

Brewing Excellence: Capturing the Essential Ingredient with Accolade

ABOUT

Lion is a leading beverage company headquartered in Sydney, Australia. With origins dating back more than 180 years, Lion is known for its commitment to quality, craftsmanship, community, and sustainability, and recently became Australasia's first large-scale carbon neutral brewer. Lion is a pioneer in brewing and continues to innovate across a range of adult beverages. Its core beer portfolio includes many locally loved brands in Australia and New Zealand such as XXXX, Little Creatures, James Squire, Stone & Wood, Emerson's, Speights and Panhead, and a growing craft beer presence in the US, having brought New Belgium and Bell's Brewery into the fold. Lion also has an enviable portfolio of NZ wine brands, a premium fine wine business in North America, a craft spirits distribution arm in Australia in Vanguard Luxury Brands and Yarra Valley-based Four Pillars Gin. Lion employs close to 4,000 people across its markets.

THEIR NEEDS

Lion needed a solution that could:

- Centralize and streamline their innovation data management.
- Provide robust reporting capabilities to meet the demands of the Integrated Business Planning (IBP) process.
- Integrate seamlessly with existing tools, particularly Microsoft Power BI.
- Offer a user-friendly solution with single sign-on functionality.

"The implementation of the Accolade system at Lion has helped to streamline and centralise our NPD & non-NPD projects, to ensure one source of truth. It has increased efficiency of our project teams by reducing the amount of duplication & manual work required to populate gate papers for our Stage Gate process & approvals. Sopheon were great in offering industry best practice advice on how we could optimise our process & bring it back in line with best in class Stage Gate execution. The Sopheon team were also very patient and accommodating working with us through a period of change and many moving goal posts."

Innovation Planning Manager

Lion

THEIR CHALLENGES

Lion's innovation process was chaotic and heavily manual. Their previous system lacked local support, leading to low adoption rates. Teams were scattered across various spreadsheets, struggling to pull together data consistently and timely.

Lion's innovation process demanded rigorous reporting, particularly after adopting the Integrated Business Planning (IBP) process.

The organization's innovation process faced several significant challenges:

01)

Inconsistent and outdated information

Project details and dates were frequently outdated and unreliable.

02

Lack of integrated data management

The absence of a unified system hindered the ability to gather and consolidate data across all innovation projects, resulting in fragmented

03

Dispersed data ownership

Inconsistencies and inefficiencies were common with multiple people managing data.

04

Manual processes

The previous system,
Planview, required
significant manual
effort to maintain and
consolidate data, which
was inefficient and
time-consuming.

HOW SOPHEON HELPED

Sopheon's Accolade provided a comprehensive solution to Lion's challenges by:

visibility.

Centralizing data

Accolade streamlined and centralized Lion's New Product Development (NPD) and non-NPD projects, creating a single source of truth for all innovation data.

Enhancing reporting capabilities

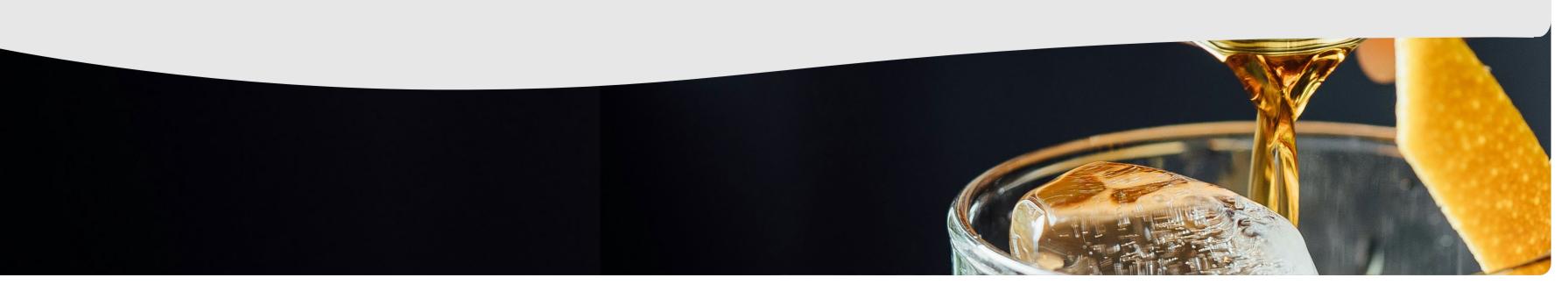
The integration with
Microsoft Power BI
allowed Lion to generate
comprehensive and
efficient reports.

Improving efficiency

Accolade reduced duplication and manual work by eliminating the need for multiple disparate tools.

Offering local support

Sopheon provided exceptional local support, a critical factor in their decision-making process.



Accolade Case study sopheon.com

Increased efficiency

Implementing Accolade significantly reduced manual efforts and duplication, leading to improved efficiency in project management.

Enhanced reporting capabilities

Integration with Power BI facilitated swift and accurate report generation, aligning with Lion's reporting requirements.

Improved data management

The centralized system enabled consistent updates and reliable data, mitigating the previous chaos associated with their innovation projects.

Lion's adoption of Sopheon's Accolade has effectively addressed their previous challenges, setting them on a path to more streamlined and efficient innovation management. The system's robust features, local support, and integration capabilities have proven crucial in helping Lion maintain its market share in the dynamic FMCG industry.

IMPRESSIVE RESULTS

A recent Forrester Total Economic Impact (TEI)* report highlights the significant benefits achieved by a composite company following the implementation of Accolade:

25%

higher success rate of new product introductions

15%

more accelerated time to market with new products

\$20.9M

savings re-invested into strategic innovation

1%

increased profit margin from product improvements

*The Total Economic Impact™ Of Accolade. A Forrester Total Economic Impact™ Study Commissioned By Sopheon, August 2024

Ready to see Accolade in action?

