



# Pernod Ricard Unifies Its Global Business with BMC

“BMC Helix Remedyforce is helping us connect our IT teams globally, allowing consistent reporting that enables management to more easily make decisions with cross-regional and global impact.”

Erica Dean | IT Governance System Administrator | Pernod Ricard



Pernod Ricard



19K

employees supported



86

affiliate locations to align



Global

install complete  
within one year

## Company Overview

Global wine and spirit producer Pernod Ricard offers one of the most comprehensive brand portfolios in the industry. With over 19,000 entrepreneurial employees worldwide and a decentralized organization model, the company is able to put consumer needs at the center of its growth strategy. A commitment to innovation and digital acceleration is helping the company achieve operational excellence and streamlined routes to market while promoting its core message of shared conviviality.

## Business Challenge: Deliver Consistent, Streamlined IT Services to a Decentralized Global Business

While Pernod Ricard's focus on allowing individual markets to cater to their base of consumers demonstrates the company's commitment to its customers—it also results in challenges for IT. The company's IT staff of 600 people supports the company's 19,000 employees across 86 affiliate locations—or the localized divisions of the global company that are aimed at meeting the local needs of consumers and the brand companies that focus on the brand itself—and its responsibility includes several global data centers.

For the organization to be able to deliver consistent and efficient support across the decentralized business, strategic planning and comprehensive solutions were required. The company needed global processes and ways of working to establish streamlined, seamless, and efficient IT services, while still accommodating localized practices that enable consumer-centric sales.

Given that the ITSM solution used in the Americas (North America and LATAM) was no longer available to deliver on the identified goals and was, in fact, nearing end of life, Pernod Ricard set about finding an optimal, cloud-based replacement that would initially meet the needs of this team and then eventually expand to serve the rest of the IT organization.

## The Solution: BMC Helix Remedyforce

Having defined its business objectives and evaluated Gartner's Magic Quadrant leaders, Pernod Ricard Americas chose BMC Helix Remedyforce for its clear, out-of-the-box differentiators: functionality, configurability, adaptability, and the underlying stability and power of the Salesforce platform, along with its Chatter integration.

The Pernod Ricard IT organization began its BMC Helix Remedyforce implementation in just two geographic locations, North America and Latin America. Once successful implementations were achieved, the company began rolling out the solution to more of its affiliates, and has now systematically implemented BMC Helix Remedyforce for over 70 of its 86 locations. With a very well-developed core configuration, aligned with the company's globally accepted processes, Pernod Ricard maintains the ability to make adjustments and concessions for local ways of working, helping individual affiliate communities maintain their identities even in the process of globalization.

With the consistent goal of providing a seamless user experience to business users for all services and supported applications, Pernod Ricard's implementation is focused on incident, service, and change requests, problems, and tasks, ultimately giving users the ability to submit tickets, receive updates, and be provided with resolutions to their requests, including escalation to problem management when necessary.

Among the benefits the company has realized since implementing the BMC solution, the consolidation of its reporting efforts stands out, allowing Pernod Ricard's management team to make global and cross-regional decisions regarding other IT topics from a common data set. Other benefits include:

- BMC Helix Remedyforce communication and problem-management capabilities create **greater team connection and synergies across the company**
- Consistent sets of data across the organization enable **alignment with business objectives and more informed, strategic decision making**
- A shared tool has made it easier to break down organizational silos, allowing streamlined communication, greater connection between teams, and **synergy in workflows and team best practices**
- The solution's **ticketing component** has worked so well in its initial implementations that its use has expanded to other affiliate non-IT teams at the local level

## Next Steps

With successful implementations running at the majority of its affiliates, Pernod Ricard has set its sights on an enterprise-wide install within the next few months. In addition, the company is always looking at ways to further make use of the BMC Helix Remedyforce modules, features, and capabilities for the affiliates that are already on the platform, including expanding use of the self-service portal, knowledge management, and sometime in the next year, asset management as well.



As a couple of affiliate teams are already demonstrating success with self-service and knowledge management, the company sees this as an opportunity for other affiliates to learn from what these teams have done, engage communication around best practices, and then adapt those configurations to best meet the needs of their own local business users. This type of knowledge-sharing nicely demonstrates Pernod Ricard principles of both globalization and localization, allowing teams around the world to benefit from and celebrate each other's shared experiences.

“ *BMC Helix Remedyforce has connected the business, our customers, to our global IT organization. It's provided them with a more seamless and efficient way to obtain resolutions for and fulfillment of their IT requests.* ”

**Erica Dean** | IT Governance System Administrator | Pernod Ricard



### Learn More:

-  Read more about BMC Helix Remedyforce
-  Listen to our podcast with Pernod Ricard