Beginnings: Our Place as Craft Leader

− In 1984, better beer did not exist!

− Jim Koch came from a family of brewers, but at the time had started a promising career in management consulting

− He carefully researched the beer business, and believed consumers were ready for more flavor

− Jim took his great-great grandfather's beer recipe, brewed it in his kitchen, and Samuel Adams Boston Lager was born

− Samuel Adams Boston Lager officially introduced on Patriot's Day 1985

− Six weeks later, the beer won "Best Beer in America" at the Great American Beer Festival

Pre-Prohibition 1600 - 1919
3,200 Breweries

Post-Prohibition 1933 - 1980
42 Breweries

Today's Craft Brewing Movement
2,000 Breweries
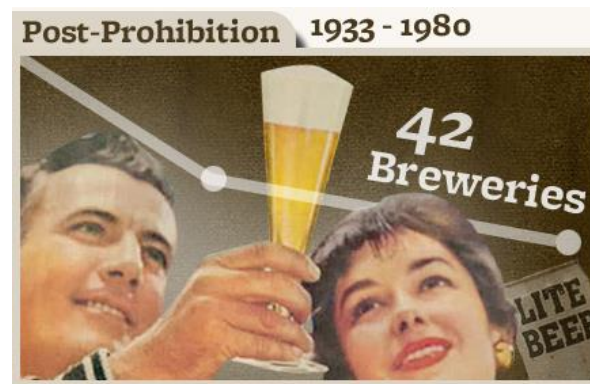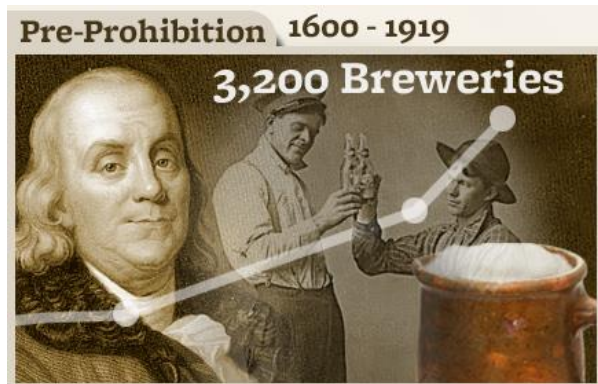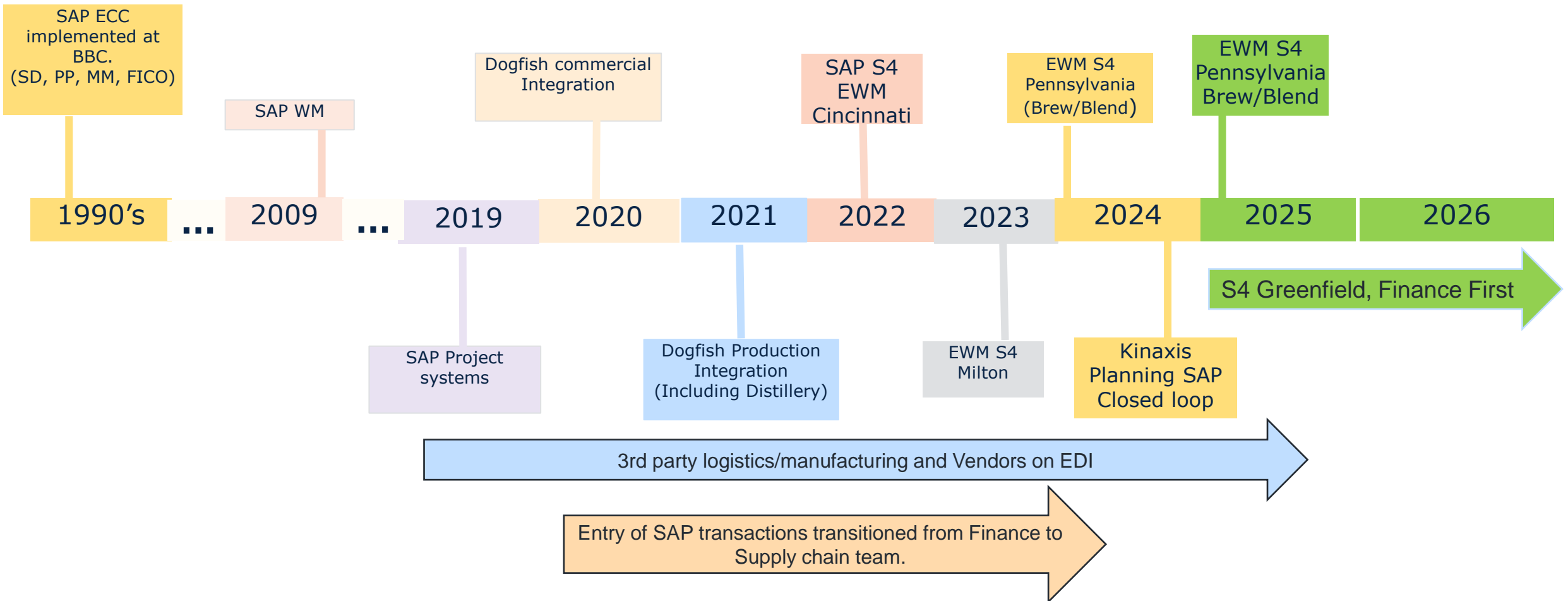
Overview of Boston Beer:

- ✓ **Founded in 1984**
- ✓ **First brewery opened in 1989**
- ✓ **One of the biggest craft beer companies**
- ✓ **5 Brewery Locations**
- ✓ **6 Taprooms + 1 Inn**
- ✓ **#1 Beer Supplier**
- ✓ **Our products...**

Using SAP Advisory Services

Our BBC SAP & EDI Journey

BBC
·ESTD.1984·

SAP ECC implemented at BBC.
(SD, PP, MM, FICO)

SAP WM

Dogfish commercial Integration

SAP S4 EWM Cincinnati

EWM S4 Pennsylvania (Brew/Blend)

EWM S4 Pennsylvania Brew/Blend

| 1990's | ... | 2009 | ... | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |

S4 Greenfield, Finance First

SAP Project systems

Dogfish Production Integration (Including Distillery)

EWM S4 Milton

Kinaxis Planning SAP Closed loop

3rd party logistics/manufacturing and Vendors on EDI

Entry of SAP transactions transitioned from Finance to Supply chain team.

SAP S4 EWM - EWM & Clean Core

IP Delivered Rollout (SAP EWM w/ S4)

Cincinnati Brewery

Database select statements leveraged in custom applications

Delaware Brewery

IP re-engineering of code sets

Pennsylvania Brewery

S4 business case

BBC ESTD.1984

SAP Advisory

"Clean core expectations with IP's"

BBC & SAP Advisory – Clean core Architecture Outcomes:
- ✓ Engagement with SAP Advisory enabler/confidence builder for BBC team to set clean core expectations with IP
- ✓ BBC Validation controls established around clean core concepts
- ✓ Deeper collaboration on clean core concepts in BBC design & code review validation points
- ✓ IP re-engineering of code sets away from Database selects and to CDS in subsequent EWM rollouts(clean core)

IP= Implementation Provider

SAP S4 EWM - EWM & Clean Core with a Twist

S4 business case

BBC · ESTD.1984 ·

SAP Advisory

"Clean core expectations with IP's"

Collaboration & Education
- SAP's S4 & BTB architecture vision
- SAP's clean core concepts

EWM project Team

BBC · ESTD.1984 ·

Implementation Partner

"Why are our EWM RF enhancements not clean core?"

Understanding & Application
- S4 EWM standard code set for RF transaction has not been re-engineered to leverage CDS View technique
- SAP cookbook for enhancing EWM RF transitions includes copying the SAP standard code set and updating

S4 business case

BBC · ESTD.1984 ·

SAP Advisory

"Clean core expectations with IP's"

Confirmation & Validation
- SAP's S4 & BTB architecture vision
- SAP's clean core concepts

SAP Advisory Activities

Business Case Creation

- S4
- Plant Maintenance (EAM)

Education Sessions:

- BTP
- RISE
- Datasphere
- Signavio
- Future architecture possibilities

CONFIDENCE   EXCITEMENT

MOTIVATION

WE ARE READY

Cheers to never Settling!

Thank You