



## CASE STUDY: Heineken Ireland Taps into Mobile Service

<b>ORGANIZATION</b>	Heineken Ireland, one of Ireland's fastest growing brewing companies.
<b>CHALLENGE</b>	To help senior managers gain better visibility of the scheduled line cleaning and maintenance services, improve efficiency of communications between the field and the office, and maintain the consistent high quality of beer flowing in Ireland's pubs.
<b>SOLUTION</b>	A mobile field service solution that leveraged the existing Siebel CRM system and enabled 77 Draught Service Representatives (DSRs) to provide more timely and effective service for 8,000 pubs and hotels throughout Ireland.
<b>RESULTS</b>	More informed field representatives; better quality of service and products; greater visibility into operations; accurate and timely data for the entire organization.
<b>PRODUCTS AND SERVICES</b>	Antenna Software — Antenna AMP™ SERVICE for Siebel CRM O2 — Wireless network and BlackBerry® 7130 and 7290 devices



### INTRODUCTION

Heineken Ireland is a wholly owned subsidiary of Heineken N.V., the most international brewer in the world. Based in Cork since 1856, the brewery, which celebrated its 150th anniversary in 2006, combines a long and proud brewing tradition with the most up to date technology and innovative marketing and is one of Ireland's fastest growing brewing companies. In 2006, turnover for Heineken Ireland amounted to €340m with an employment level of 440 people. The brewery is actively involved in wholesale operations in Ireland and sees its Murphy Brand sold in over 70 countries worldwide. Heineken Ireland is also a leading member of a number of Industry bodies, which promotes responsible drinking.

The brewery's brand portfolio includes Ireland's No. 1 lager - Heineken, Amstel, Coors Light, and Murphy's Irish Stout, together with a specialty beer portfolio that includes Murphy's Irish Red Beer, Affligem, Paulaner, Zywiec, Sol and Moretti.

## Benefits of Antenna's AMP™ SERVICE Solution

- Better visibility of scheduled line cleaning and maintenance services
- Improved communications efficiency between the field workers and the home office
- Reduced the time required to update the CRM system
- Improved the data accuracy and overall quality of information
- Maximized the value of the Siebel CRM system

## THE CHALLENGE

The brewing industry is a highly competitive market, facing increasing pressure on the pub trade due to the rising number of people choosing to drink at home. Therefore, it is vital to ensure that a customer's favourite pint is always served at a consistently high quality, no matter where he or she chooses to drink it. To ensure this consistency in 100 percent of Ireland's 8,000 pubs, hotels and restaurants that serve Heineken; Murphys; Amstel; Paulaner and Coors Light, Heineken Ireland schedules 24,000 line cleans every month. These line cleaning services are delivered by 77 engineers across the whole of Ireland.

To help senior managers to gain better visibility of the scheduled line cleaning and maintenance services and to improve efficiency of communications with the field-based Draught Service Representatives (DSRs), Heineken Ireland decided to mobilize its field service application, Siebel CRM, which was installed in 1999. The aim was to radically reduce the time taken to update the Siebel system, thereby maximizing its value to end users and the entire business organization.

Another driver was to improve two-way communications between the field and the office. As well as delivering the latest customer requests to DSRs on their Blackberry devices, up to date customer information from the DSRs would be available to all areas of the business, such as call center staff and the sales force, so everyone is working with the latest information.

Heineken Ireland's IT department has 12 full time staff based in Cork, Ireland. The mobilization of the company's field service application was managed by Martin Gowran, Project Manager, who is also responsible for seeing through major IT projects covering marketing, customer service and merchandising.

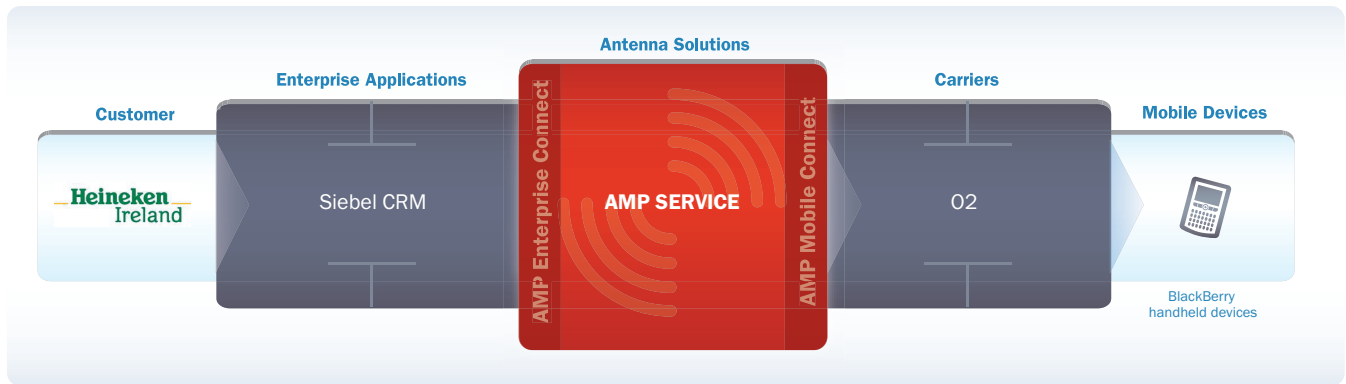
Gowran explains, "Using the previous paper-based system, we used to print off a journey plan and post it to the engineers with the addresses of the pubs to be serviced. Following each visit, the DSR would fill out the sheet and update on any parts that were required. There was a lot of re-keying information – it could take up to a week for the Siebel system to be updated following scheduled line cleaning and break/fix services being completed."

Most of Heineken Ireland's DSRs currently work from home, only visiting their local depot once a fortnight to collect tap equipment. Therefore, it was vital for us to have a new communications system that kept them fully informed of planned work schedules and specific customer requests in their area.

## THE SOLUTION

After reviewing a number of enterprise mobility solutions providers, Heineken Ireland piloted and deployed the AMP™ SERVICE software, from Antenna Software, which they mobilized on the Research In Motion (RIM) BlackBerry devices. "We looked at a number of mobility partners, but we decided to outsource our mobile field service to Antenna because they demonstrated proven experience of mobilizing Siebel for large enterprise customers" reports Gowran.

## Heineken Ireland's AMP™ SERVICE Solution



The Antenna Mobility Platform™ (AMP) supports multiple devices and networks and mobile connectors into more than 50 enterprise applications, including Siebel, SAP and NetSuite. The seamless integration into Siebel allows DSRs to benefit from receiving their work schedules wirelessly on their mobile device. It also enables them to review the customer's history; schedule their visit with the publican and update the backend system when each service is completed, all from their handheld device. This can be quickly completed after each service is completed, so there's no paperwork to be done by the DSRs at the end of the working day. If a scheduled service is not completed, the engineer can use the Antenna application to give a reason why this was not done and automatically report this back to the Siebel system via his BlackBerry. This gives the management team much earlier visibility of any issues that needs to be resolved.

Antenna also provides end-to-end management of Heineken's mobile solution through the Antenna AMP™ Gateway. AMP Gateway maintains and manages the secure, redundant connections between Heineken's Siebel CRM system and the carrier network offering: 24x7 proactive network monitoring, transaction reliability, zero IT overhead and maximum scalability and service availability.

Heineken Ireland initiated the pilot phase of the project with 10 engineers, who trialed the AMP SERVICE software on BlackBerry 7290 devices. Following a successful trial and evaluation, the mobility software was rolled out to all 77 engineers across Ireland using a range of devices including BlackBerry 8700, BlackBerry 7130 as well as the older 7290 devices.

"The pilot was run over 12 months," commented Gowran, "We liked what we could achieve with the 7290s, but we wanted to wait for even more powerful devices to come onto the market before we completed the full roll out."

The company's legacy paper-based system has been completely replaced using Antenna AMP SERVICE. Plus, as a mobility expert with over a decade of proven industry experience, Antenna was able to support detailed customization of the field service application in order to tailor it to Heineken Ireland's specific business requirements. This enables management at Heineken Ireland to gain much better visibility of the service, cleaning and installation activities delivered by the company. Unscheduled break/fix requests are now much easier to manage, alongside the planned line cleaning services. By mobilizing the field service system Heineken Ireland has succeeded in streamlining its field service system, since engineers can receive work schedules and update the Siebel system directly from their mobile devices.

As Martin Gowran explains, “Because there are fewer links in the chain, the system is less prone to error.” The Antenna solution also includes business rules for escalation of service requests and message rerouting in case the engineer is out of range at any point in the working day.

“With the Antenna mobile solution, everyone knows what’s happening at all times, so our management team can respond more quickly to any customer issues.”

– Martin Gowran, IT Project Manager, Heineken Ireland

### With Antenna AMP™ SERVICE, Heineken Field Representatives can...

- Review customer account history
- Schedule visits with the customer
- Reroute requests or escalate service calls if necessary
- Update the back end system when each service is completed

...all from their BlackBerry handheld device, anytime, anywhere.

## THE BENEFITS

Mobilization of the Siebel system has enabled Heineken Ireland to reduce reporting cycles from a minimum of 7 days down to 24 hours. Engineers have given the project a positive reception because it allows them to use the Antenna/Siebel interface to close off jobs via their BlackBerry after every customer visit, so reporting work can be completed by engineers themselves during working hours, rather than as an additional paperwork task completed at the end of every day or week. Publicans have also welcomed the new mobile service because it enables DSRs to communicate with them to let them know when they will be calling, ensuring that scheduled cleans can be conveniently timed.

“Everyone knows what’s happening at all times, so our management team can respond more quickly to any customer issues,” reports Gowran. “If a customer rings our call center with a specific request for installation, removal or break/fix, this is logged into the Siebel system and automatically assigned to the engineer that covers that locality, who then receives the new job on his BlackBerry. We work to service level agreements, which may mean that the customer request has to be responded to within 72 hours, for example. By enabling the engineer to log when a service request has been responded to directly from his mobile device, Heineken Ireland gains a much better overall view of the status of customer requests: so managers can see if a request has been fully resolved, or if there are additional services required.”

Gowran reports that the BlackBerry service runs on the O2 network, which provides excellent coverage throughout Ireland. Even when engineers are visiting remote locations such as pubs situated on offshore islands, Gowran and his team knows that Antenna’s “store-and-forward” technology ensures that the engineer’s device and the Siebel system will be updated as soon as he returns to full signal strength. “To ensure a perfect pint, every time, we need to know what’s been cleaned and when,” he says. “Even when engineers are working at rural pubs, they are never out of coverage for more than a few hours or so. With Antenna on BlackBerry, we always know that they have the latest information at their fingertips.”

## FUTURE PLANS

Heineken Ireland has demonstrated meticulous planning of its mobility strategy throughout the pilot, evaluation and roll out. The company liaised with all partners: Antenna; RIM and O2 to ensure successful deployment using a range of devices that were appropriate to particular employees. By partnering with Antenna, which provides a single, mobility platform that is the basis for mobilizing all of a company’s business software, Heineken Ireland was able to maximize the ROI from its Siebel system; improve the service delivered to its customers and increase visibility and reporting capability for management. The project has been so successful in the field service department that Heineken has now rolled out a mobility project with Antenna and RIM to help its merchandising team better track product placement and positioning in the off-trade retail sector.