

## Accenture Helps Efes Rus Improve Transportation Efficiency Through New Technology Solution

Written by Australian Business

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MOSCOW--( [BUSINESS WIRE](#) )--Accenture (NYSE:ACN) has successfully implemented a new transportation management system at Efes Rus that is helping one of Russia's largest brewers to improve the effectiveness of its transportation network and more efficiently deliver its products into the hands of consumers.

The new IT system delivered by Accenture provides Efes Rus with a streamlined and standardized transportation platform, including an automated planning process, tracking data, and improved visibility into transportation costs. The system also allows third party carriers to directly input the details for individual deliveries, allowing for efficient cost calculation and billing for each delivery agreed and fulfilled, helping to reduce errors and free up Efes Rus employees to focus on other tasks. The solution will also help Efes Rus to verify compliance with its own corporate standards and legal requirements.

Accenture worked with Efes Rus to identify the right technology solution and to implement and roll out a single system to manage every stage of its transportation process more effectively, including communications with third party carriers. The solution, which is an implementation of the SAP® Transportation Management application, helps Efes Rus to plan the 700-1,000 deliveries that it makes each day.

"This program is a key component of our drive to provide a quality experience to our commercial partners and our customers," said Hakan Basar, Planning & Logistics Director at Efes Rus. "This collaboration with Accenture is helping us to reduce transportation costs, reduce errors, and continually improve our supply chain operations."

Marco Spaziani Testa, who leads Accenture's Products operating group in Russia, said, "This new solution is crucial to Efes Rus's ability to cost-effectively manage its transport flow while also fully collaborating with retailers and delivering on its customers' expectations. It will also help to provide Efes Rus with clear insights into its transportation processes and where further improvements can be made."

Efes Rus employs more than 4,000 people across its facilities in the region, which include seven breweries and four malt-houses, and has a production capacity of 2 billion liters annually.

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is [www.accenture.com](http://www.accenture.com).

## About Efes Rus

Efes Rus ([www.efesrus.ru](http://www.efesrus.ru)) is the Russian subsidiary of Anadolu Efes, which is one of the largest brewing companies in Europe with headquarters in Istanbul. In Russia Efes Rus has a strong position among the four major players in the beer market. The assets of Efes Rus include seven breweries – in Kaluga, Rostov, Ufa, Kazan, Novosibirsk, Ulyanovsk and Vladivostok. Its portfolio of brands consists of the world-known and local trademarks: Efes Pilsener, Miller Genuine Draft, Stary Melnik, Velkopopovicky Kozel, Bely Medved, Sokol, Redd's, Zolotaya Bochka, Zhigulevskoye, Gold Mine Beer, Bavaria, ESSA, and others.

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