

Heineken reduces TCO by thirty percent

Heineken N.V. is the world's most international beer brewer with more than 115 breweries in more than 65 countries and sales activities in more than 170 countries. Heineken Nederland N.V. comprises various operating companies, including Heineken Nederland Supply, Heineken Nederland Brouwerijen, Heineken Nederland Technical Services, Heineken Nederland Business Services and Vrumona (soft drinks). The activities of the operating companies in the Netherlands are spread across more than thirty locations.

In 2001 Heineken Nederland started a far-reaching IT project in close collaboration with BRAIN FORCE: the migration of approximately 6,000 workplaces to a new, standard workplace based on the Windows 2000 environment. A year has passed and the migration has proven its advantages.

Roland Hermsen, Manager Services & Support



Advantages

- Standard workplace
- Structured packaging
- Guaranteed security and stability
- Strongly reduced TCO

Business critical

The workplace developed by BRAIN FORCE was given the name 'SHOW', an abbreviation for Standard Heineken Office Workplace. Besides standardization, an important goal of the migration project was the reduction of the Total Cost of Ownership. Two years later, the migration has shown its pay-off. 'The introduction of SHOW has improved the stability and quality of our IT infrastructure significantly. Even workplaces that have a direct impact on business-critical activities, such as the packaging line or particular logistical processes, are now designed on the basis of SHOW', says Roland Hermsen, Manager Services & Support of Heineken Nederland Business Services (HNBS) and responsible for the Dutch Heineken organization's IT support. 'We hardly experience any problems or disruptions, the

Less costs, more certainty



'Because the clients know the costs, we receive less requests for change.'

number of calls to our helpdesk is greatly reduced and we can also rollout new applications in a very structured manner. Our TCO has fallen dramatically thanks to the migration.'

Secure and safe

Heineken Nederland takes the plunge again with BRAIN FORCE. HNBS concluded a contract with BRAIN FORCE for Packaging and Maintenance Services. Hermesen: 'During the past few years, BRAIN FORCE has continued to support us by creating packages of new applications: BRAIN FORCE specialists did this for us in-house. We have now structured this collaboration so that we can continue to develop SHOW. It all boils down to BRAIN FORCE creating the packages for us in its Packaging Factory in Veenendaal, while we pay a fixed price per package. We test the applications ourselves because it is very difficult to emulate the Heineken production environment. In addition to packaging, BRAIN FORCE is responsible for the maintenance of the operating systems, for example by performing updates and security patches.'

'We pay a fixed price per package.'

BRAIN FORCE's services offer Heineken many advantages. The company is guaranteed a rapid and trouble-free rollout of new applications and, last but not least, a secure and stable IT environment. 'We optimally benefit from the knowledge and experience that BRAIN FORCE has acquired with other companies and know exactly where we stand. A new application comes back within twelve working days, ready for testing and acceptance. BRAIN FORCE implements vital security patches within two working days of them becoming available, other patches once a month', according to Hermesen.

More cost-conscious

'BRAIN FORCE's services give Heineken a much tighter grip on their costs. What's more, we can reduce our costs', Hermesen proudly states. 'Up until last year, all costs for the implementation of a change in SHOW were charged to HNBS and basically we also implemented all requests for change. After all, we had the necessary staff.' However, Hermesen wanted a situation in which the costs of changes could be charged on to the customers of HNBS: the other operating companies and Heineken Nederland's



Roland Hermesen



corporate organization. Based on the new form of collaboration with BRAIN FORCE, this is now possible. Hermsen: 'The result is that the number of requests for change within Heineken Nederland is decreasing. Now that our customers know the price of a change and that they also have to pay for it, they have become much more critical and don't come knocking on our door quite so quickly.' This has had a very favourable effect on our TCO. 'We expect that our costs in 2005 will be thirty percent lower than in 2004.'

The future

HNBS has indicated that it wants to make use of existing market standards. 'We will achieve this during the next few months, in collaboration with BRAIN FORCE. For example, we chose Microsoft Installer (MSI) technology for software distribution.'

'We are ensured of a fast rollout of applications and a secure IT-environment.'

Hermsen continues: 'This enables us to secure our investment for future platforms and make optimum use of the standard installation mechanisms offered by software suppliers.'

Products and Services

- ▶ *BRAIN FORCE Packaging Factory: generating high volumes of MSI's*
- ▶ *BRAIN FORCE Maintenance: predictable management of IT-environment*
- ▶ *BRAIN FORCE Infrastructure Framework: tested workplace and backoffice setup*

BRAIN FORCE The Netherlands is an ICT supplier that simplifies complex technology and gives its customers maximum control over their server and desktop infrastructure, applications and processes. We design, implement and maintain solutions for the optimization of the IT infrastructure and the automation of application management. BRAIN FORCE is the supplier of the well-known and successful Packaging Robot® for the automatic generation of SoftGrid and MSI packages.

BRAIN FORCE is Microsoft Gold Certified Partner and possesses five competencies. Besides this, BRAIN FORCE is VMware Enterprise Partner, Citrix Partner and NEC Preference Partner. BRAIN FORCE The Netherlands (Veenendaal) is part of BRAIN FORCE HOLDING.

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