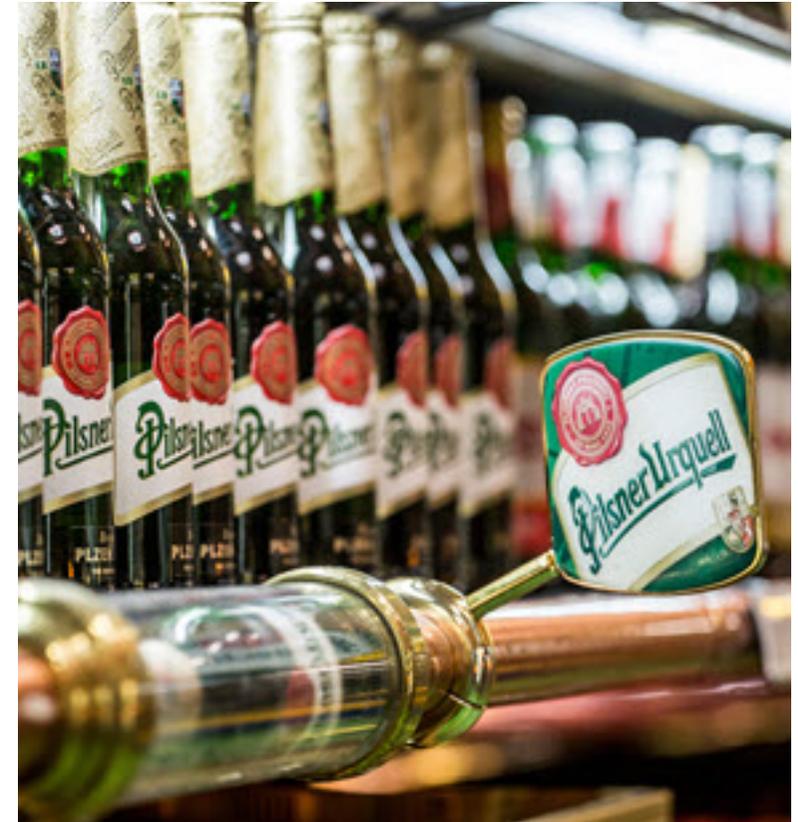


# SABMiller Europe: More-Effective Analysis of Product Costs with SAP® Business Planning and Consolidation

SABMiller brings refreshment to millions of people who enjoy their drinks. Every minute of every day, more than 140,000 bottles of SABMiller beer are sold around the world. Operating in eight countries in Europe, the company has 800 unique SKUs consisting of hundreds of types of materials. The challenge was to manage product cost planning for each individual product, simulate new products, and model changes in a defined limited time and with maximum quality.

With eight similar but slightly different Excel-based systems for product cost calculation, cost analysis, and comparisons, preparation and collection of data was costly and time-consuming. With a product cost analyzer solution based on the SAP® Business Planning and Consolidation application, SABMiller was able to introduce a uniform process and define, design, implement, and roll out a solution across Europe to support planning, budgeting, and forecasting of product costs at the brewery level.



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# Greater saving through a uniform process

## Company

SABMiller Europe AG

## Headquarters

Zug, Switzerland

## Industry

Consumer products –  
beverages

## Products and Services

Beer and soft drinks

## Employees

69,000

## Revenue

€20 billion

## Web Site

[www.sabmiller.com](http://www.sabmiller.com)

## Partner

Mibcon a.s.

[www.mibcon.cz](http://www.mibcon.cz)

## Objectives

- Introduce a uniform process to support planning, budgeting, and forecasting of product costs
- Define, design, implement, and roll out a solution across Europe to support the process
- Be able to simulate recipe changes on the fly and understand the implications of a changed recipe, from original brewing to final packaging

## Why SAP

- Global leader in consumer products industry
- World-class functionality of SAP® software

## Resolution

- Implemented the SAP Business Planning and Consolidation application, which it used as a basis for a product cost analyzer solution
- Directly uploaded SKU and recipe details from the productive SAP software system
- Used a project infrastructure from an existing installation in South Africa

## Benefits

- Synchronized the product cost planning process
- Improved the effectiveness of the planning process across the EU
- Eliminated Excel sheets and nonstandard models
- Created a robust and scalable system
- Enabled the ability to centrally manage calculations, master data, and hierarchies

## €467,000

Savings found by comparing cost elements across Europe

## Shortened

Time to prepare cost calculation by 1 day in 91% of the cases

## Enabled

Quick brewery-on-brewery benchmarks to prepare cost comparisons in less than 1 hour

“Raw material represents our biggest cost. Small improvements in this area create significant improvements in profitability. But it was difficult and time-consuming to do this across multiple breweries and geographies without a standard platform. The SAP software overcomes this by benchmarking, lifting insights, and deploying solutions quickly and easily.”

Indrin Pillay, Finance Director – Integrated Supply, SABMiller Europe AG

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