

Customer Success Story

Central American Brewer CCN Pours Through Data, Automates Performance Management with Adaptive



Compañía Cervecería de Nicaragua (CCN)
Consumer Packaged Goods
Managua, Nicaragua

CCN has produced high quality beer for over 80 years, and today is the largest brewery in Nicaragua. With technology like flash pasteurization and automated processes, CCN is one of the most technologically advanced and modern Latin American breweries.



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Compañía Cervecería de Nicaragua eliminates IT dependence, spreadsheet risks, and 80 weeks of data aggregation and integration work with Adaptive Planning and Adaptive Discovery

Use of the Adaptive Suite continues to pour across geographic and industry lines, rapidly becoming the cloud-based solution of choice for international enterprises. And Franco Chamorro can explain why.

Chamorro is the Finance & Administrative Director of Compañía Cervecería de Nicaragua (CCN); the largest brewer in Nicaragua.

“We have over 1,600 employees across various departments, and 10 distinct product lines,” Chamorro said.

Those lines include bottled water that CCN expanded into in 2002, along with various juices and non-carbonated sports and energy drinks, milk and teas that CCN launched in 2008. Add to this the company’s beer business, and you’re looking at one of the fastest-growing enterprises in Central America over the last decade.

Yet throughout most of this expansion period, the finance division within this technologically-advanced business was drowning in spreadsheets and soaking up IT time and money due to the increasing support needed to conduct financial planning, budgeting, and forecasting.

Staying Ahead of the Competition

“Ten years ago in Central America, each country had its own domestic brewer. Now international brewers are coming in, so we have more competitors and need to focus more on our customers and operations,” said Chamorro,

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explaining that Adaptive has helped CCN more deeply understand the business drivers that are mission critical to the brewer's success. "Adaptive helps us quickly analyze economic or business changes in our market, and the impact that those changes have to our financial performance. We know right away how changes in demand, costs of raw materials or imported goods, increases in payroll, or interest rate and currency fluctuations affect our business. This helps us make the big decisions that keep us in front of competitors."

A Barrel of Difference with Adaptive

"As our business grew and continues to grow today, our finance processes became more complex," said Chamorro. "Before Adaptive, we had to start reformatting spreadsheets to get them into our SAP ERP system, which was far too time-consuming and required a lot of effort from finance and IT. Also, we were seeing more frequent errors in cash flow forecasting, like mixing up revenue streams and price changes because we have so many different products. Essentially, spreadsheets were becoming too risky to use for our business planning."

Today using Adaptive, Chamorro describes a much smoother financial process for CCN.

"We can update or change financial projections according to market conditions more quickly, and then create new scenario models and reports within hours of those changes," Chamorro explained. "In the past, that would have taken at least a week to complete."

Adaptive Partner Analitikal Introduces CCN to the Cloud

Things changed for CCN when Analitikal, an Adaptive Insights partner and CCN's consulting firm, suggested that the brewer try Adaptive Planning to help alleviate any process inefficiencies or data inaccuracies.

"I saw Adaptive Planning for the first time when Analitikal demoed it for us," Chamorro recalled. "Analitikal did a great job of highlighting how Adaptive could model our business, how intuitive the experience is for managing budgets and forecasts, how it would work with our SAP ERP. I knew then that Adaptive Planning was right for us."

Within three months, CCN had fully implemented Adaptive Planning with the help of Analitikal. Chamorro and his finance team immediately began noticing significant benefits.

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Data Integrity, Integration Lead to 80 Weeks of Time-Savings In and Out of Finance Department

"Adaptive has helped us integrate our data and maintain its integrity much better than we were ever able to before," Chamorro said. "We can translate all of our work into sheets that clearly display cost drivers of our business - like pallets moved that affect our logistics budget, or hectoliter produce that determines our demand for raw material and purchasing costs, and beer cases sold that determine sales commission calculations that impact our overall personnel payroll budget." Today, 40 managers across CCN use Adaptive Planning, and each one has cut their time spent integrating and verifying data. "With Adaptive, we've liberated a staggering 80 weeks of time across the team that used to be spent on preparing budgets. Now the team can use this time on more strategic activities, like meeting with customers and improving operational performance," said Chamorro.

CCN managers are also using that time-savings to take advantage of other, more sophisticated features within Adaptive.

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Added Analytics with Adaptive Discovery

CCN is far from realizing the full organizational benefits of the Adaptive Suite. The company recently began using Adaptive Discovery; a powerful visual analytics tool that Chamorro says will give the company even greater insight into KPIs.

"We're reviewing how we can apply decisions based on data visualization and then build some indicators and metrics that can help our operations department," Chamorro said. "We've already mapped out what different department managers and line-of-business managers want to track, so we're going to create visual analytics dashboards for them within Adaptive Discovery so they can get information on KPIs on-demand and react more quickly to any changing business conditions."

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