

Multinational brewing company develops road-to-market digital transformation program



Client profile

The client is the Spanish local operating arm of a multinational brewing company, which owns over 165 breweries in more than 70 countries. Formed in 2000, it is a product of the fusion of two major brewers. The client is headquartered in two major Spanish cities and has four production centres in the country.

NTT DATA is currently providing support services to staff and payroll management. It is the main partner in the development of digital assets that offer additional value to B2B2B stakeholders. NTT DATA is also performing different initiatives that leverage SAP technology, including the P&L application.

The challenge

As a continuation of the digital transformation program of the on-trade channel for its operations in the hotel and catering sector, the client identified the need to build a profit and loss (P&L) account per point of sale. Additionally, proper integration interfaces had to be developed in order to present data to the commercial team through the CRM system.

This presented the client with a considerable challenge, as nobody within the company had any previous experience in the development of this type of solution. Different areas of the business had to be aligned to provide the right data and present a single source of truth.



NTT DATA provides consulting, industry solutions and IT modernisation to help clients move into the digital future.

The solution

NTT DATA selected the SAP Fiori framework for the development and implementation of the P&L application, as it's a solution that provides high-quality scalability and a good user experience.

SAP Fiori facilitates the acceleration of digital transformation, through five principal features that make it the ideal platform for this project. As a coherent framework of different design languages designed from scratch to create a native user experience, it speeds up the design-to-development process through highly advanced, easy-to-use, preconfigured components. Some of those design components are oriented to single-build solutions for usability and adaptation to different screen sizes.

SAP Fiori is also highly responsive to use from any type of device and browser. Each of the application's functionalities or components can be specifically designed so that on-screen information is clearly visible on any computer, tablet or mobile device. Furthermore, its UI features a user-friendly and comprehensible graphic design for easy orientation and navigation.

Regardless of the device on which SAP Fiori is being used, it provides tools that facilitate rapid application development and prototyping. And its HTML5 base, supported by SAP components and libraries, make it an extremely scalable solution. It's a comprehensive standardisation platform, being a natural technological evolution of SAP that's compatible with both the latest versions of SAP S/4HANA and SAP BTP.

The specific architecture selected for the implementation of this project, given that the client was running SAP ECC, was a separate SAP Gateway + SAP ECC solution. Thanks to this landscape, the sizing is performed on the Gateway system, which is a good solution for an on-premise back-end. It allows for simplified evolution towards S/4HANA, as no Gateway component has to be modified in the SAP ERP systems. Importantly, it also facilitates the deployment or integration after the conversion of SAP ERP systems to SAP S/4HANA of the Fiori applications deployed on the Gateway.

The result

Thanks to the flexibility, scaling, ease of use and adaptability of the Fiori platform, the client will have a commercial tool that provides greater visibility of the health of each of their points of sale from a financial perspective.

As a consequence, there will be much more commercial intelligence data available to the sales team, and a global view of the profitability of each of the many points of sale – bars, restaurants and hotels, etc – to which they distribute. This will allow for better targeting of efforts and informed negotiations, with a subsequent improvement in the client's overall profitability.

The initiative provides three principal results. Firstly, the client now has an effective and operational commercial tool that provides visibility on the profitability of each PoS. Secondly, they have gained a distinct competitive advantage in the brewing sector by becoming the first brewery company in their local market with the facility to provide its commercial team this kind of information in real time.

Finally, this project allows the client to have an intuitive and user-friendly dashboard embedded in the Fiori HTML5 application, which improves change management and flattens the learning curve in the transformation process.

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NTT DATA has over 20 years of experience, providing clients with holistic solutions and support.”

Why NTT DATA

NTT DATA understands the FMCG sector's challenges and needs, with considerable experience creating innovative solutions for beverage companies. With relevant experience gained at major companies in the same sector in Spain, and comprehensive expertise in the relevant SAP applications and platforms, NTT DATA is able to work with the client to help them achieve a competitive advantage.

NTT DATA is able to approach the client with the best solution, not only from a technical standpoint, but also by offering a fresh view of how to cover market demands. The client understands the benefits of NTT DATA's business and entrepreneurial vision, which allows them to convert specific and complex SAP and business process requests into real and effective end solutions.

NTT DATA acts as an end-to-end partner, leveraging business consulting and tech expertise, and an innovative approach, and collaborating closely with the client in every area and on every requirement to enable their ideas and requests.

What's next

Following the execution of the project, NTT DATA anticipates further collaboration in the short term. This would involve implementing new functional and technical requirements, as well as working with the client on the production of process documentation.

Looking further forward, NTT DATA will be well-positioned to collaborate on projects in the medium term. This would involve participating in different projects around the Road to market strategy, continuing with the evolution of the commercial tool for the Sales Rep and other topics with regard to B2B.

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