

## Case Study

# Babylon-Enterprise Delivers Frequently Needed Information to Bacardi Employees

### Company

Bacardi GmbH is a leading supplier of international premium spirits and a subsidiary of Bermuda-based Bacardi Ltd.

### Industry/Market

Alcoholic Beverage Distiller

### Challenge

Required a translation solution. After learning about Babylon-Enterprise, customer evaluated the product and decided to implement a comprehensive information delivery solution.

### Solution

Babylon-Enterprise extracts and gives users instant, one-click access to the most frequently sought information from the company's SAP information systems.

Answered the original need for an effective translation tool.

### Benefits

Employees always have instant access to the latest version of enterprise information, making it easier to perform their work tasks.

***"Information retrieval in just one click makes our daily tasks so much easier. Today this is just as important to us as getting a translation."***

Mathias Heinemann,  
IT Team Leader  
Bacardi GmbH

### About Bacardi GmbH

**Bacardi** is synonymous with Caribbean rum. The brand's successful history began in 1862 at a distillery in Cuba. Today, with headquarters in the Bermudas, Bacardi Ltd. is a global enterprise and leader in the premium spirits market. In addition to classics such as Bacardi Rum and Martini Vermouth, the company also distributes many other well-known brands, such as Jack Daniel's Tennessee Whiskey, Grey Goose Vodka and Bombay Sapphire Gin. Bacardi is the fourth largest spirits company in the world: sales in 2000 were US\$2.7 billion.

The company's German subsidiary, **Bacardi GmbH**, has about 300 employees at its headquarters in Hamburg, which includes 65 workers at a large bottling plant in Buxtehude.



*Bacardi bottling plant in Germany  
(Source: Bacardi)*

### Sought a Dictionary Tool – Found an Information Solution

At Bacardi Germany the IT department faced a pressing need to equip employees with a translation tool. "International communications had increased in some departments and we had no in-house solution," says Mathias Heinemann, IT Team Leader, who is responsible for SAP Development, Data Warehouse and other enterprise systems. "Some of our employees were familiar with Babylon's dictionary software, had very good experiences with it, and suggested it as a solution. The production manager also advocated Babylon. I also knew the product and thought highly of it."

The IT specialists at Bacardi contacted Babylon and discovered capabilities far beyond the dictionary functions. "The Babylon-Enterprise solution, which enables extraction and direct access to business information from our enterprise systems, was of great interest to us."

Babylon-Enterprise offered a number of advantages. "Daily updating was simple to perform. The efficiency of getting frequently needed information in one mouse-click prompted us to consider the acquisition of Babylon-Enterprise," says Heinemann. "Learning the new software was easy. Within just a few hours we could produce an enterprise information glossary on our own. That convinced us to buy."

## Enterprise Information Delivered in a Click

In the first phase of implementation, Bacardi employees in Hamburg began working with an enterprise glossary that includes all employees in Germany. "It is so very practical to click on a name and immediately have all contact details and a picture of a colleague pop up on the screen," explains Heinemann.

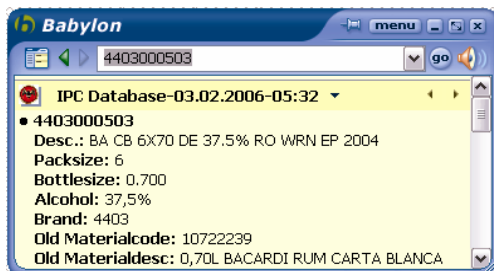
Subsequently Bacardi began using other helpful enterprise glossaries such as product descriptions. One of these contains product codes and data for about 7,000 Bacardi products, including all advertising items currently in the company's SAP system. The system contains a vast number of articles since every product has many associated advertising materials, such as key chains, T-shirts and napkins. Another glossary supplies information about the 16,000 products offered internationally by the company.

One enterprise glossary with 30,000 entries delivers the most important information about customers, ranging from small discos to wholesale dealers.

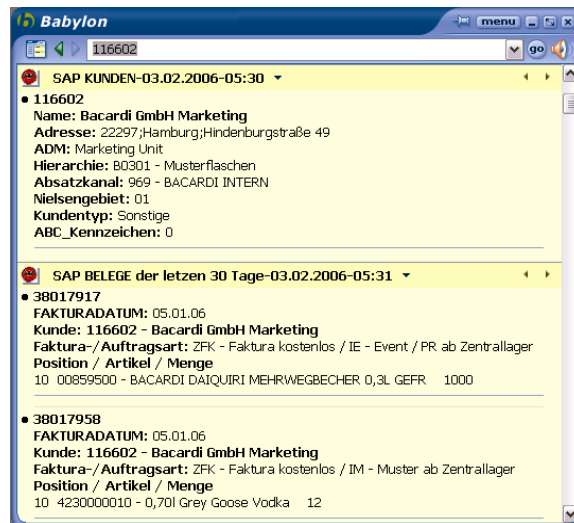
Another enterprise glossary contains 4,400 text commands for SAP system that enable "power users" to use shortcuts instead of the menu structure.

The dynamic Bacardi glossaries are automatically updated daily by means of Babylon-Enterprise server components. SQL and ODBC tools access the Bacardi databases, and Babylon-Enterprise tools extract the targeted data and compile it into glossaries. Updates are performed without user intervention. Thus users always have access to the latest version of enterprise information. "Once the procedure for producing a glossary is defined, the rest is simple. With a template in place, it takes only an hour to create a glossary," says Heinemann.

In addition to the Bacardi enterprise information glossaries, company employees also enjoy one-click translation capabilities provided by Babylon translation tools.



*Babylon-Enterprise instantly delivers the most frequently needed, and the most updated version of information from the company's enterprise systems*



## Babylon-Enterprise Makes Work Tasks Easier

Babylon-Enterprise was first introduced in a silent roll-out for about 200 desktops and laptops in the company. Today every new PC at Bacardi Germany is equipped from the start with Babylon-Enterprise.

The feedback from users on the new Bacardi information tool has been very positive. "The translation tool was an urgent need that was answered perfectly by Babylon's translation solution. Yet being able to simply and quickly create our own useful enterprise glossaries is like the icing on the cake for us," explains Heinemann. "Information retrieval in just one click makes our daily tasks so much easier. Today this is just as important to us as getting a translation."