

# 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.

*"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 NEEDS

Lion needed a solution that could:

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

## 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:



## HOW SOPHEON HELPED

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

### 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.



SOPHEON HELPED DESIGN AND IMPLEMENT:

**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?

Priority	Project	Start Date	End Date	Timeline	Stage	Est. Revenue	Budget	Unit Budget
P1	ACME brand launch	Jan 01, 2023	Jan 01, 2024	52 Weeks	Stage 1	1.8M	280K	280K
P2	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Stage 1	205K	280K	280K
P3	ACME brand launch	Jan 01, 2023	Jan 01, 2024	52 Weeks	Stage 2	1.8M	280K	280K
P4	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Stage 1	205K	280K	280K
P5	ACME brand launch	Jan 01, 2023	Jan 01, 2024	52 Weeks	Stage 3	0.9M	280K	280K
P6	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K
P7	ACME brand launch	Jan 01, 2023	Jan 01, 2024	52 Weeks	Ongoing	1.8M	280K	280K
P8	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K
P9	ACME brand launch	Jan 01, 2023	Jan 01, 2024	52 Weeks	Ongoing	1.8M	280K	280K
P10	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K
P11	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K
P12	ACME brand launch	Jan 01, 2023	Jan 01, 2024	52 Weeks	Ongoing	1.8M	280K	280K
P13	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K
P14	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K
P15	Project Management	Jan 01, 2023	Jan 01, 2024	52 Weeks	Paused	205K	280K	280K