

# Beam Global Prepares for Growth with Consolidated IT Platform

**Capgemini and SAP collaborate with Beam Global to build a consolidated ERP platform; first of its kind in the spirits industry**

## The Situation

Beam Global Spirits & Wine, Inc. (“Beam”) closed a deal to acquire more than 20 former Allied Domecq spirits and wine brands. The acquisition quickly turned the company into the fourth largest spirits company in the world, with 50% of its revenue coming from outside the United States. The lack of interfacing between IT systems posed a barrier to the company vision—“Building Brands People Want to Talk About”. Beam lacked the common processes and platforms befitting a truly global organization.

## The Solution

A global team from Capgemini worked with Beam to plan and set up a “single-instance” of SAP, meaning Beam operations around the world shared common files, databases and processes. This solution would provide

the business with the real-time data, information consistency and efficient processes necessary to achieve its goals for market expansion and brand leadership.

## The Result

With the new SAP Business Suite launched across the US and Europe, Beam now has access to world-class processes in supply chain, finance and procurement. This has made the company more disciplined in its approach towards brand development and distribution. The initial benefits of this “single instance” of SAP include:

- reduction by 50% of the number of days needed to close finances for a period

Building brands people *want* to talk about



“Beam Global now has an IT platform and business processes that match the globally interconnected nature of our business. Capgemini and SAP were instrumental in helping us to achieve that.”

Keith McLeod  
Chief Information Officer  
Beam Global Spirits, Inc

- single view of inventory globally
- significant improvement in the ability to track brand spend and commitments.

Furthermore, Beam can use its new technology platform to create innovative brands and adapt its business model to changing market conditions.

### How Beam Global and Capgemini Worked Together

In an industry going through significant change because of mergers and acquisitions, Beam recognized it needed to put together a global platform that would provide visibility for critical business data. Beam chose Capgemini as an integration partner because of its global scale, depth of knowledge in the industry, and its ability to commit the right resources to Beam.

Following a collaborative approach—integral to all its assignments—Capgemini worked closely with Beam to achieve a successful global roll-out of SAP Business Suite. Members of Beam’s SAP Center of Excellence in Spain worked together with the Capgemini deployment team to customize the features of the global platform for different regions. Capgemini used teams in Mumbai and Bangalore to create the interfaces, reports, and other developments necessary to support the deployment.

The global SAP Business Suite has helped make the day to day operations more disciplined, the supply chain more transparent, and business information more reliable.

*“In collaboration with Beam Global Spirits & Wine, we focused on the destination or end objective of their M&A—increasing business through market penetration in multiple countries—a strategic objective that would face significant roadblocks if the merged business’s IT infrastructure remained unchanged,”* said Lanny Cohen, Chief Executive Officer of Capgemini’s Consulting and Technology Services in North America.

Now that this global “one system” platform is in place, Beam is able to streamline its processes and innovate with Web 2.0 technologies. Using Capgemini’s Rapid Design and Visualization methods, Beam has begun to upgrade its collaborative tools and business intelligence approach.

Today, Beam is prepared to execute its global growth strategy and vision to “build brands people want to talk about”. It now has the technology and processes that give it freedom to reach into new markets and innovate its go-to-market approach.



### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world’s foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

The Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-focused methods and tools.

Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs over 80,000 people worldwide and reported 2007 global revenues of 8.7 billion euros.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com).

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Inspiring conversations around the world, Beam Global Spirits & Wine, Inc., is building brands people want to talk about. Consumers from all corners of the globe call for brands, including Jim Beam® Bourbon, Sauza® Tequila, Canadian Club® Whisky, Courvoisier® Cognac, Maker’s Mark® Bourbon, Laphroaig® Scotch Whisky, Larios® Gin, Whisky DYC®, Teacher’s® Scotch Whisky, DeKuyper® Cordials and Liqueurs, Knob Creek® Bourbon and Starbucks™ Liqueurs.

Beam Global Spirits & Wine, Inc. is the fourth largest premium spirits company

in the world, with nine of the world’s top-100 premium spirits in its portfolio and \$2.5 billion in revenue. It has been in the business of selling spirits for several centuries. Beam Global’s flagship brand, Jim Beam, dates back to 1795, and collectively, its brands account for more than 2,000 years of craftsmanship and quality.

In 2005, Beam Global added several new spirits brands to its portfolio following the acquisition of a number of former-Allied Domecq brands. Since then, Beam Global has doubled sales and tripled the number of its brands on the world’s top-100 premium spirits list. The acquisitions also led to an increase in the company’s global footprint, moving the ratio of sales from 75% US-driven to almost 50-50 between the U.S. and the rest of the world.