



**Carlsberg styrker forretningen med en
moderne global
e-commerce løsning**

Carlsberg × **Novicell**

1664, Afsana, Aldaris, Aldaris Izlases, Alivaria, Alma-Ata, Angelo, Angkor, Apinitis, Arendals, Arsenal, Arsenalnoe, Astra, Backyard Brew, Bad Apple, Barhatnoe, Barley Bros, Beerkhan, Beerlao, Bellman, Birell, Birrificio Angelo Poretti, Black Panther, BlåGul, Bolshaya, Bosman, Brewmasters Collection, Brooklyn, Cardinal, CARLs, Carlsberg, Carnegie, CELIA, Cheers, Chelyabinskoye, Chongqing Beer, Crisp, Cristal, Crowmoor, Cube, Dahls, Dali Beer, Danish Royal Stout, Datskoe, Derbes, DLight, Dobryi Bobr, Don, Duckstein, DV, E.C. Dahls, Eriksberg, Eve, Falcon, Feldschlösschen, FIX, Force 4, Frydenlund, Golden Cap, Gorkha, Grimbergen, Gurten, Halida, Harnaś, Henninger, HK Yau, Hobgoblin, Holsten, Huda, Hürlimann, Imsdal, Jacobsen, Jing-A, Jolly Shandy, K by Kronenbourg, Kaiser, Kanterbräu, Karhu, Karl Friedrich, Karmi, Kasztelan, KB, Keravan Panimo, Khlebny, Kiss, Klang, KOFF, Kronenbourg, Ksiaz, Kvas, LaneXang, Latvijas Sevišķais, LAV, Light Beer, Lübzer, Lvivske, Lysholmer, Merak, Mežpils, Mežpils Speciality, Munkholm, Mythos, Nevskoe, Nordlands, Nutrimalt, Nya Carnegiebryggeriet, Okocim, Pan, Panonska, Piast, Pirinsko, Pripps Blå, Raudonų Plytų, Ringnes, Rockstar, Rozmay, S&R's Garage Hard Lemonade, Saku, Sarbast, Semper Ardens, Shancheng Beer, Shumensko, Sibirsky, SKOL, Slavutich ICE, Slavutych, Somersby, Staropramen, Super Bock, Švyturys, Tetley's, Tigerhead, Tou Pilsner, Tourtel Twist, Tuborg, Tucher, Twist Limun, Uralsky Master, Utenos, Valaisanne, Vena, Wainwright, Warsteiner, Warteck, Wernesgrüner, Wiibroe, WuSu Beer, Xirdalan, Xixia Beer, Yarnivo, Yoma Beer, Zanatsko, Žatecký, Zatecky Gus, Zhigulevskoe

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B2B ecom - Fastest growing channel in Carlsberg Group

175 Years

140 Brands

32 Countries

1000+ Systems and platforms



On stage

Commercial



Anders Knudsen
Senior Manager eCommerce
Carlsberg Group

Architecture



Patrik Sjöman
Enterprise Architecture Director
Carlsberg Group

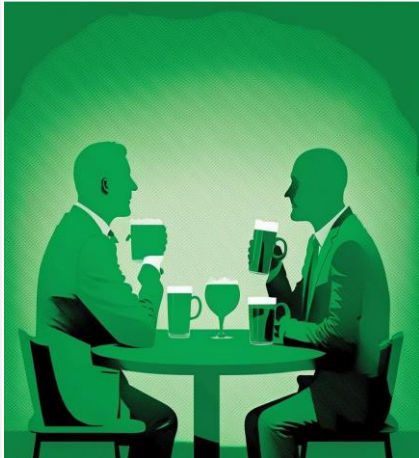
Advisor



Adam Peter Nielsen
Digital Advisor & CTO
Novicell

Key challenge: Current business model and processes..

Analogue world




Personal relations

Sales staff driven activities



Digital world



Data and scalable relations

Automation and engagement driven

How we approach – mindset has changed



*New mindset:
What is the potential if we use a
digital modern approach?*

Uplift basic facts

Revenue vs. offline +2%
Premiumisation vs. offline 5%



Move customer to
self-service



Ambition: Unified Digital Customer Experience

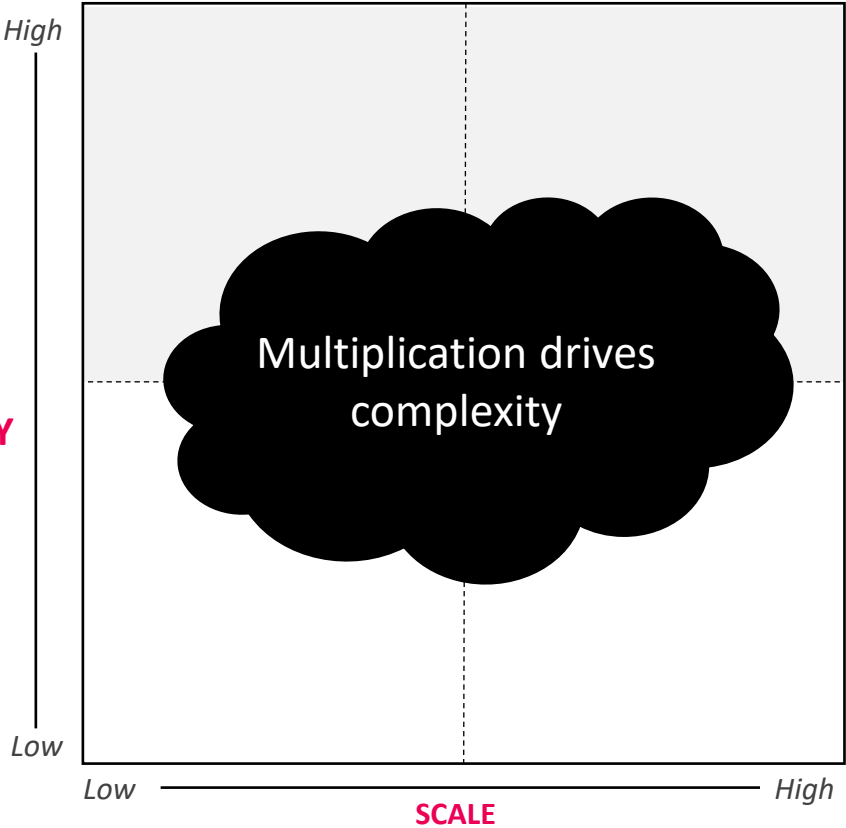
- Maintain the same relevant, personal relation online and offline..
- Unify where it makes sense and where the case is positive (\$\$)



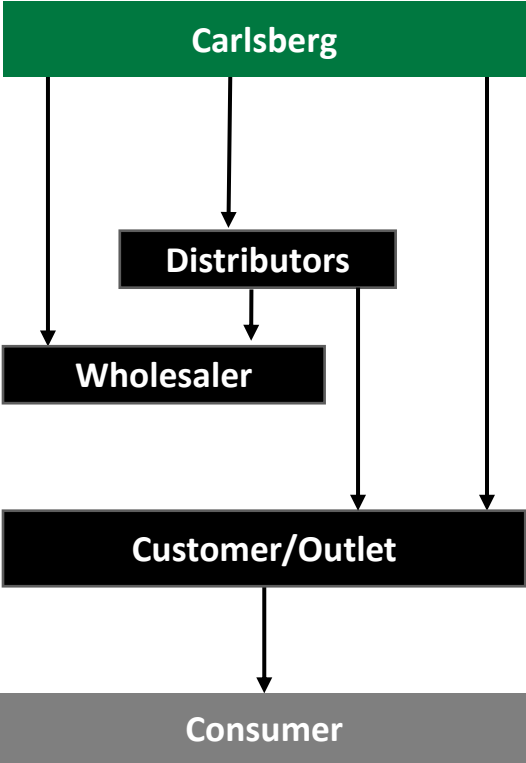
Challenge: Digital is a multiplication game

Number of:
Strategies
Models
Markets
Channels
Audiences
Journeys
Touchpoints
Platforms
Brands
etc.

**DIGITAL
BUSINESS
MODEL
COMPLEXITY**

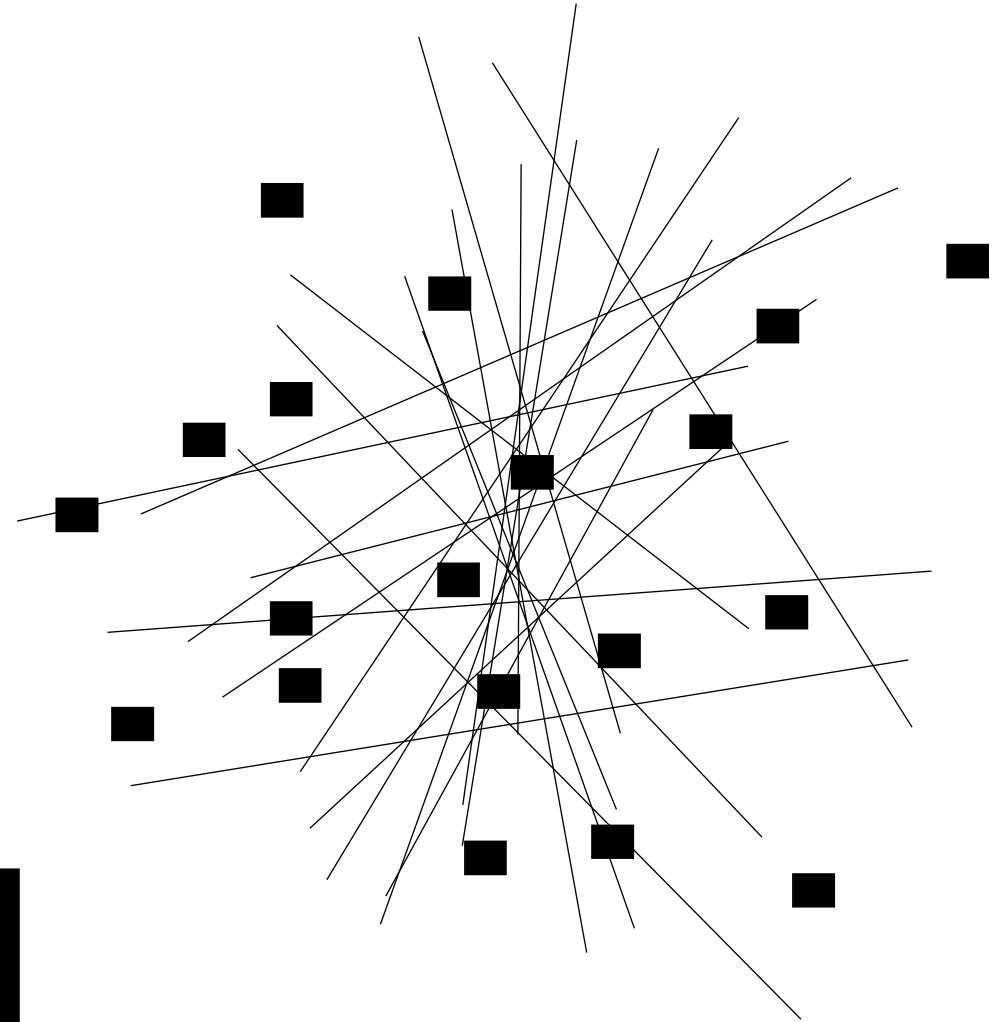


Value chain complexity



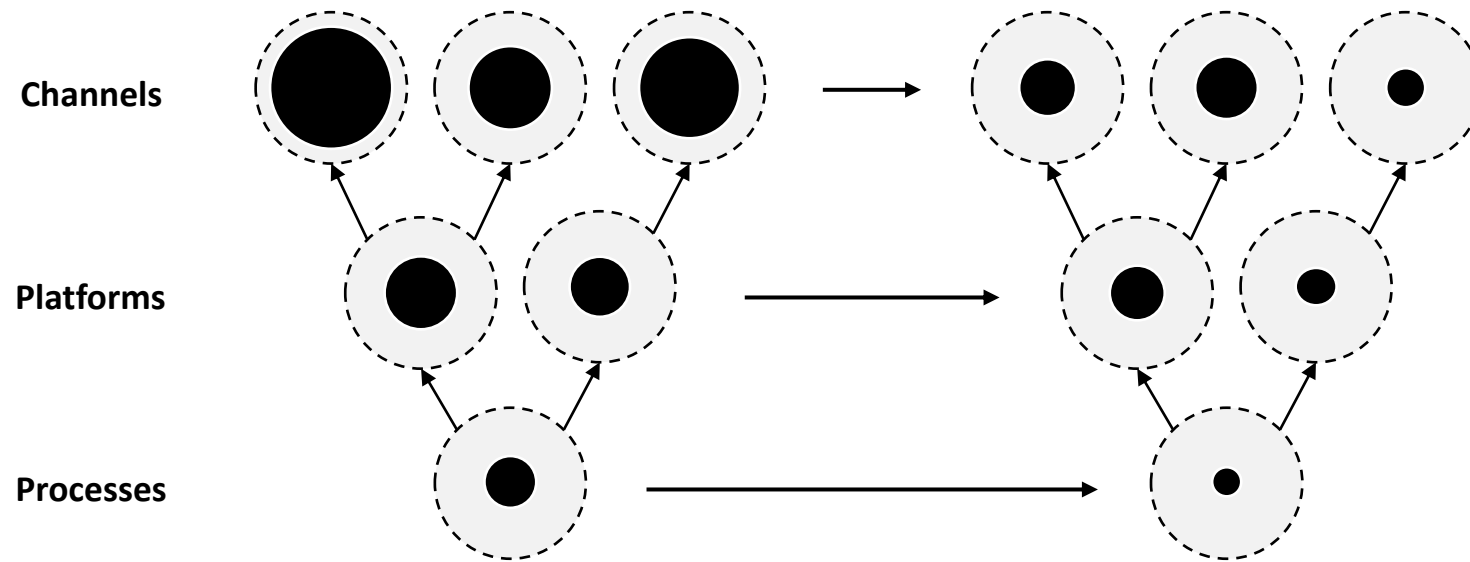
Tech challenges

- Fragmented landscape
- Hundreds of systems and processes
- Few unified data models
- Lack of golden record



Tech approach: Global solutions, locally adapted

Radical simplification is required to move forward



More ways of serving customers leads to more unique processes and systems, challenging operational efficiency and pace of strategy execution.

Abstract to transition and simplify

We have many different strategies and routes to market

Coop or **Jernbanecafeen?**

Best of two worlds

Business process simplification:
Online convenience meets
personalized relevant
relationship

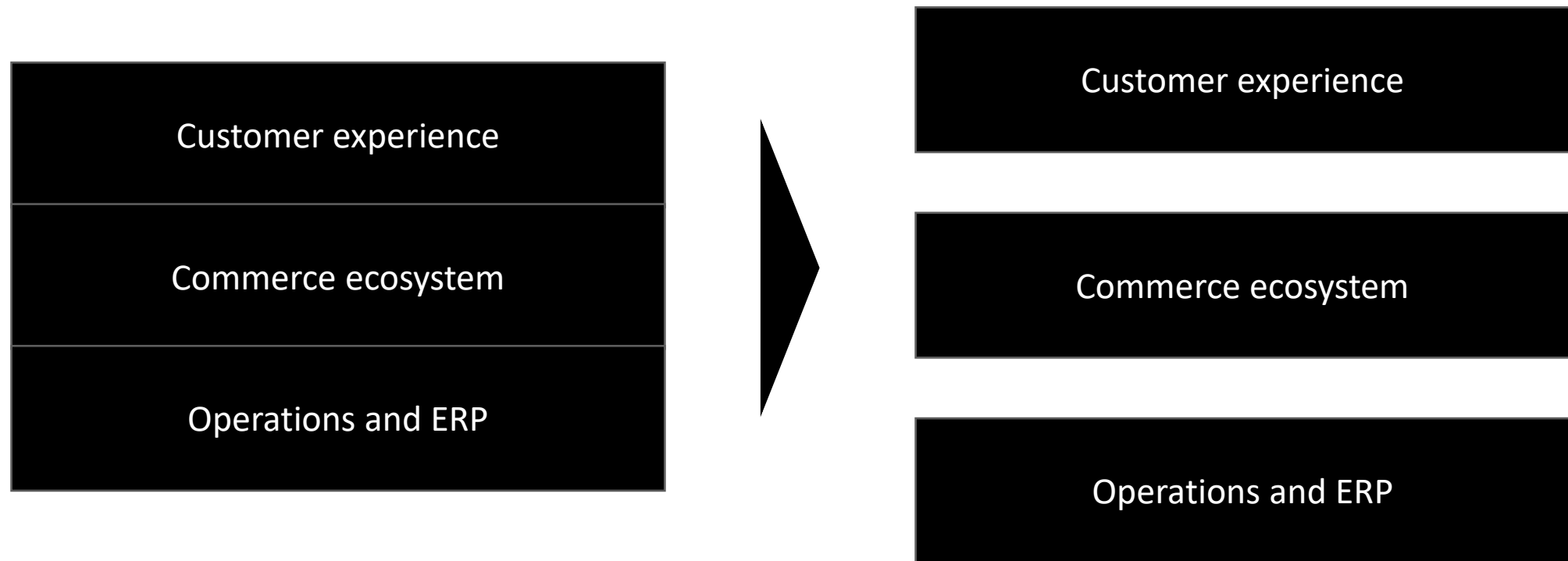


Start where the case and scale is best.. Image recognition

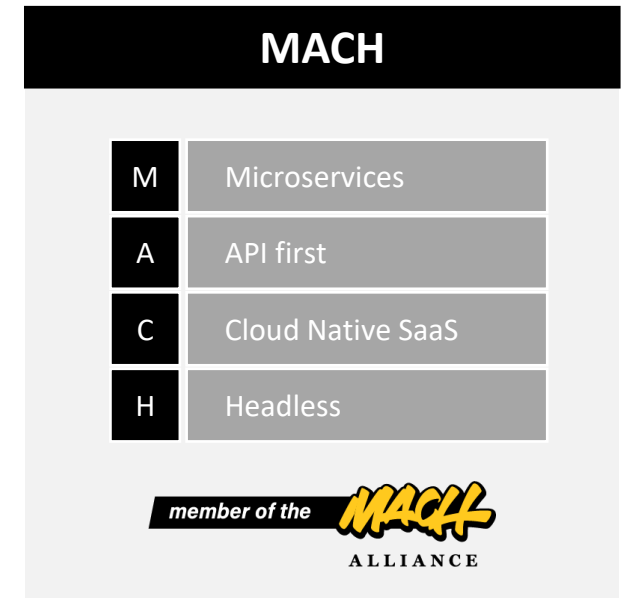
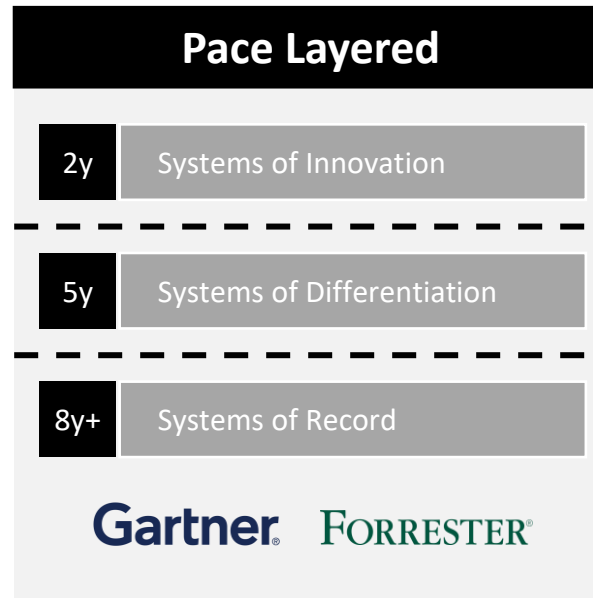
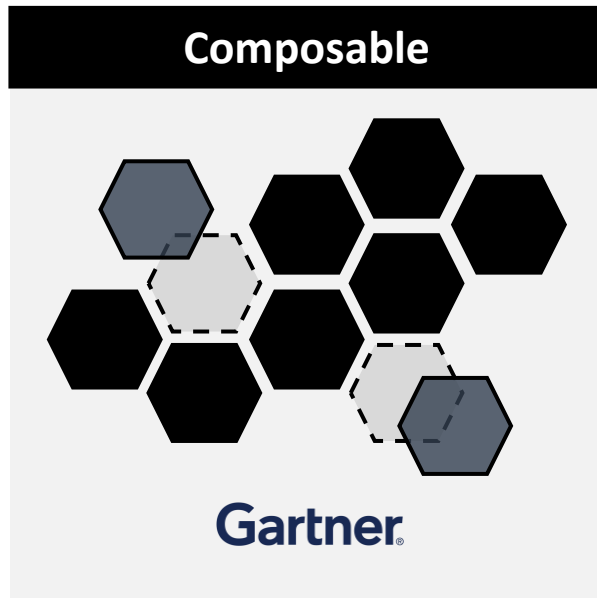
- Doing it in Coop.
- Move to bar later...



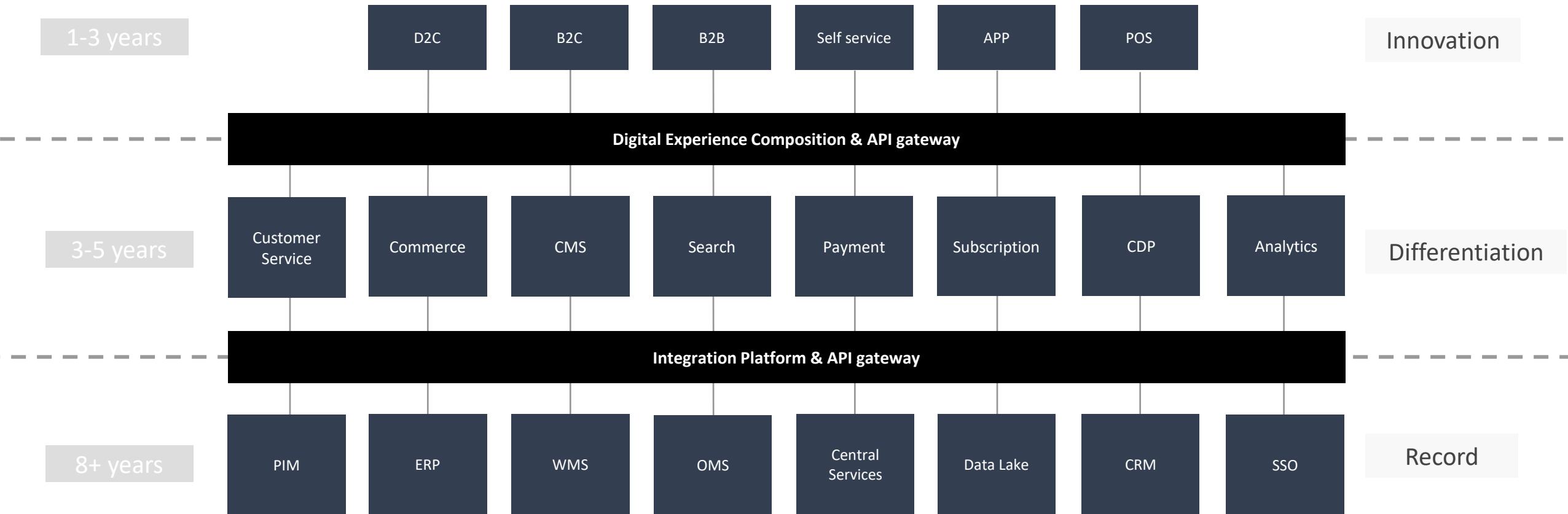
A unified customer experience requires decoupled platforms, systems and processes



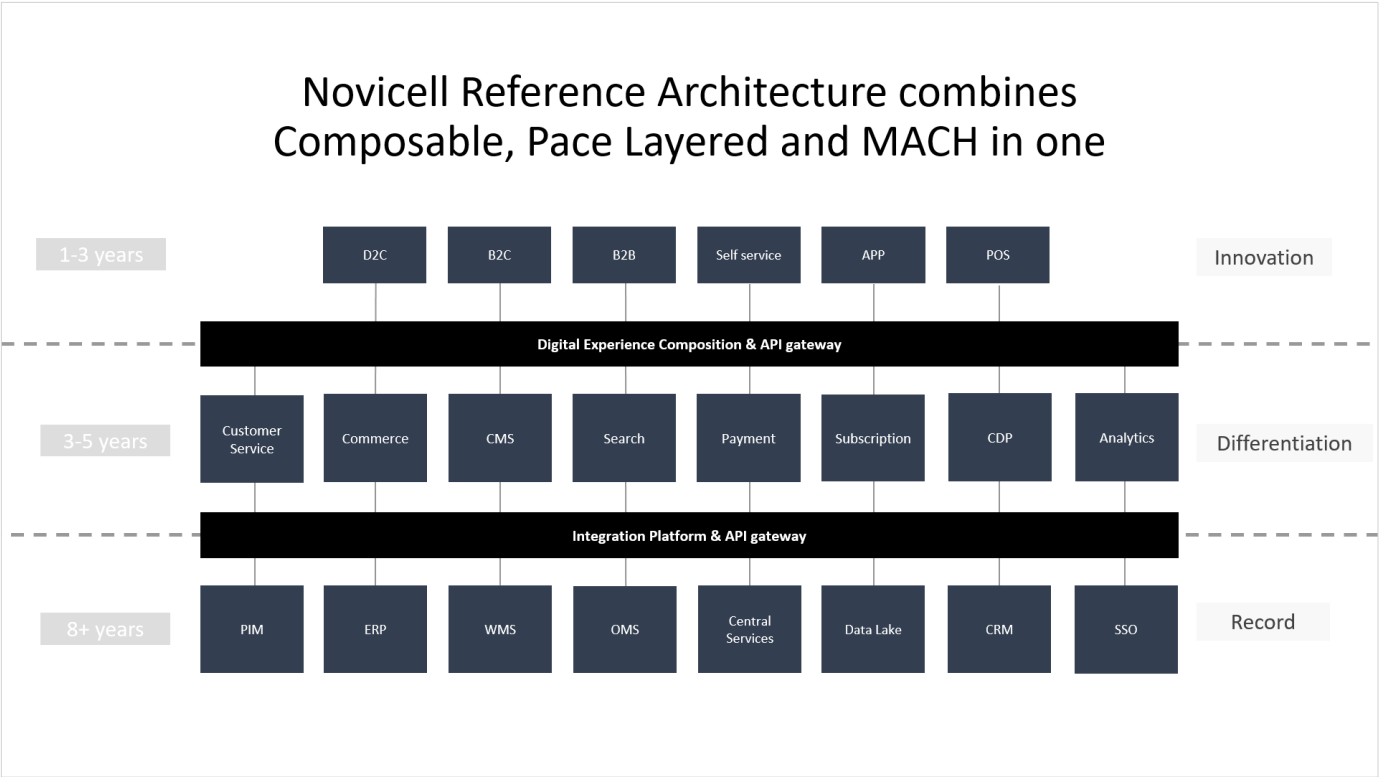
To design solutions, we rely on three architectural patterns that ensure digitally responsiveness to change



Novicell Reference Architecture combines Composable, Pace Layered and MACH in one



Composable business: Lower cost-of-delay



Benefits

Platform responsibility, capability and purpose

Communicatable overview

Assessment parameters for new tech

Summary

No matter how big or small you are...

- Understand what drives complexity
- Understand your strengths and apply to digital..
- Org. consensus can hold you back
- Radical change is risky, implement in steps
- Architecture is more important than platforms

Thank you – buy us a beer!
Meet us at booth no. 18!

Commercial



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Carlsberg Group

Architecture



Patrik Sjöman
Enterprise Architecture Director
Carlsberg Group

Advisor



Adam Peter Nielsen
Digital Advisor & CTO
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