

CASE STUDY:



Heineken Ireland

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Organisation

Heineken Ireland, one of Ireland’s top brewing companies.

Challenge

1. To enable commercial managers to monitor the merchandising of the Heineken portfolio in off-trade establishments and ensure stock keeping agreements are observed by retailers.
2. To allow field service managers to gain better visibility into line cleaning and maintenance services and improve the efficiency of communications between the field and the office.

Solution

A mobile field service solution that leveraged the existing Oracle Siebel CRM system, enabling remote Draught Service Representatives to effectively service 8,000 pubs and hotels throughout Ireland and a solution for merchandisers to monitor stock keeping agreements with over 500 off-licenses and supermarkets.

Results

More informed and productive field and merchandising representatives; better quality of service and products; greater visibility into operations; accurate and timely data for the entire organisation.

Products and Services

Antenna Software — Antenna AMP™ Service and AMP™ Merchandiser for Oracle Siebel CRM
O2 — Wireless network and BlackBerry® 8310 and 8900 devices.

> INTRODUCTION

With drinkers just as likely to drink at home as at the pub, maintaining the availability and consistency of the brand in both the off-trade (non-licensed) and licensed sectors is of paramount importance to brewers.

At Heineken Ireland, a team of 85+ Draught Service engineers are responsible for ensuring a consistent draught product in 8,000 pubs, hotels and restaurants across Ireland. They perform 24,000 line cleans and service calls every month using a range of information including schedules and customer records in order to complete each job quickly and successfully.

In the retail sector, Heineken Ireland has agreements with many of the 500 off-license and supermarkets it serves, monitored by a team of remote merchandisers who record the presence, number of

facings and position of stock keeping units (SKUs) using customer records journey plans and portfolio information.

Heineken Ireland sought an enterprise-class mobility solution capable of supporting the needs of both the Field Service and Commercial operations teams and which could relay up-to-date scheduling, customer and product data from its Oracle Siebel CRM system out to remote workers. Given how rapidly mobile technology can change and the intense competition within the brewing industry, it was also vital that the investment be futureproof, enabling Heineken Ireland to stay ahead of the innovation curve with a platform that would continue to evolve.

Heineken proceeded to evaluate a number of mobility solutions before selecting the AMP™ Service and AMP™ Merchandiser solutions powered by the Antenna Mobility Platform (AMP), which it chose primarily due to its proven track record in mobilising Oracle Siebel for large enterprise customers.



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> RAISING THE BAR WITH AMP

Heineken Ireland rolled out the AMP Service app to a small group of engineers before taking the project nationwide over a twelve-month period. Two years later, the AMP Merchandiser app was deployed. Both apps are supplied on demand and are hosted by Antenna from its world-class Network Operations Centre.

Seamless integration into the Oracle Siebel CRM system allows both the engineers and the merchandisers to access and update the system remotely, direct from their BlackBerry devices. “The information captured on the device comes back to our CRM system, into our data warehouse, and we have that information within 24 hours,” explains Martin Gowran, IT Project Manager at Heineken and responsible for overseeing the mobilisation of the company’s software.

End-to-end management of Heineken’s mobile solution is performed by the Antenna AMP™ Gateway, which is used to monitor user connections, while the Web-based AMP Management Center provides version control of the apps on the end user devices. AMP Gateway also maintains and manages the secure, redundant connections between Heineken’s Oracle Siebel CRM system and the O2 carrier network.

Using the mobile apps, Heineken Ireland has been able to fully automate the business processes carried out by the Field Service and Merchandising Departments, enabling the engineers and merchandisers to access and update the Oracle Siebel CRM system remotely in real-time. Moreover, because the apps are capable of maintaining a persistent connection, these workers can continue to use their devices even in the event of signal loss or network failure safe in the knowledge that the data will be relayed back to the CRM system once the connection is reestablished. “Even if a technician is up in the mountains or in a remote valley – he can carry out his work and update data on the device. When he comes back into coverage, the transaction takes place. It’s one of the beauties of the Antenna solution that the data is locally resilient,” explains Gowran.

> THE BENEFITS OF REAL-TIME INFORMATION ANYWHERE

Engineers and merchandisers alike have given the project a positive reception because it has given them greater autonomy, allowing them to close off jobs via their BlackBerry and complete reporting more swiftly: reporting cycles have been reduced from a minimum of 7 days to 24 hours by avoiding the need for workers to rekey information into the Oracle Siebel CRM system.

AMP Service enables the engineers to view and schedule visits and alert management to any issues. As Gowran puts it: “If a customer rings our call center with a specific request for installation, removal or to make a repair, this is logged into the CRM system and can then be assigned to the engineer that covers that locality. He receives the new job on his BlackBerry and can respond right away.”

Mobilising its commercial operations with AMP Merchandiser has enabled Heineken Ireland to ensure agreements with retailers are adhered to, helping to meet consumer demand effectively. The merchandisers now have the latest information at their fingertips and can run numerous queries to interrogate the data, such as viewing the number of outlets (by day or location), and the product portfolio (either in its entirety or by outlet) using the well-designed user interface (UI).

“Productivity gains are real as the merchandiser is on the road and isn’t wasting time with paperwork or ringing up for information that he doesn’t have to hand,” explains Gowran. “Back in the office we don’t need to re-key information and we can act upon it much quicker. Previously the lag in getting the information from the merchandiser to the manager was an issue whereas now we can access and react to that information much faster.”



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Back at HQ, those with access to the CRM system are reaping the benefits of the real-time relay of information. “We all know what’s happening at all times, so our management team can respond much more quickly to any customer issues,” reports Gowran. “By enabling the engineer to log when a service request has been responded to directly from his mobile device, we gain a much better overall view of the status of customer requests: so managers can see if an issue has been fully resolved, or if there are additional services required,” explains Gowran.

Partnering with Antenna has allowed Heineken Ireland to concentrate on what it does best – beer – while giving the brewer the peace of mind afforded by a single mobility platform capable of mobilising the company’s key business data. As a result, Heineken Ireland has been able to maximise the ROI from its CRM system, improve the service delivered to its licensed customers, monitor and enforce SKU agreements in the off-trade sector, and increase visibility and reporting capability for Field Service and Commercial management.

> FUTURE PLANS

Heineken Ireland is currently migrating AMP Merchandiser onto the latest incarnation of the mobility platform: AMP 3.0. Having participated in the early adoption programme the brewer hopes to fully upgrade to the new solution to take advantage of the enhanced graphical user interface and superior processing capabilities offered by AMP 3.0.

“We’ve already seen some exciting new BlackBerry features, such as configurable user interface themes without the need to recode and the ability to create visual representations of data, giving us an improved look and feel,” says Gowran. “Given that our existing applications are very solid, we’re looking forward to see what they can do over AMP 3.0.”