Swinkels Family Brewers, formerly Bavaria, is an established name in the Dutch beer market. Lesser known, however, is Ethiopia’s Habesha. The Habesha project was set up through crowdfunding by 8,000 local shareholders, in partnership with Swinkels Family Brewers. SAP’s cloud technology helps Habesha control sales channels and allows them to analyse valuable customer data. This helps Habesha advance toward its goal of brewing the best beer in Ethiopia and connecting all Ethiopians. In three years, Habesha has doubled its production to 240 million sold beers, with 400 employees in the brewery.

A technological connection is also needed to unite all Ethiopians, using a CRM system. Habesha has been looking for a partner to support them in achieving this. The most important conditions for them were that the system had to be scalable, robust, reliable and future-proof. In a country like Ethiopia, where there are no street names and the internet is not reliable, this is a challenge. In collaboration with SAP Customer Experience, the SAP Sales Cloud and SAP Service Cloud solutions – which meets all the requirements – has been implemented.
Control over a large volume of overseas data with SAP Customer Experience

**Company**
Habesha Brewery

**Location**
Addis Ababa, Ethiopia

**Industry**
Processing industry

**Products and Services**
Beer

**Employees**
400

**SAP Solutions**
- SAP Sales Cloud
- SAP Service Cloud

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**Challenges and wishes**
- Unstable network
- Logistical challenges (such as no street names)
- Recording and analysing valuable data
- Connecting all Ethiopians
- Helping local population

**Why SAP Customer Experience?**
- Habesha sought a robust system which could grow with the company
- SAP Customer Experience helps in guiding the sales channels
- SAP C/4HANA technologies can be set up in such a way that logistics doesn’t have to be a problem, despite the location
- SAP C/4HANA can recognise valuable patterns in a very large volume of data

**Results**
- Habesha has evolved from a local company to a global player
- Sales processes have been optimised through a stable back-end system
- Reports are now available throughout the process - from management up to and including execution. These reports enable employees to carry out their own daily tasks as efficiently and effectively as possible.
- The brewery’s waste water has led to the installation of an irrigation system for the local population
- Production has doubled to 240,000,000 beers sold

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> 240,000,000 beers sold

**Increased control over data**

**Connection with the local population**
How does an Ethiopian beer brand optimise its sales process and succeed in connecting all Ethiopians?

“Sometimes in life you arrive at a highway that makes you think: I’ve never seen this before. It’s such a unique experience when your product becomes the most popular beer among consumers. A properly-functioning CRM system is essential with such enormous growth.”

Stijn Swinkels, Chief New Business Development Officer, Swinkels Family Brewers

Website
https://swinkelsfamilybrewers.com/nl/
https://www.habeshabreweries.com/

Go-Live
SAP Sales Cloud: Mar. 2017
SAP Service Cloud: Mar. 2017