - Stands now have a detailed reconciliation process tied directly to sales. Management can quickly verify discrepancies and ensure everything balances, providing a dependable check-and-balance system against the Square POS.

Efficient Pre-Event Restocking with Picklists - Management can generate precise picklists before each event, ensuring each stand receives exactly what it needs — no more guesswork or inconsistent restocking quantities.

Streamlined Physical Inventory with Mobile Tools - Using iPads and the Yellow Dog Mobile App, staff can electronically count stands and warehouses. This transforms what was a slow manual process into a fast, reliable digital workflow.

Full Perpetual Inventory with Complete Audit Tools - Ozarks Amphitheater now operates a true perpetual inventory system that integrates all sales, transfers, and purchasing. Managers can quickly understand inventory needs at any venue location in a fraction of the time previously required.



"The invoice scanning works really well. I can scan my invoices and know that I can process them the next business day (sometimes the same day).

I would never want to go back to the old way!

Dustin Day, Food & Beverage Director
Ozarks Amphitheater

The Results

By replacing fragmented manual processes with a single integrated solution, Ozarks Amphitheater gained:

- Real-time visibility.
- Accurate controls.
- Faster operations.
- Better auditing.
- Strategic event management.



Conclusion

Ozark Amphitheater's adoption of Yellow Dog Software marks a turning point in operational control. What was once a manual and fragmented process is now an automated, insightful, and auditable solution. Yellow Dog Inventory transformed a cumbersome, error-prone system into an efficient, data-driven inventory operation that supports the venue's continued growth.