



SAP Business Transformation Study | Consumer Products | Asahi Beverages

How Can Every Customer Experience Be as Refreshing as a Cold Drink on a Hot Summer Day?

Nothing beats that crisp taste of a well-earned beverage after a long day. But when that one favorite drink is out of stock, sheer disappointment sets in immediately. Asahi Beverages has made it its mission to ensure that no customer thirst is left unquenched. By tapping in to its high-volume data sources, the Australian manufacturer and distributor of brands such as Asahi Super Dry, Vodka Cruiser, Woodstock, Schweppes, Pepsi, Cool Ridge and Gatorade is gaining insight into its daily operational logistics, which is instrumental in meeting consumer demand throughout its retail channel.

Turning to the SAP HANA® platform and SAP® BusinessObjects™ Business Intelligence suite, as well as the expertise of Forefront Analytics, Asahi Beverages is keeping store shelves stocked with the right assortment of beverage products. Customer sales and service teams can plan and respond to rapid market trends, store sales, and vendor promotions more accurately. More important, now that sales and operations data is accessible within seconds after its generated, Asahi Beverages is strengthening its relationships with retailers and consumers.



Picture Credit | Asahi Beverages, Laverton VIC, Australia. Used with permission.



Responding to Customers in the Moment of Need with **SAP® Solutions**



Asahi Beverages

www.asahi.com.au

Industry

Consumer products

Products and Services

Alcoholic and nonalcoholic beverages

Employees

2,100

Revenue

>\$A1 billion

SAP Solutions

SAP HANA® platform and
SAP® BusinessObjects™
Business Intelligence suite

Beverage manufacturer Asahi Beverages partnered with Forefront Analytics to deploy the SAP HANA platform and SAP BusinessObjects Business Intelligence suite. With real-time visibility, Asahi now has the information needed to help retailers stock their shelves with the right amount at the right time, to meet their customer needs.

Before: Challenges and Opportunities

- Experiencing challenges in analyzing the profitability of various operating areas, products, and customers
- Needed to give sales teams access to information, so they can sell accurate volumes of goods and assess performance against previous seasons
- Required faster and more-accurate response to internal and external business and market changes

Why SAP and Forefront Analytics

- Demonstrate a strong competency in generating insight by using SAP HANA®, analytics solutions from SAP, and expertise from Forefront Analytics
- Optimize and standardize reporting across the business to deliver real-time visibility into daily operations and financial performance
- Achieve business process improvements and agility by applying best practices throughout the implementation

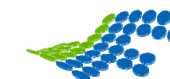
After: Value-Driven Results

- Visibility into customer satisfaction and needs to create consistently great customer experiences
- Accelerated response to ever-evolving market dynamics through real-time insights into market trends
- Accurate and trusted data through a single source of truth
- Improved visibility into daily sales targets and comparisons against historical performance
- Real-time financial reporting with access to transaction data anytime, anywhere
- Instant identification of and response to customer churn

“Customer satisfaction is in our DNA. Now, we can track and measure data to help ensure we’re **meeting our customers’ demands.”**

Ross Harris, Head of Data Analytics, Asahi Beverages

Featured Partner



Days to seconds

Complex reporting to real-time insights

Instant response

To customer churn

33%

More products delivered in full on time



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