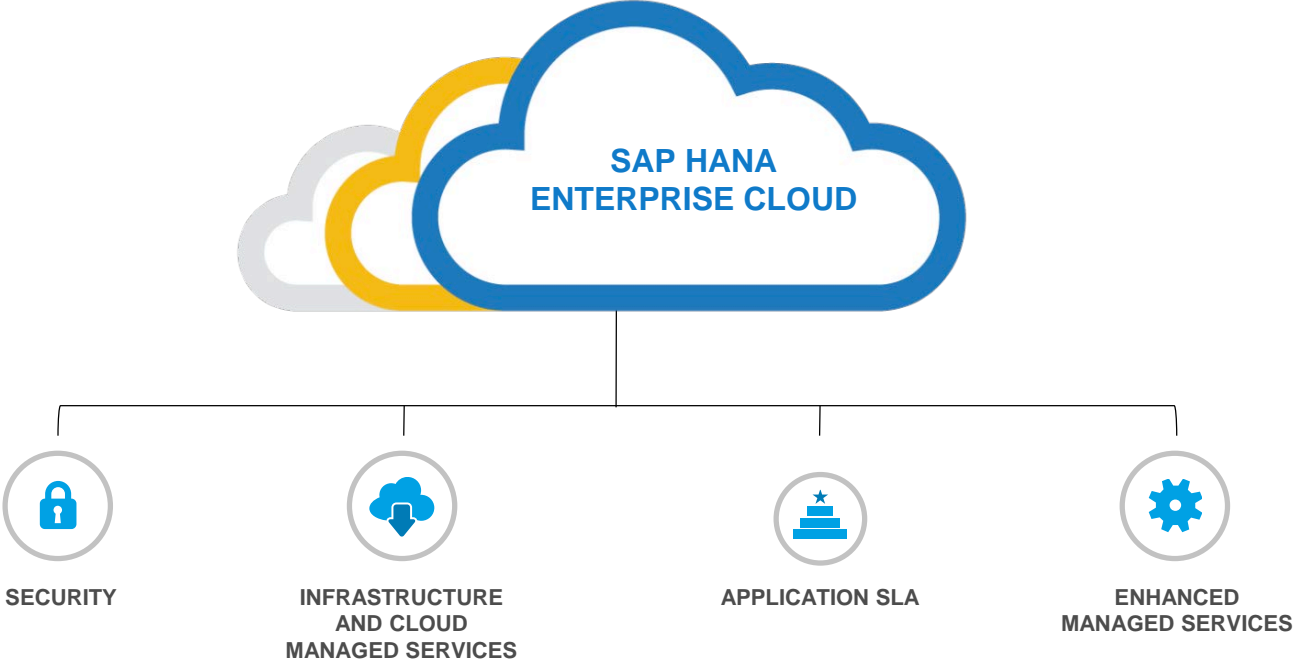


# SAP HEC – Nobody Knows SAP Better Than SAP





# The Branca way to implement its digital strategy

Milan, October 20<sup>th</sup> 2016



**Fabrizio Alberton**

Chief Information Officer at  
Branca International S.p.A.



# Who we are

"**Novare serbando**" is the leitmotiv that has guided Fratelli Branca throughout its history. And it is not a short history at all.

**Founded** by Bernardino Branca in 1845 in Milan, about **170 years ago**, the business has always been controlled by the Branca family, who has worked through the years to make **Fernet Branca** one of the most famous bitter liqueurs in the world.

Some numbers explain who we are:

**2** plants [Milan | Buenos Aires] + An historical museum opened to everyone at the Milan plant

**160** countries served

**+60** millions liters produced [bitter, vermouth, brandy and other natural products]

**10** brands locally produced and some more distributed;

**+300** people and our network of brand ambassadors, influencers and worldwide distributors;

And one must: ***bring the Italian quality all over the world.***



# The challenge: digitizing a +170 years family owned business

*Where do we compete?*



*How do we sustain our competitive advantage?*



*How do we win?*



# Business Drivers

## *External Perspective:*

- Leveraging **Social Media** and **Web** to source new customers.
- Mixing Old School Marketing initiatives with new **Programmatic Marketing** Trends:
  - Use of **Data Science** to discover Customer behaviors
  - Use the **Cloud** paradigm to access and run tools otherwise too big for a SMB company

## *Internal Perspective:*

- **People Management** and **Collaboration** tools to deal with new challenges derived from a global economy.
- **Study** and **learn** what is happening outside and fit it to our internal organization.
- Use the **Cloud** paradigm to focus internal resources on what is really needed by the business.

Since 2005, Branca keeps running its business supported by SAP ERP.

SAP is the best on ERP and on Extended Enterprise applications, and knows how to run them on HANA.

**Leveraging on HANA is an opportunity to improve processes, exploit data and information speed.**

As we are usual to say in Milan:

**«Ogni ofelè fà el so mesté»**

(each craftsman know how to do its work)

**Branca will focus on bitters ...**



# Lessons learned & Key Takeaways

## **HANA = Speed.**

Speed means improving processes and accessing real-time information = gaining competitive edge.

## **HANA has to be managed properly**

(hardware sizing, load balancing, system monitoring, high availability, etc.).

SAP (HEC) knows how to run SAP.

## **Information systems are enablers and pillars of business.**

HEC is now part of the Branca value chain. SAP shares a stronger responsibility on how to support our business needs.

**Costs.** HEC is not for free...

**Change Management** HEC requires you from changing some company behaviors. (i.e.: Solving Issues through ticketing system)

## **Flexibility**

HEC is a structured organization, but SMB appreciate flexibility. We are Italian, not German. And we are proud of that...

## **Speed in issues resolution**

HEC is in our value chain now, so we require speed. Our structures do not allow us to “follow the sun” approach...



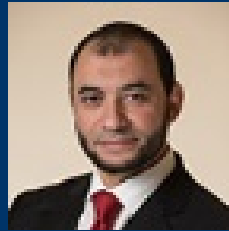
# Thank You!



**Fabrizio Alberton**  
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# Accelerating Reporting Across Five Industries with SAP HANA Enterprise Cloud



**Ahmed Abd El Sattar,**  
Group Chief Information Officer, **Qalaa Holdings**



AFRICAN LEADER IN  
INFRASTRUCTURE & INDUSTRY



# Sounds familiar?



*IT can't deliver Information before 3 years??!*

Have you heard those questions before?

- How much will it cost? it needs millions to do this?!
- Why all those machines?
- Why does it take such money to run it after building it?
- We pay for software now, later for bug-fixes, Why?  
... And the best question among all:

**"Why don't we just keep the excel sheets?"**

The business will not wait till IT catches up!

So, you are either **the navigator** or **the extra baggage!**

# Business Drivers



**Headquarters:** Cairo, Egypt

**Industry:** Oil and gas, Products and Services, Investments in core industries across Africa and the Middle East

**Employees:** 15,000+

**Revenue:** £E8.2 billion (2015) | (US\$924 million)



ENERGY



CEMENT



AGRIFOODS



TRANSPORTATION



MINING

Qalaa Holding decided on a transformation path in 2014:

- Investment vs Portfolio Management
- Need to transform into an **information-driven organization**: dozens of companies in diverse industries... A single source of truth!
- First priority: Accelerate the financial reporting process: **Timely information is essential**. Reduce from 90 days to 15...
- Deliver **reliable information** to executives in a timely manner **and “mobile”**...

# Our Journey to the Cloud



1. Using cloud: **cut infrastructure** delays, overheads, and security threats.
2. **Simple is powerful**: easy to use tools for data collection and review.
3. **Capitalizing on mobility** and the web for data Analytics that are concise, accessible, and intuitive.



1. **Process engineering**: Start from the common denominator.
2. Latest technology on the cloud: **No headaches**.
3. Aggressive deployment: **4 months to go-live!**
4. Use excel sheets to capture the data: **Focus on validations**.
5. **Information consumption**: Let's use those executives' iPad's for analytics.



✓ **Group reporting system was up and running in 4 months.**

✓ **Timely Information Delivered:**

Financials: Budgets, Actuals and Outlooks.

Treasury: Facilities status and repayment schedules, liquidity projections.

HR: plan and budget, HR actuals by employee type/department/subsidiary.

✓ **Single Source of Truth:**

Board meetings are now in a unified format  
| Board presentations are system generated  
| Interactive discussions from the system.

✓ **Final result: A platform for continuous development.**

# Learnings & Takeaways

- **Cloud needs a change in culture**, but it starts from your IT team. No more keeping the lights on, focus on innovation.
- **Hassle free administration but you need to understand your landscape.** HEC is very responsive: manages all patch upgrades, admin tasks, security threats, backups ...etc. Proactive in many cases.
- **Start small, then grow.**
- **Savings** on having a basis/Hana resources at our customer side, avoiding the high cost of hardware in a new technology that is developing fast.
- **Start on the cloud from the very beginning.** Take care of the initial installation lead time, and then of any possible migrations. Have an exit strategy.
- Beware of: creating IPSEC tunnels, taking care of the effect of latency, the matter of reverse proxy for mobility,...

**4x** Faster reporting  
**4 months** until  
going live  
**300 Users**  
across 140 entities  
**Higher**  
**Frequency of**  
**reporting,**  
from quarterly to  
monthly

# Thank you!



**Ahmed Abd El Sattar,**  
Group Chief Information Officer,  
**Qalaa Holdings**

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