



## Customer story Heineken

The smart way to analyse  
data from Hyperion Enterprise

Partake Consulting



■ **The smart way to business insight.**

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**The smart way to analyse  
data from Hyperion Enterprise**

“Hyperion Enterprise should be our main ‘chimney’ smoking our financial and management information. Together with Hyperion Essbase it is now our single version of the truth.”

**Richard Beukhof, manager projects & expert centre  
at Heineken**



## Business requirement

Adding dimensions to Hyperion Enterprise data to allow for slicing and dicing through financial and management information empowering Heineken's business analyses.

## Solution

- Hyperion® Essbase on top of Hyperion® Enterprise®
- Hyperion® Application Link
- arcplan Enterprise

## The current solution: Hyperion Enterprise

Heineken uses Hyperion Enterprise for financial consolidation and management information. Hyperion Enterprise has been in place for many years, much to the satisfaction of Heineken.

## Heineken's requirements: Multidimensional analysis

Where the data collection process was working well, there was a strong need for more advanced, multidimensional analysis of this data. The information from the general ledgers of the operating companies is loaded into Hyperion Enterprise in its entity and (sub)account dimensions, but the analysis also needs to be done on dimensions like business unit, market, region and brand. These dimensions were well coded into the entities and (sub)accounts, but could not be analysed through those dimensions.

## The project: "Heineken Next Level Reporting and Consolidation"

Richard Beukhof, manager projects & expert centre at Heineken started the "Heineken Next Level Reporting and Consolidating" project, with the objective to improve the corporate analysis capabilities.

## The options: SAP or Hyperion

"To be cost effective, our decision was to reuse available products and knowledge within Heineken, which means we had the choice



between SAP and Hyperion.” Richard Beukhof continues: “Heineken has a SAP-unless policy. Almost all of our operating companies use SAP. We implemented a Standard Chart of Account, which is used in all these SAP implementations. However, we have three reasons to choose for a mid-term solution using Hyperion Enterprise.

Firstly, SAP Strategic Enterprise Management (SEM) does not fulfil all our requirements. Secondly, our focus lies on developing an operating company business warehouse instead of a corporate one. Thirdly, Hyperion extended the lifetime of Hyperion Enterprise. This gives us the chance to develop a base to take a sound decision on SAP SEM in the future.”

We have positive experience with our Hyperion solutions, based on Hyperion Enterprise and Hyperion Essbase. When Partake explained we could achieve all of our objectives with the software we already have implemented, we were really enthusiastic. A reference visit to one of Partake’s customers that implemented this solution before convinced us this was the best option for Heineken.”

### The smart way to business insight: Analysing Hyperion Enterprise data with Hyperion Essbase

The concept of the solution that Partake presented to us was surprisingly simple: Recover the multidimensionality of the data in Hyperion Enterprise - through explicit translation of all entities and (sub)accounts - with Hyperion Essbase.

For example, all of our operating companies can be translated into the three dimensions business unit, market and region. In Hyperion Enterprise this is only one dimension we can use in reports, whilst in Hyperion Essbase we can now slice and dice

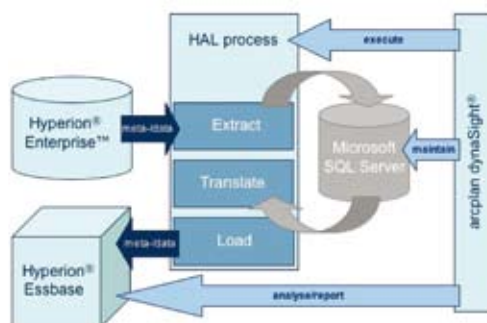
through this data in three dimensions. Within Heineken corporate control, we have plenty of knowledge of Hyperion Enterprise, and less of Hyperion Essbase. What we like about the Partake solution is that the creation, population and reconsolidation of data in Hyperion Essbase is totally automated and transparent to our users. In daily routine, we have to maintain the translations of Hyperion Enterprise to Hyperion Essbase dimensions and to start the integration process! Our people can do that completely autonomously, based on their knowledge of the Heineken business model. Knowledge of Hyperion Essbase we buy from Partake.

### The magic behind the scenes: How Partake made it work

Martin Bos, senior consultant and project manager of Partake: “An important part of the total solution is the Hyperion Essbase application. It generates exactly the same consolidated results as Hyperion Enterprise, now with more dimensions. That is the added value: consolidated data on business units, markets and regions not available

#### About Heineken

Heineken is one of the world’s leading brewers in terms of sales volume and profitability and has the widest presence of all international brewers through a global network of distributors and breweries. In volume terms, Heineken is the largest brewer and beverage distributor in Europe, where they realise more than half of their sales. They balance a strong position in stable and profitable markets such as Europe and North America with a growing presence in rapidly expanding beer markets such as China and Russia. Heineken employs more than 60,000 people. The Heineken brand, available in almost every country on the planet, is the world’s most valuable international premium beer brand. In addition, Heineken owns and manages one of the world’s leading portfolio of beer brands comprising other international premium, local and specialty brands.



in Hyperion Enterprise. Concerning the tools for this project, we decided to use the standard Hyperion and Heineken tools:

1. Hyperion Application Link (HAL) to extract data and metadata from Hyperion Enterprise and to load it into Hyperion Essbase;



**Origins**

The Heineken family entered the beer business in 1864, when Gerard Adriaan Heineken bought a brewery in the heart of Amsterdam. Over the past 140 years, four generations of the Heineken family have built and expanded the brand and the company in Europe and around the world. It is thanks to the leadership of Gerard, Henry, Alfred 'Freddy' Heineken and Charlene de Carvalho-Heineken, Chairman of the Board of Directors of Heineken Holding N.V., that Heineken is one of the world's leading brewing groups.

2. Microsoft SQL Server to store the data and to process the translations of Hyperion Enterprise into Hyperion Essbase dimensions;
3. arcplan Enterprise as the end-user tool for multi-dimensional analysis, process management and maintenance of the translation tables."

**Solution benefits:  
Next Level achievements with  
cost-effective approach**

The main benefit for Heineken is they have achieved their objective. They brought their corporate insight to the next level with multi-

dimensional analysis. In addition, all of this has been achieved with a cost-effective approach, re-using Heineken's existing software and with zero impact to the operating companies.

**Heineken's experience:  
It is like driving a Ferrari**

Robert Minihuber, project manager at Heineken, evaluates the solution: "Multidimensional analysis with split-second response is what we wanted. We ordered a Ferrari and we got a Ferrari. We now have to learn how to drive it."

**Heineken and Partake:  
Cooperation into the future**

Robert Minihuber continues: "We are very happy with the solution and the cooperation with Partake that proved to be a very experienced and professional partner. The challenges we faced during the project were solved in a joint effort. We intend to extend our cooperation for the future."





## Partake's role in the quest for business insight

Over 200 large companies rely on Partake to guide them in the implementation of reporting systems that offer support in their quest for business insight. Operating in the domain of financial reporting and performance analysis, Partake can help you turn your strategy into systems and information flows, as well as modeling systems that allow you to meet your legal reporting requirements.



## Our complete offer:

The testimony to our success lies in the long-term partnerships we forge with our clients. The completeness of our offer ensures we can sustain such partnerships and means that Partake can take away your reporting system concerns, leaving you to concentrate on the business of running your business.

- Consulting - guaranteed quality in your implementation projects
- Support - peace of mind in the ongoing operation of your reporting applications
- Infrastructure - performance, reliability and stability for your chosen applications
- Training - empowering your staff to leverage the collected and collated information
- Software - more complete or tailored solutions

## Our mission

We make it our mission to make sure you do not waste time and money on high volumes of inexperienced consultants. Instead we work with small teams of experienced consultants with complementary business, technology and infrastructure skills, so that you benefit from better solutions delivered faster. Partake has premium partnerships with leading software suppliers in the Corporate Performance Management market.

**Partake Consulting**

**■ The smart way to business insight.**

**We look forward to partake in your quest for business insight.**

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