SAP Business Objects™

MOLSON COORS BREWING COMPANY
GETTING REAL-TIME BUSINESS INSIGHT AT THE SPEED OF THOUGHT

QUICK FACTS

Industry
Consumer products – beverage companies

Revenue
US$6.6 billion

Employees
14,000

Headquarters
Denver, Colorado; Montreal, Quebec; and Burton-on-Trent, United Kingdom

Web Site
www.molsoncoors.com

SAP® Solutions and Services
SAP® BusinessObjects™ Explorer software

With a 350-year history of delivering innovative, quality beer, Molson Coors Brewing Company produces top-selling brands like Molson Canadian, Carling, and Coors. But in this highly competitive market where profit margins are razor thin, the brewery must ensure visibility into its global operations. With SAP® software, Molson Coors gained the real-time, accessible business insight it needed to efficiently deliver quality products – anywhere in the world.

Key Challenges
- Enable access to real-time production, supply chain, and sales data to meet challenges of a price-sensitive and highly competitive beer market
- Manage complex, global distribution channels more effectively
- Enhance reporting (previously limited to historical view)
- Manage inventory levels more effectively and avoid stock outs
- Improve analyses to enable execution of strategy

Implementation Best Practices
- Kept technical infrastructure intact
- Established right mix of technical and business skills within implementation team
- Effective collaboration among Molson Coors, SAP, and IBM
- Encouraged company-wide exception reporting
- Identified champion users to drive adoption
- Implemented software incrementally in order to build on small successes

Anticipated Financial and Strategic Benefits
- Greater confidence and trust in report data across management levels
- Visibility of information at a richly detailed level
- Real-time reporting
- Greater flexibility to respond to changes in competitor strategy and customer demands
- Elimination of manual, error-prone processes for creating reports
- Real-time insight into inventory for proactive, not reactive, decision making

Why SAP Was Selected
- Low-risk, rapid implementation, allowing Molson Coors to be up and running in 1 day
- Tight integration with SAP® ERP application, SAP NetWeaver® Business Warehouse component, and non-SAP customer relationship management and retail POS systems
- Scalable functionality
- Minimal training required
- Intuitive reporting that supports rapid business user adoption
- Low cost (versus competing data warehouse solutions)

Low Total Cost of Ownership
- Installed software in 1 day
- Got users familiar with software with virtually no training
- Leveraged existing SAP software
- Freed IT staff from report generation tasks
- Improved ability to accommodate larger data volumes and a growing user base
- Consolidated reporting to a single source
- Shifted focus from finding the right answers to asking the right questions

Operational Benefits
- Ability to validate market share data more rapidly (reduced from 1 day to 30 minutes)
- Faster query results (in just .03 seconds from data residing in 280 million records)
- Rapid training of business users (15 minutes of recorded training)
- Report generation capability for all company users, versus only super users
- More time for IT staff to spend on higher-value, strategic initiatives
- Reduced days of effort spent on creating reports

MOLSON Coors

"Very Cool! With a product like SAP BusinessObjects Explorer, we can make decisions on the spot in meetings."

Todd Campbell, Director, Supply Chain Planning and Scheduling, Molson Coors Brewing Company

Molson Coors Brews Up a New Era of Business Insight

With a 350-year history of delivering innovative, quality beer, the Molson Coors Brewing Company (Molson Coors) has established leading global brands such as Molson Canadian, Carling, and Coors Light. But in the highly competitive beverage market – where many companies operate on slim margins – brewing great beer is simply not enough. To compete globally, a brewery must simultaneously ensure operational efficiency and product quality.

For Molson Coors, that requires a high level of business insight – insight that has been hampered by a complex supply chain comprising varied distribution channels spread across multiple geographies and reporting limited to historical data. What the company needed was comprehensive, real-time visibility into its global sales, supply chain, and production operations. To help it get there, Molson Coors undertook a pilot project of the SAP® BusinessObjects™ Explorer software.

Brewer Gets Fast Results

Installing the SAP BusinessObjects Explorer operational pilot took the company just one day. Molson Coors already had in its system landscape the SAP NetWeaver® Business Warehouse component where the data was stored. To achieve accelerated data exploration, the company only needed to add the SAP

BusinessObjects Explorer software, which was installed on blade servers. The result: a simplified, low-risk implementation. "It's amazing how quickly we began realizing benefits from SAP BusinessObjects Explorer," says Katrina Coyle, global information manager at Molson Coors. "Users are seeing things about their data that they weren't aware of before. The results leap off of the page."

Software Delivers Information That's Always Accessible, Always Real Time

Because it consolidates high volumes of live data from multiple sources, SAP BusinessObjects Explorer provides the company with accurate, real-time visibility into its inventory. It helps managers get immediate insight into current business conditions so they can make better, more proactive decisions.

With the new user interface, employees simply type in the information they need – just like typing keywords in a search engine – to call up a newly generated report. Learning to create the reports is just as fast as the process itself: users require just 15 minutes of recorded training to get up to speed. As a result, the company's IT staff, as well as dedicated "super users" who were formerly responsible for reporting, no longer have to build and validate reports for business users. In fact, the company has reduced the time it takes to validate its market share reports from one day to just 30 minutes.

Molson Coors Leverages Existing Data

Because SAP BusinessObjects Explorer can rapidly aggregate high volumes of data, the company is able to unlock a wealth of information stored throughout its software applications and identify gaps in data metrics to improve reporting. For example, the software alerts users to master data issues with product material codes, enabling the supply chain team to quickly resolve any discrepancies. Says Todd Campbell, director of supply chain planning and scheduling at Molson Coors, "No other tool provides this level of visibility."

Managers Are Empowered to Drive Decision Making

As a result of its initial success with SAP BusinessObjects Explorer, Molson Coors now wants to deploy the software company-wide so that its workforce can respond quickly to changes in competitor strategy and customer demands. By eliminating information silos department-wide and introducing user-friendly reporting tools, the company has empowered managers to make critical decisions. Says Coyle, "SAP Business Explorer is changing how we view the reporting process – and will help drive our business intelligence strategy going forward."

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