



HEINEKEN IRELAND TAPS INTO MOBILITY

A PEGA OPERATIONS CASE STUDY

Business Goals

- Help senior managers gain better visibility of the scheduled line cleaning and maintenance services
- Improve efficiency of communications between the field and the office
- Maintain the consistent high quality of beer flowing in Ireland's pubs

Results

- Higher customer satisfaction with 30% fewer resources
- Improved quality of communication and data quality
- Data previously available weekly now produced in hours



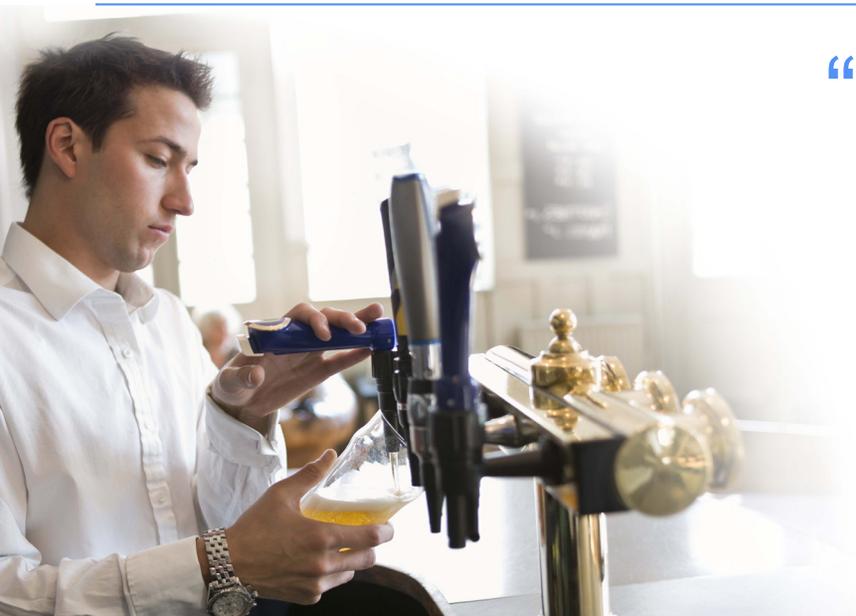
Heineken Ireland provides quality beverages and services to more than 8,000 pubs, restaurants, and hotels.

Pega Mobility Supports:

- Mobile field service for 8,000 pubs and restaurants
- Scheduling for 24,000 tasks per month
- Mobile management of hundreds of field engineers
- Real-time mobile data capture and reporting

“ With the [Pega] mobile solution, everyone knows what's happening at all times, so our management team can respond more quickly to any customers issues. ”

Martin Gowran
IT Project Manager, Heineken Ireland



Vision: Real-time Information to Power Remote Workflows

The brewing industry is a highly competitive market, facing increasing pressure on the pub trade. To ensure consistency in 100 percent of Ireland's 8,000 locations that serve Heineken products, Heineken Ireland schedules 24,000 line cleans every month.

To help senior managers to gain better visibility of the scheduled line services and to improve efficiency of communications with the field-based Draught Service Representatives (DSRs), Heineken Ireland decided to mobilize its field service application.

Most of Heineken Ireland's DSRs are remote or in transit, only visiting their local depot once a fortnight to collect tap equipment. Therefore, it was vital to have a new communications system that kept them fully informed of planned work schedules and specific customer requests in their area.

Execution: Enterprise Mobility Platform Moves From Trial to Enthusiastic Roll Out

Heineken Ireland decided to pilot and deploy an enterprise mobility platform from Pegasystems. Pega Mobility supports multiple devices and networks and mobile connectors into more than 50 enterprise applications, including Siebel, SAP and NetSuite.

Heineken Ireland initiated the pilot phase of the project with 10 engineers who evaluated the platform services and

software on BlackBerry devices. Following a successful trial, the mobility software was rolled out to all 77 engineers across Ireland using a range of devices. "We looked at a number of mobility partners, but we decided to outsource our mobile field service to [Pega] because they demonstrated proven experience of mobilizing Siebel for large enterprise customers" reports Gowran.

Outcome: Streamlined Field Service, Better Tasting Beverages, Happier Customers

The company's legacy paper-based system has been completely replaced using Pega. Plus, Pega was able to support customization of the field service application in order to tailor it to Heineken Ireland's specific business requirements. This enables management at Heineken Ireland to gain much better visibility of the service, cleaning and installation activities delivered by the company. Unscheduled break/fix requests are now much easier to manage, alongside the planned line cleaning services.

As Martin Gowran explains, "Because there are fewer links in the chain, the system is less prone to error." The Pega solution also includes business rules for escalation of service requests and message rerouting in case the engineer is out of range at any point in the working day.

By mobilizing the field service system Heineken Ireland has succeeded in streamlining its field service system, since engineers can receive work schedules and update the Siebel system directly from their mobile devices.



ABOUT PEGASYSTEMS

Pegasystems develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available in the cloud or on-premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale.