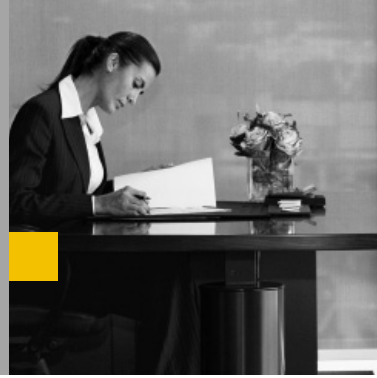


**SAP Customer Success Story**  
**Consumer Products – Malt Beverages**



**“SAP Solution Manager is a sophisticated tool that has served us well. Just as important though, we view it as an investment for the future.”**

Przemek Duda, CIO, Carlsberg Polska

**AT A GLANCE**

**Company**

- Name: Carlsberg Polska
- Location: Warsaw, Poland
- Industry: Consumer products
- Products and services: Malt beverages
- Web site: [www.carlsbergpolska.pl](http://www.carlsbergpolska.pl)
- Implementation partner: SAP® Active Global Support organization

**Challenges and Opportunities**

- Manage IT support desk for 600 SAP software users who work for 8 business entities in 4 countries across 2 time zones, use 4 different languages, and collectively process more than 4,000 sales orders a day
- Replace different internally developed IT support tools with the 1 integrated software

**Objectives**

- Manage support desk incidents more efficiently, improve problem resolution
- Enable central, real-time monitoring of business processes
- Support continuous change management process to keep it harmonized and transparent

**Solution and Services**

SAP Solution Manager application management platform

**Implementation Highlights**

- Implemented service desk, change request management, and solution monitoring capabilities
- Implemented support processes in 4 countries centrally
- Used SAP Active Global Support to leverage SAP resources to resolve issues and ensure smooth go-live

**Why SAP**

- Delivered desired functionality and met diverse expectations
- Offered best integration of SAP and non-SAP software
- Enabled compliance with IT Infrastructure Library (ITIL) standards via SAP Solution Manager
- Included free of charge as part of standard software and maintained by SAP – reducing TCO

**Benefits**

- High-level integration of SAP applications and central handling of support messages improves efficiency of help desk.
- Proactive monitoring avoids critical situations, and automatic notifications enable fast response to issues.
- More transparency of change request management process improves security in the area of operations.
- Standardized internal IT processes improve level of service delivery.
- Automated support processes reduce workload and cost of service delivery.

**Existing Environment**

SAP R/3® software (functionality now found in the mySAP™ ERP application); mySAP Customer Relationship Management application; SAP Business Information Warehouse component; and mySAP ERP Human Capital Management solution

## CARLSBERG POLSKA

### Renowned Beverage Company Leverages SAP® Solution Manager to Improve Its IT Support Desk, Change Management, and Solution Monitoring

Bringing people together and adding to the enjoyment of life is an honorable mission, one that is upheld by Carlsberg Polska – the Polish subsidiary of Carlsberg Breweries – with enthusiasm, determination, and hard work. Carlsberg Breweries – with 31,000 employees – is a dynamic, international provider of beer and beverage brands. In 2005 the company sold 121 million hectoliters of its products.

Carlsberg’s three key markets are in Western Europe, Eastern Europe, and Asia. A strong portfolio of global, regional, and national beer brands appeals to a broad diversity of tastes, personalities, and lifestyles to ensure growth in all segments of the beer market.

To support this growth and uphold its commitment to quality, innovation, and continuous improvement, Carlsberg Polska sought to enhance the capabilities of its IT support processes. Carlsberg Polska had been using internally developed software – based on the mySAP™ Customer Relationship Management (mySAP CRM) application – to support end users. The home-grown software, however, didn’t offer the desired functionality. The company was looking for a new solution that would meet the expectations and would support IT processes to improve IT service delivery. To meet the company’s business needs, the new solution would integrate support and change processes and make them transparent.



Carlsberg Polska



As a result, the company chose to implement – with help from the SAP Active Global Support organization and a local consultant – the SAP® Solution Manager application management platform.

### **IT Home Brew Whets Thirst for More**

Based in Warsaw, Poland, IT Shared Services Center (SSC) provides support to approximately 600 users of SAP software. The users work in eight business entities that are located in four countries, use four different languages, and operate across two time zones. The companies process more than 4,000 sales orders a day and, at any given time.

To work more efficiently, the IT support group needed a solution that would channel end-user messages to a central point of contact for processing and resolution, provide more timely information for resolving issues faster, and plan better to meet business needs. It also needed centralized, real-time monitoring of the IT landscape it supports and a more efficient system for managing system changes.

“It was our decision from the beginning to use SAP Solution Manager not only because of its strengths as a tool, but also because it offered the best level of integration of SAP and non-SAP software. We don’t want our users to have to log on to different systems to register a support inquiry. With SAP Solution Manager, users can send support messages with a few mouse clicks from their desktop. The transaction is fully integrated,” says Magdalena Cioch, IT director of SSC customer service. “We also are aware that SAP Solution Manager complies with the recommendations of the IT Infrastructure library (ITIL) standards, the most widely accepted approach to IT service management in the world – which is another reason why we decided to implement it.”

### **Implementing Improvements**

Carlsberg Polska decided to implement three scenarios in SAP Solution Manager to improve service desk efficiency, gain better control of change management processes, and enable better solution monitoring capabilities. SAP appointed technical experts in using the SAP Solution Manager and in customer relationship

**“SAP Solution Manager has reduced the workload for our service center. We now have an efficient support system with a central point of access to all monitoring information for critical situations to detect problems early and resolve past issues more easily.”**

Piotr Mazur, IT Director, Shared Services Center –  
Business Application, Carlsberg Polska

management (CRM) that worked with an SSC resource to define a prototype of the solution. The project team working with the SAP Solution Manager tested the software in four countries involved in the implementation project and, before making the switch to a productive system, ensured that the functionality worked properly.

“We deployed one central installation in Poland. The first area deployed was solution monitoring capabilities, then service desk and change request management processes together, in one step,” says Cioch.

The cooperation between the Carlsberg Polska project team, SAP Active Global Support, and the SAP development group helped to streamline the implementation and ensure a successful go-live. As performance issues materialized, SAP Active Global Support called on SAP developers to quickly resolve them and reduce the technical risk of the implementation.

“After going live with SAP Solution Manager, we have all the information we need for managing incidents and change requests in all countries at the time they occur. This enables us to forecast our business needs immediately,” Cioch adds.

### **Streamlining IT Support Desk**

The service desk functionality included in SAP Solution Manager helps Carlsberg Polska support staff manage incidents more efficiently and eases the settlement of support costs. SAP Solution Manager provides information that improves problem resolution. Central handling of support messages makes the support organization more efficient. SAP Solution Manager integrated with Microsoft Outlook helps the company keep its end users informed about the status of their messages.

“Before the implementation, end users had several communications channels with which to inform the support team about problems with business applications. Thanks to SAP Solution Manager, when end users now have a problem, they can send us a message directly from the transaction they are working in,” says Piotr Mazur, IT director of SSC Business Application. “Also important for the IT organization, the tool automatically sends some technical information for our IT consultants at the moment the user sends a message. So if the problem has to be escalated, all of the necessary information is automatically included.”

### **Solution Monitoring Benefits**

SAP Solution Manager performs central, real-time monitoring of systems, business processes, and interfaces, which reduces administrative effort. Furthermore, proactive monitoring using SAP Solution Manager helps Carlsberg Polska avoid critical situations. In addition, automatic notifications enable fast response to issues. If a critical situation occurs, an alert can be sent automatically so the system administrator can react quickly and decisively.

“SAP Solution Manager has reduced the workload for our service center,” Mazur explains. “We now have an efficient support system with a central point of access to all monitoring information for critical situations to detect problems early and resolve past issues more easily.”

### **Improving Change Request Management**

SSC as a central support group is responsible for maintaining the SAP software to meet Carlsberg Polska’s growing business expectations. To eliminate the risk from having one common SAP platform, it’s essential that the group coordinates change requests coming from the locations in the four different countries.

“Business and IT cooperation is a key factor of the implemented change management process. SAP Solution Manager enabled us to integrate all IT and business steps – including change definition, change approval, testing, and results.” Cioch says.

**“Thanks to SAP Solution Manager, both the business and the IT group keep track of support and change requests at every stage of resolution. The highly automated change request management process contributed to enhancing and optimizing administrative tasks.”**

Magdalena Cioch, IT Director, Shared Services Center – Customer Service, Carlsberg Polska

Cioch points out that planning and coordination of change requests is vital to maintain quality in the service delivery process. SAP Solution Manager harmonized – and made transparent – the change implementation.

“Thanks to SAP Solution Manager, both the business and the IT group keep track of support and change requests at every stage of resolution” adds Cioch. The highly automated change request management process contributed to enhancing and optimizing administrative tasks.

“SAP Solution Manager is organized according to best practices. A change to the environment is managed more safely for our internal customers. We can control the whole process better from beginning to end,” Mazur adds. “SAP Solution Manager provides greater transparency for our support services, enabling a clearer picture of the provided service, which is important for internal customers.”

### **Investment for the Future**

As a long-term benefit that will reduce total cost of ownership, SAP Solution Manager – a standard tool available to all SAP customers free of charge – will be supported and maintained by SAP. Carlsberg Polska receives new releases and patches as they are available. Should Carlsberg Polska have any issues or problems with the tool, they can report them to SAP for resolution.

Looking ahead, Carlsberg Polska also wants – when the company is ready – to implement additional functionality and scenarios that SAP Solution Manager offers. In fact, the company already plans to incorporate management of service level agreements and to facilitate reporting requests by using SAP Solution Manager to help manage the implementation of the SAP NetWeaver® Business Intelligence component.

“SAP Solution Manager is a sophisticated tool that has served us well. We are interested in developing the functionality in other key areas to support our business processes,” says Przemek Duda, CIO at Carlsberg Polska. “Just as important though, we view it as an investment for the future.