



# Carlsberg with Sievo.

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Carlsberg Case Study  
Savings Lifecycle

*Sievo*

# Carlsberg Case Study Savings Lifecycle



"We definitely got the visibility to realized savings, as planned. In addition, the visibility to savings projects turned out to be a very effective platform for best practice sharing and positive internal competition."

**JAN BREINHOLT**  
VP Business Development  
Group Procurement

**CARLSBERG BREWERIES A/S**  
Copenhagen, Denmark  
Beverages  
41,000+ employees  
[www.carlsberggroup.com](http://www.carlsberggroup.com)

## 01. Starting point

### Objective

To create visibility on all savings projects and their financial implications on worldwide basis

### Challenges

- No full transparency on all the procurement related savings that were being generated in more than 25 countries on a worldwide basis
- Inability to track the savings from existing projects

## 02. Delivery

The Sievo's solution has pushed Carlsberg to identify and build action plan to drive future added value to the organization.

- Very user-friendly and scalable tracking tool
- Global roll-out and user training in 4 months
- Configured to suit Carlsberg matrix structure

### 03. Solution & Roll Out

To get the full transparency on all procurement related savings globally, Carlsberg selected Sievo's savings program management tool. The solution was rolled out and trained on a global basis after four months from the decision to implement the solution.

During the solution setup, it was configured to suit Carlsberg's matrix structure and to support the savings rules defined by Carlsberg.

### 04. Results

- Key enabler of best practice sharing and positive competition internally
- Provides improved performance measurement
- Support cooperation between Procurement and Finance

"Sievo's solution not only helped us to track the savings from existing projects but it also helped us to come up with lots of new opportunities. From the user perspective, Sievo is very intuitive to use and provides great visualization on benefits from different angles."

— JAN BREINHOLT



#### ABOUT CARLSBERG

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands.

The Group's broad portfolio of beer brands includes Carlsberg, known as 'Probably the best beer in the world', and strong brands such as Tuborg, Baltika and Holsten.

Sievo is a leading procurement analytics SaaS-based solution company that provides spend visibility, but also goes way beyond that. We help our clients identify opportunities, translate these opportunities into projects, embed created value into budgets and ensure that savings truly hit the bottom line. We speak the language of procurement and also translate numbers into the financial view.

Our solution is used by thousands of users in best-in-class procurement organizations, such as Deutsche Telekom, ISS and Kellogg's. With our clients, we don't stop at backward-looking reporting but deliver more by creating forward-looking forecasts and comprehensive analytics. We combine internal information with external data sources. With Sievo, human input and machine learning technologies are integrated together. In short, we translate procurement data into dollars.

Since our founding in 2003, we have experienced rapid, profitable and self-financed growth. Currently we employ more than 100 professionals and have offices in Europe and US.

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