

Case study

Carlsberg

Ten-year partnership with Carlsberg Group for long-term data volume reduction and GDPR compliance



About the customer

COMPANY HQ:
Denmark with operations in Europe and Asia

INDUSTRY:
Beverages

PRODUCTS:
Beers, ciders, soft drinks, bottled water

SIZE:
\$9.528 billion in revenue
45k employees 37 billion bottles of beer in 150 markets sold every year
World's 4th largest brewery group in the world

Business issue

As a multinational company with global manufacturing operations, Carlsberg was running multiple ERP solutions. These different data structures made it difficult for the business to see a single view of operations. Individual ERP systems were expensive to maintain in some regions and Carlsberg could not consider a cloud migration without encountering other data management and GDPR compliance challenges.

Carlsberg commissioned TJC Group as technical experts to plan and execute what became a highly complex, long term SAP data management project. The brief included working with third parties like Accenture and SAP and building close relationships with internal teams.

Carlsberg wanted to outsource ongoing data archiving and volume management to TJC Group and thereby ensure that data volumes would remain permanently under control and that the company would remain GDPR compliant. This would also help to permanently minimise ownership costs and optimise system performance.

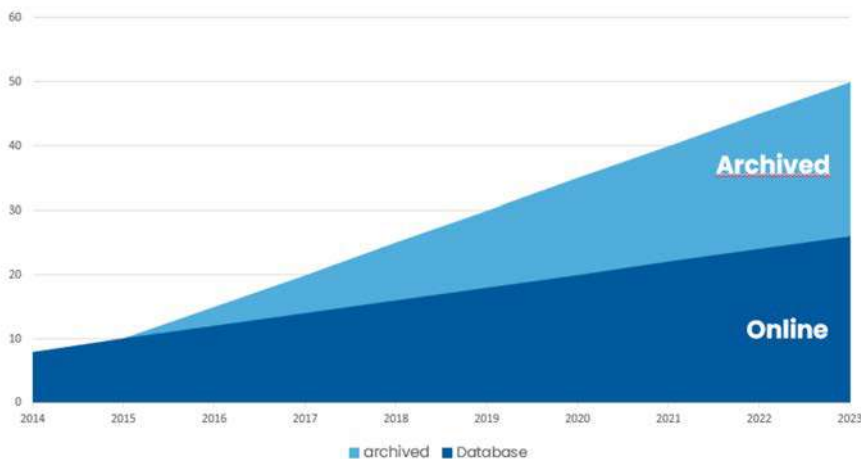
Carlsberg's Data Volume Management project with TJC Group reduced the database size by 62.5% to date. Further data volume savings are also replicated on pre-production systems and quality control environments.



Results

This represents a huge achievement in terms of data volume reduction and data storage costs in all SAP systems. Looking ahead it means that data growth can be kept under control.

Database evolution since 2014



Solution strategy

Carlsberg's initial aim was to simplify the SAP architecture by migrating to a single, on-premise SAP platform and unify systems within Western Europe. After this stage, it would be possible to migrate to a cloud platform. TJC Group implemented a comprehensive data archiving strategy to facilitate both key stages on Carlsberg's IT roadmap.

Business data management

Earlier attempts by Carlsberg to consolidate their different ERP databases had proven difficult to complete due to data ownership issues. It was difficult to identify original data owners across so many regions and then convince them to archive off data.

Data volume management is often an emotive topic in a business because of concerns that if data is archived off, difficulties may arise in the future. Users can worry their data won't be found or be immediately available if and when it is needed, for example to comply with tax and audit requests. Part of Carlsberg's commission to TJC Group was to reassure users that archiving was an important housekeeping exercise, and that the data was still safe even when archived off.

Data volume growth controls

In addition to unifying ERP systems and supporting a move to the cloud, Carlsberg wanted to put a lid on data volume growth and reduce the cost associated with storing large volumes of unnecessary data. Data Archiving proved to be a successful strategy for that.

International regulatory compliance

Data archiving needs to consider tax and audit requirements for compliance. Additionally, GDPR requires organisations to comply with a set of regulations relating to data retention which vary by country and industry. GDPR compliance for Carlsberg was made more technically complex because the company needed to meet specific tax and audit requirements in 9 countries including Denmark, Finland, France, Norway, Sweden, 2 Swiss entities and the UK, with provisions in place for more implementations in Poland and Germany.

Long term Data Volume Management program: Carlsberg overview

- **Phase 1:** Implementation and execution of Data Archiving in 5 systems for volume reduction. As part of Carlsberg programs to consolidate 5 systems into a single platform, TJC Group helped them to implement a data archiving strategy that would manage the resulting data growth. This phase also included the automation of data archiving processes with the Archiving Sessions Cockpit (ASC), an SAP-certified software solution from TJC Group.
- **Phase 2:** Data archiving for volume reduction to enable cost-effective cloud migration by Carlsberg. This would support Carlsberg's move to cloud hosting (and beyond).
- **Phase 3:** GDPR compliance project: implementing data blocking and retention policies as defined by Carlsberg (at country level). The GDPR solution was comprised of SAP ILM with TJC Group automation software ASC for ILM. Once this project was completed, TJC Group also oversaw the execution of data blocking and data destruction according to the policies previously defined.
- **Professional Archiving Services programme:** To ensure that the above solutions were executed in an optimal way and on time, a Professional Archiving Services programme was established with TJC Group. This involves TJC Group managing the implemented data archiving, data blocking and data destruction, including monitoring, continuous improvement, and reporting on an ongoing basis.



Throughout the project's duration, TJC Group also supported Carlsberg with ad-hoc data management issues including:

- Resolving CRM performance by implementing additional archiving to reduce relevant data volumes.
- Migrating archived documents from on premise to the cloud.

What is the Archiving Sessions Cockpit (ASC)?

The ASC is an SAP certified add-on developed in ABAP that automates Data Archiving jobs to avoid the risks of manual errors and duplications, without impacting on customer business processes. The ASC also includes ILM capabilities so that data can be destroyed as per the retention management periods. A thorough archiving process using ASC will provide significant savings to database storage taming the database growth.

What's next?

Every organisation today faces a common challenge. The digital business landscape means data is growing at exponential rates. It is imperative that data volumes are permanently managed through ongoing automated data archiving and ILM. It is an essential part of IT housekeeping and total cost of ownership management. TJC Group continues to work with Carlsberg's Global IT team to complete GDPR compliance programmes and manage ongoing data volume growth.

Why Carlsberg chose TJC Group

TJC Group have proven themselves as Carlsberg's trusted, go-to technical partner for data management during a working relationship that has spanned over ten years. Here's why they chose us:

- TJC Group is an international organisation with extensive experience in advising large international organisations about their data strategies. This makes us ideally placed to undertake complex data management projects involving multidisciplinary teams working across different geographies.
- We pride ourselves on customer relationships and we build strong, long-term partnerships with internal client teams.
- Our proven dual approach combines using SAP's standard archiving solution with TJC's own SAP certified solution to automate the execution of data archiving and ILM. The Archiving Sessions Cockpit enables automated archiving and data destruction on any SAP system.
- TJC Group's agile data management capabilities ensure rapid progress and results are achieved, whilst also conforming to Carlsberg's IT change release schedule and existing internal processes.
- Experience in implementing tax and audit compliant archiving solutions across multiple countries and jurisdictions.
- The Professional Archiving Services offering ensures efficient ongoing archiving for data volume management, with data blocking and destruction for GDPR compliance - saving Carlsberg time and money.
- Execution of data cleansing to remove obsolete data.
- TJC Group's proven methodology is effective at tackling complex archiving and GDPR projects, we make a clear difference right from the outset.



Carbon footprint reduction

Data hosting is known to be a hidden polluter, with data centres consuming more energy than any other industry. According to the International Energy Agency (IEA), data centers account for 1–1.5% of global electricity use and are responsible for nearly 1% of energy-related greenhouse gas (GHG) emissions¹.

Carlsberg's archiving project has also delivered important sustainability benefits. The company has committed to achieving a 30% reduction to value chain emissions by 2030 and to operate a Net Zero value chain by 2040. Finding ways to reduce the storage of unnecessary data is an important contributor to these strategic targets.

Since introducing the data volume management programme, Carlsberg has reduced the volume of data stored which equates to significant savings in hosting costs and a reduction to energy consumption.



For every 10TB of data archived, Carlsberg has saved 30,000kg of CO₂ emissions².

1. **Techtarget**, Assess the environmental impact of data:

<https://www.techtarget.com/searchdatacenter/feature/Assess-the-environmental-impact-of-data-centers#:~:text=Data%20centers%20and%20data%20transmission,cut%20in%20half%20by%202030.>

2. **Calculations based on 8 billion trees calculator**. Find out more at **Carbon Footprint of Data Centers & Data Storage Per Country (Calculator)**:

<https://8billiontrees.com/carbon-offsets-credits/carbon-ecological-footprint-calculators/carbon-footprint-of-data-centers/#:~:text=Based%20on%20the%20U.S.%20electric,0.2%20tons%20of%20CO2.>