



Preparing for the Digital Economy Using the SAP® Innovation and Optimization Pathfinder



Breakthru Beverage Group LLC
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Breakthru Beverage Group, a leading distributor of luxury wine, spirits, and beer brands, used the SAP Innovation and Optimization Pathfinder service to identify further improvement and innovation opportunities for all aspects of its business.

Industry
Wholesale distribution

Before: Challenges and Opportunities

- Improve business and IT process performance to drive innovation and streamline operations
- Align IT with lines-of-business stakeholders and the center of excellence on a road map driven by business priorities
- Upgrade to the latest enhancement package for SAP ERP and migrate to SAP HANA to leverage SAP Fiori apps for all lines of business, starting with sales and finance

Products and Services
Distributor of premium wine, spirits, and beer brands

Why SAP

- SAP Innovation and Optimization Pathfinder as a single source of usage-based innovation recommendations from SAP enhancement packages, SAP Fiori apps, SAP Cloud portfolio, and SAP S/4HANA®, with potential business-process and IT performance improvements using industry benchmarks
- Relevant SAP Enterprise Support services that provide guidance to help ensure a smooth upgrade to the latest enhancement package, and deployment of SAP Fiori for users in sales and finance
- Ongoing quality checks to improve performance of critical processes, reduce the database size, and promote growth
- An upgrade to SAP Solution Manager 7.2 to help with the implementation of data-volume management and business-process analytics, to prepare the landscape for the transition to SAP Business Suite powered by SAP HANA

Employees
7,000

After: Value-Driven Results

- Fostered alignment of IT with lines-of-business stakeholders on SAP road map through targeted recommendations from the pathfinder service
- Gained efficiencies through simplified business processes in sales and finance using SAP Fiori apps
- Increased collaboration between IT and lines of business in planning for the transition to SAP S/4HANA
- Adopted faster innovation and reduced consultancy costs by leveraging relevant SAP Enterprise Support services
- Improved performance of sales-order entry with the SAP Business Process Performance Optimization service

Revenue
US\$5 billion

SAP® Solutions
SAP® Innovation and Optimization Pathfinder service, SAP Fiori® apps, SAP ERP application, SAP Enterprise Support services, SAP HANA® business data platform, and SAP Business Process Performance Optimization service

“Value from SAP Innovation and Optimization Pathfinder is twofold. It provides IT with direction on business transformation opportunities, and it starts the conversation to use key business stakeholders as active participants in projects.”

Peter Monaghan, Availability and Production Manager – IT, Breakthru Beverage Group LLC

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Strengthened

IT's relationship with key business stakeholders on SAP initiatives

4%

Of budget saved on SAP Fiori apps training through SAP Enterprise Support

Improved

Productivity of the sales team during the order entry process, freeing up time for customer interactions

30%

Reduction in database size of SAP ERP, in preparation for the migration to SAP Business Suite powered by SAP HANA



Watch how Breakthru Beverage prepared for a major business transition with SAP solutions.