

LPA and IBM Cognos help North American Breweries streamline their business intelligence, reporting, budgeting and forecasting processes, allowing them to efficiently manage their numerous business units, including recent acquisitions, without over-burdening their IT staff.



“Upgrading our BI, budgeting, and forecasting systems to IBM Cognos and Cognos TM1 allows us maintain accurate, up-to-date data in one location, significantly saving the countless hours and resources previously used to generate burdensome, spreadsheets. Now hundreds of employees can easily access the data and plan for our growing business in real time, allowing everyone to make smarter business decisions,” **Breanna Penque—Manager of Planning and Performance —North American Breweries.**

### Benefits at a Glance

- Significantly upgrade budgeting and forecasting system with easy-to-use IBM Cognos technology
- Upgrade to a flexible, accurate, and efficient tool that allows users to see the data in one location and in multiple formats.
- Increase productivity for analysts and IT employees who do not have to manually create and manage Excel spreadsheets any longer.
- Empower non-financial end users with the ability to view data, budgets, and forecasts in both general and detailed perspectives automatically.
- Ensure all data is accurate and up-to-date, including when hundreds of employees are accessing it and building business plans.
- Quickly and easily prepare business plans and case scenarios, even as the number of products has tripled since implementation.
- With LPA’s unrivaled expertise, create cubes that best fit North American Breweries’ needs and account for future changes.

### Products/ Services Purchased

- IBM Cognos Business Intelligence/Data Warehouse Software
- IBM Cognos TM1
- LPA services: Consulting, Implementation, and Training Services

### Company Overview

North American Breweries, headquartered in Rochester, New York was formed in 2009 by KPS Capital Partners, LP, a private equity fund. The company owns and operates five U.S. breweries and six retail locations in New York, Vermont, California, Oregon, and Washington. North American Breweries also owns exclusive rights to import and market Labatt Blue and the Labatt family of beers, and the Imperial brand of beer in the U.S. The Labatt USA products include the flagship pilsner Labatt Blue, as well as Labatt Blue Light, Labatt Blue Light Lime, Labatt Ice, Labatt Max Ice, Labatt Heritage Series, Labatt 50, Labatt Select, and Labatt Blue Non-Alcoholic.

Along with its own brands, North American Breweries contract brews dozens of beers and malt beverages for other companies

### Challenges

Over the last few years, North American Breweries has made numerous business acquisitions, increasing the amount of data that needed to be stored and reporting that needed to be generated. Along with these acquisitions, the company was quickly shifting its priorities and hierarchies, and needed a system that would allow end users to make changes to data on the fly without requiring a lot of IT resources.

North American Breweries had previously relied on spreadsheets for data storage, reporting, and planning, which often proved to be confusing and inaccurate. Reports needed to be created manually which took 5-6 hours daily, and would not be available to the sales force or other end users until late in the day. Business planning took hours of digging around the spreadsheets, often resulting in 20 different versions of the truth.

They needed a reliable, automated tool that would merge the data onto one platform and make it available to all end users in real time.

### Approach

- Leverage LPA’s experience and expertise to implement a solution tailored to North American Breweries’ needs.
- Purchase IBM Cognos Business Intelligence and Data Warehouse software and IBM Cognos TMI.
- Implement a flexible, integrated, and user-friendly solution perfectly suited for day-to-day updates and changes.

### Impact

- Acquire accurate business information in real time without end-users needing to rely on analysts or the IT department.
- Integrate data from all business sources onto one, user-friendly platform
- Obtain the ability to view data from an overall, organization-wide perspective, as well as an in-depth perspective breaking costs down by region
- With IBM Cognos technology, rely on an automated system that is flexible enough to adjust to day-to-day changes in the organization.
- Using LPA’s expertise, create cubes specifically for North American Breweries that can be modified for future growth.
- Empower end users, including the sales force, with the ability to check data and reports at any time, instead of having to wait for month-end reports to be generated
- Create business plans and easy-to-understand scenarios quickly and easily
- Generate plans for triple the amount of products than before the product’s installation in less time.

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