

Reimagine technology to accelerate your business



## Application Management for Beam



### Application Management to unify support services and implement a new service model

In the last five to seven years, Beam has been experiencing a continuous process of international expansion. In order to reconcile the various Information Systems, comprehensive measures have been taken as part of this integration process. During the same period, the organization began the process of optimizing the maintenance of the applications environment. In order to reduce cost and increase the dedication of the Beam Center of Excellence to projects related to improving their competitive position in the market.

### Unify the support services and implement a new service model

Beam wanted to unify the support services and to implement a new service model, based on a single supplier and to build a long-term relationship as strategic partner.

Apart from the application support services mentioned, Beam required collaboration with Ciber for expansion projects such as international roll outs, functional adaptations and the evolution of their applications

The differentiating aspects of the Beam applications environment are:

- High degree of maturity and externalization
- Large map of SAP applications, in latest versions
- Growing global geographical scope
- Use of satellite SAP Applications
- Management of large volumes
- High degree of integration with other systems

### Solution provided by Ciber

Ciber and Beam teamed collaboratively and designed a solution that meets these needs more efficiently.

The scope of the services provided by Ciber included the following areas:

- Global Application Support (SAP and non SAP Environment)
- New applications implementation
- Application development projects (workpacks)
- Renovate and update applications
- International roll outs
- Specific BI projects

With Ciber's global capabilities, Ciber designed a service tailored to the needs of Beam using a mixed service model of near shore – off shore. This model provides substantial advantages in cost, without reducing quality or a point. These services are provided for all countries in which Beam is located:

- America: Canada, USA and Mexico
- Europe: UK, France, Germany, Spain and Portugal
- Asia & Pacific: India, Australia, Cambodia, Indonesia, Malaysia, New Zealand, Philippines, Singapore, Thailand, St. Croix and Vietnam.

The support hours are provided in a follow the sun model, giving response in real time to all application users, improving the quality of the service and the speed of the resolution.

Because Ciber strongly believes in the need of assuring the quality of the delivered product, we do have a series of certifications that assures the functionality and continuity needed in this type of outsourced service.

All these services are provided with Service level Agreements (SLAs) that:

- Measure and use performance metrics as critical success factors to achieve high service excellence
- Contain information about the quality and value of services provided
- Uses a balanced approach to measure service performance
- Utilizes scorecards as a collection of service level specifications that will be used to gauge the success of the service program
- Detects, measures and traces trends monthly for analysis and to take corrective actions
- Drives increased performance of the Ciber service team which promotes continuous improvement

### Cost Services

- Optimized on-site & offshore delivery model
- Dynamic resource allocation
- Lower rate due to volume

### Variability advantage

- Minimized fluctuations in headout that could result from peaks and valleys in demand
- Flexibility to increase or decrease the resources dedicated to support

### Set up Value Added Relationship

- Formal governance process
- Regular status meetings
- Clear and open lines of communications

### Vendor Capability Leverage

- Wide applications knowledge background
- Skills and number of resources
- Global presence

## To achieve the objectives of services a relationship model was established by Ciber with:

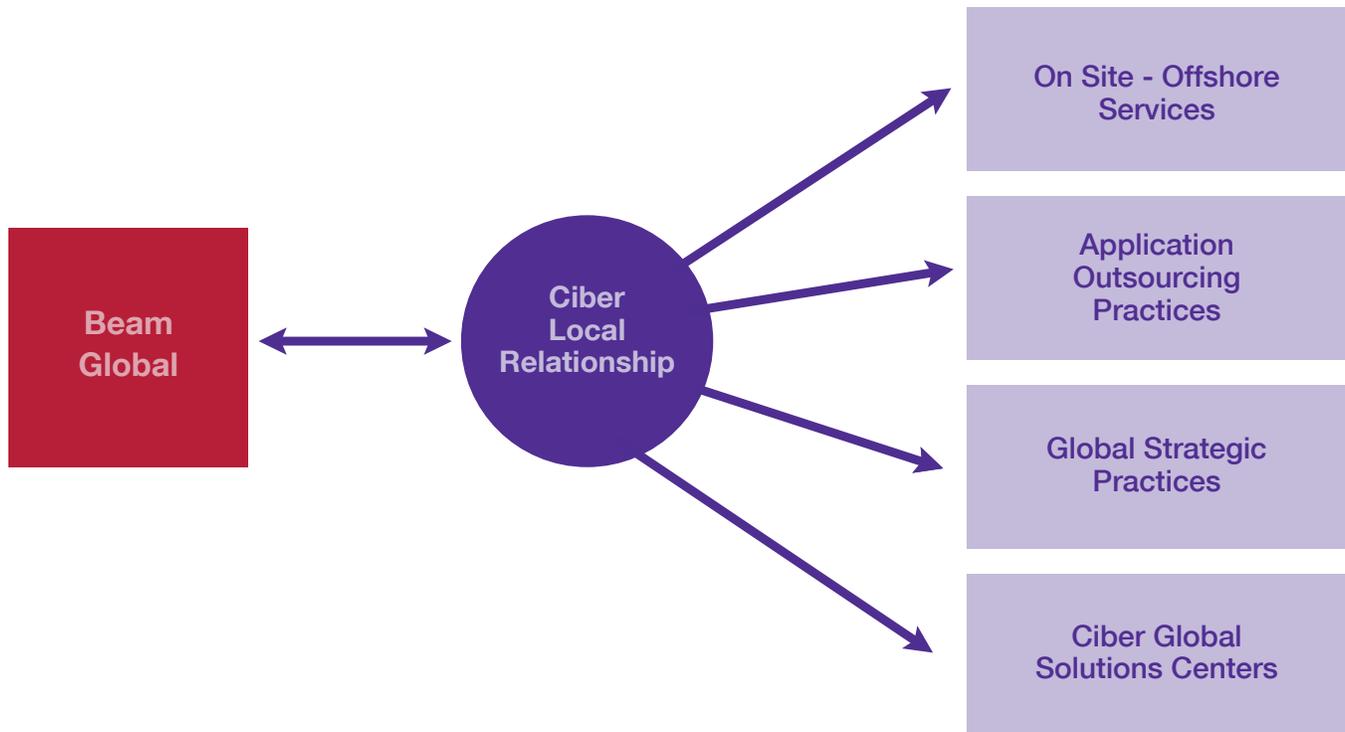
- Aligns with global and shared services requested by Beam for fast response times to changes services fluctuations in the organization
- Collaborates and connects with all services teams
- Communicates the progress of the services in order to help improve efficiency and quality of the service

“Ciber is playing a key role as a strategic IT partner in our transformation as an enterprise in the recent years, through the support and evolution of our application environment.

We can take advantage of its capabilities as a global partner, using a service based on near shore - off shore model. This model allows us to reduce operating costs while receiving a quality service and also with sufficient closeness to the countries in which Beam is present.

Finally, it is remarkable the high level of commitment of Ciber team on all projects in which we are engaged with them as well as agility and speed in taking decisions affecting the services they provide”

(Ismael Ruiz, Senior Director of SAP Center of Excellence)



## About Beam

Beam is the fourth largest premium spirits company in the world and the largest U.S. - based spirits company, with 10 of the world's top-100 premium spirits in our portfolio and \$2.7 billion in annual revenue. In 2011, after two/plus centuries of craftsmanship and growth, Beam has become stand/alone publicly traded company (NYSE:BEAM).

## About Ciber

Founded in 1974, Ciber partners with organizations to develop technology strategies and solutions that deliver tangible business value. Ciber is an HTC Global Company. For more information, visit [www.ciber.com](http://www.ciber.com).