

Heineken UK Ltd.

Global brewer **expands trading community and visibility** with BluJay's **single platform** for all EDI transactions

CHALLENGE

Heineken is the number-one brewer in Europe and the third-largest brewer in the world by volume. With a long and proud history as an independent global brewer, Heineken is the leading cider and beer producer in the UK and the name behind iconic drinks brands such as Strongbow, Bulmers, Foster's, Kronenbourg 1664, and Desperados, as well as a full range of specialty brands.

Heineken has operations in over 70 countries and more than 85,000 employees across the globe.

Heineken needed to transition to a flexible platform with a fully hosted and managed EDI service to remove the reliance on in-house solutions and resources. In addition, the company wanted to streamline the process for adding new partners and messages to make operations more efficient and reduce errors.

Heineken's goals for improvement were:

- Overcome typical problems accompanying an in-house solution: high annual license fees; increasing maintenance and support costs; the need for in-house expertise; high overhead to maintain knowledge and make changes
- Extend the use of electronic trading to the wider supplier community
- Maximize electronic trading to streamline operations and become more efficient

75,000+
annual orders and
invoices

QUICK FACTS

- › Independent global brewer, world's third-largest by volume, with products distributed in 178 countries around the world
- › Founded in 1864
- › Headquartered: Amsterdam, NL

BUSINESS CHALLENGE

- › Overcome high fees and maintenance costs of in-house solution, and gain improved integration and support of multi-location, complex planning processes

RESULTS

- › With a single, hosted solution for all EDI transactions, Heineken was able to expand their electronic trading community, and improve visibility and control over all transactions.

SOLUTION

Following a comprehensive selection process, Heineken UK Ltd selected Blujay's MessageBroker in 2009 to replace its in-house data transformation and EDI connectivity solutions. Heineken valued Blujay Solutions' domain knowledge and ability to seamlessly replicate all existing mappings to/from EDI, ensuring customers and day-to-day business were unaffected by the change.

MessageBroker's flexible platform satisfied Heineken's immediate requirements to add new partners and messages quickly and efficiently, and eliminated the need to maintain EDI skills in-house. At the same time, as a hosted solution, all systems were supported and monitored by Blujay on a 24/7 basis, ensuring reliability and continuity of service for all trading partners.

The ability to add MessageBroker Web to the solution suite allowed Heineken to trade electronically with hundreds of suppliers at a single stroke. Suppliers could then access orders from Heineken and send invoices/messages back via a fully integrated and secure web portal without having to adopt additional EDI capabilities.

Previously, only the larger EDI-enabled suppliers traded electronically, and most suppliers were not responsive to Heineken's requests for them to adopt EDI due to cost or lack of technical knowledge. Trade QuickStart was able to easily facilitate electronic trading for all suppliers, regardless of size or ability.

Finally, Blujay's MessageBroker Viewer provided Heineken with the level of visibility and control over the data it required, enabling quick and efficient response to customer and supplier queries.

Through MessageBroker, Heineken UK Ltd now transacts 130,000 files annually with over 65 customers in the retail, wholesale, food services, and hospitality industries as well as with logistics providers. Additionally, the vast majority of Heineken's suppliers are now conducting their transactions electronically through MessageBroker Web, with 1,400 suppliers transacting more than 75,000 orders and invoices each year.

By using Blujay's MessageBroker and MessageBroker Web solutions, Heineken UK Ltd now has a single platform for all of its EDI transactions, with a huge percentage of its overall supply chain trading electronically. Heineken was the very first user of the MessageBroker Viewer, which provided their in-house team with visibility of all data transacted through Blujay regardless of solution and helped them achieve "one window on the world."



ABOUT BLUJAY SOLUTIONS



Blujay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the Blujay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With Blujay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.