Leading Brewing Company: Digital mobility solution delivers breakthrough levels of data and insight

Client profile
The client is one of the leading brewing companies in Europe. It has 4,000 employees and more than 100,000 customers.

Opportunity
The client established a goal to identify new growth opportunities for itself and its distributors. It also wanted to increase visibility into indirect sales channels where the distributor interacts between the brewery and the final customer. The brewery sought a mobile application that allowed its salesforce to leverage analytics to make data-driven decisions when negotiating commercial agreements and effectively target promotional activity. This called for a solution that provided immediate updates on sales-related activity across its network of distributors, while enabling its sales teams to work on tablets, accessing and inputting data when on or offline. Replacing laptops with mobile devices, such as tablets, would be suitable for sales representatives who were out in the field as well as a cost-effective, low-maintenance solution for the company.

Solution
Accenture’s experience in managing complex systems integration projects, its track record of innovation in digital technologies and the close relationships it maintains with SAP and Microsoft were important factors in the selection process. Avanade is a joint venture with Accenture that combines insight, innovation and competence focused on Microsoft technologies. Accenture has a 30-year successfully demonstrated track record of delivering large-scale complex SAP projects and the largest group of SAP trained professionals globally, to help ensure reliably high quality delivery of solutions.

Despite an aggressive timeline, Accenture delivered a prototype within three months, and the solution went live within 12 months. The Accenture Innovation Center for Mobility in Barcelona and the Spain Delivery Center helped drive the portions of the solution involving: SAP CRM, interfaces using SAP process integration (PI) and Windows 8 mobile application development. Accenture Advanced Enterprise Solutions
About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with approximately 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About Avanade
Avanade helps clients realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on-premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture LLP and Microsoft Corporation and has 25,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

About Microsoft
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