



CARLSBERG INTELLIGENT AUTOMATION

Driving
automation as **a**
business

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Boye 22 – Business automation track





INTELLIGENT AUTOMATION **PURPOSE**

**WE ENABLE MEANINGFUL WORK FOR EVERY
EMPLOYEE**

**WITH CARLSBERG'S INTELLIGENT AUTOMATION
PLATFORM**

**TOGETHER TOWARDS ZERO WASTED TIME
WITH AUTOMATION & PROCESS INNOVATION**





INTELLIGENT AUTOMATION **AMBITION**

**WE WILL BUILD AN INTELLIGENT
AUTOMATION PLATFORM THAT ADDRESS
CARLSBERG'S CHALLENGES, TODAY AND
TOMORROW.**

**WE WORK TOGETHER TO ENSURE OUR
PROCESSES CREATE VALUE.**

**WE ENHANCE PRODUCTIVITY WITH TOOLS
THAT HELP WITH DAILY WORK.**



INTELLIGENT AUTOMATION

FOR CARLSBERG'S BUSINESS LEADERS, WHO WANT TO IMPROVE THEIR PROCESSES AND MAKE THEIR TEAMS MORE EFFICIENT, CARLSBERG'S INTELLIGENT AUTOMATION COE IS A HIGHLY SKILLED INTERNAL TEAM THAT CAN ADVISE, IMPROVE, & AUTOMATE YOUR PROCESSES, WHILST GIVING A RAPID RETURN ON INVESTMENT



BUILD ON SUCCESS

IA Team has been involved in delivering a wide range and types of low-code automations. We have been the driving force behind big projects such as RTR Accelerate, and Digital BPO as well as built many smaller local automation supporting business day-to-day efficiency.



FUND THE JOURNEY

Most of the benefits enabled by the IA team can be reinvested into the business.

The last two years the IA Team have brought more benefits to the business than it costs to run the team – both people and technology cost



EXPAND

We are now ready to expand the value of low-code automation through the introduction of the squad and federated approach. Through this approach strengthened CoE will not only deliver value but will enable the business to discover and build their own automation doubling the value for Carlsberg.

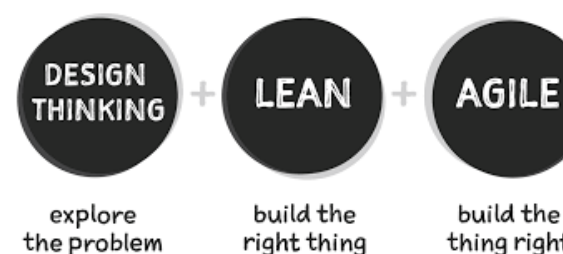
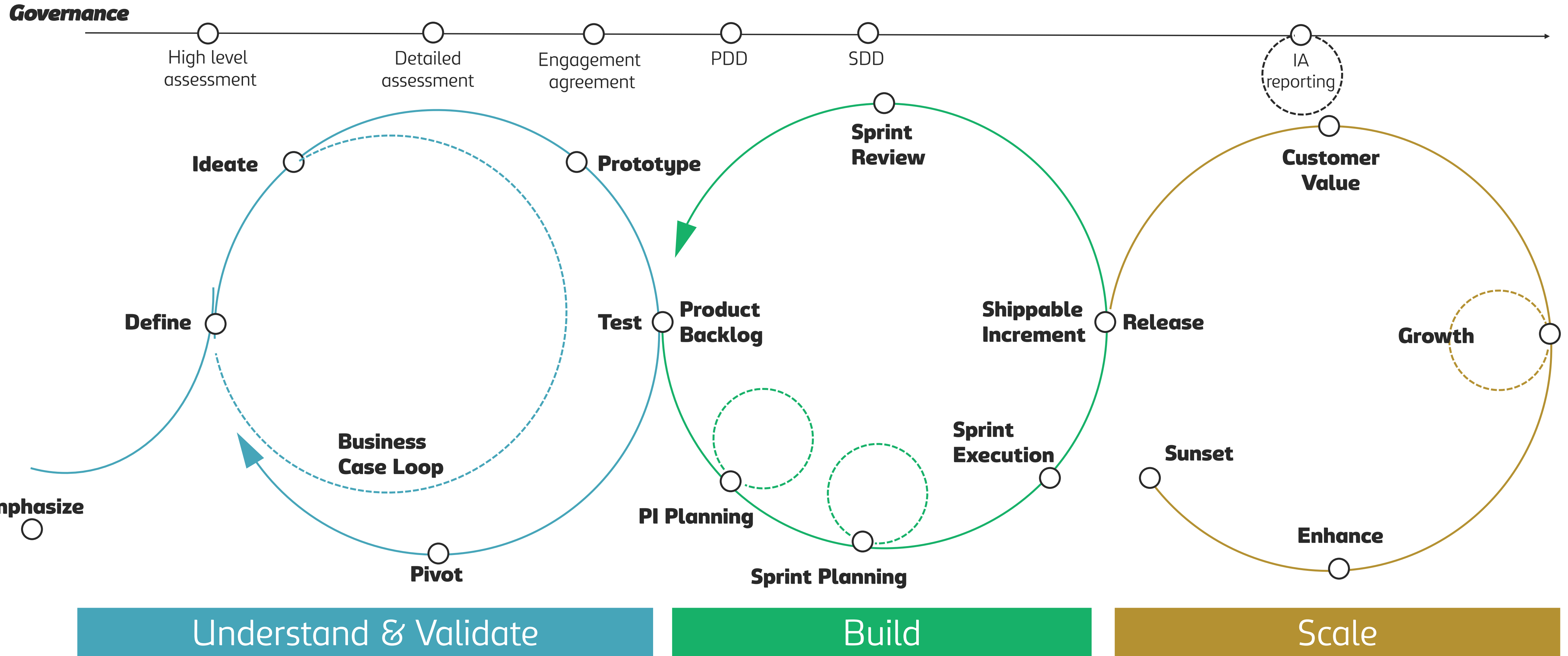
INTELLIGENT AUTOMATION

HOW WE WORK

Design Thinking

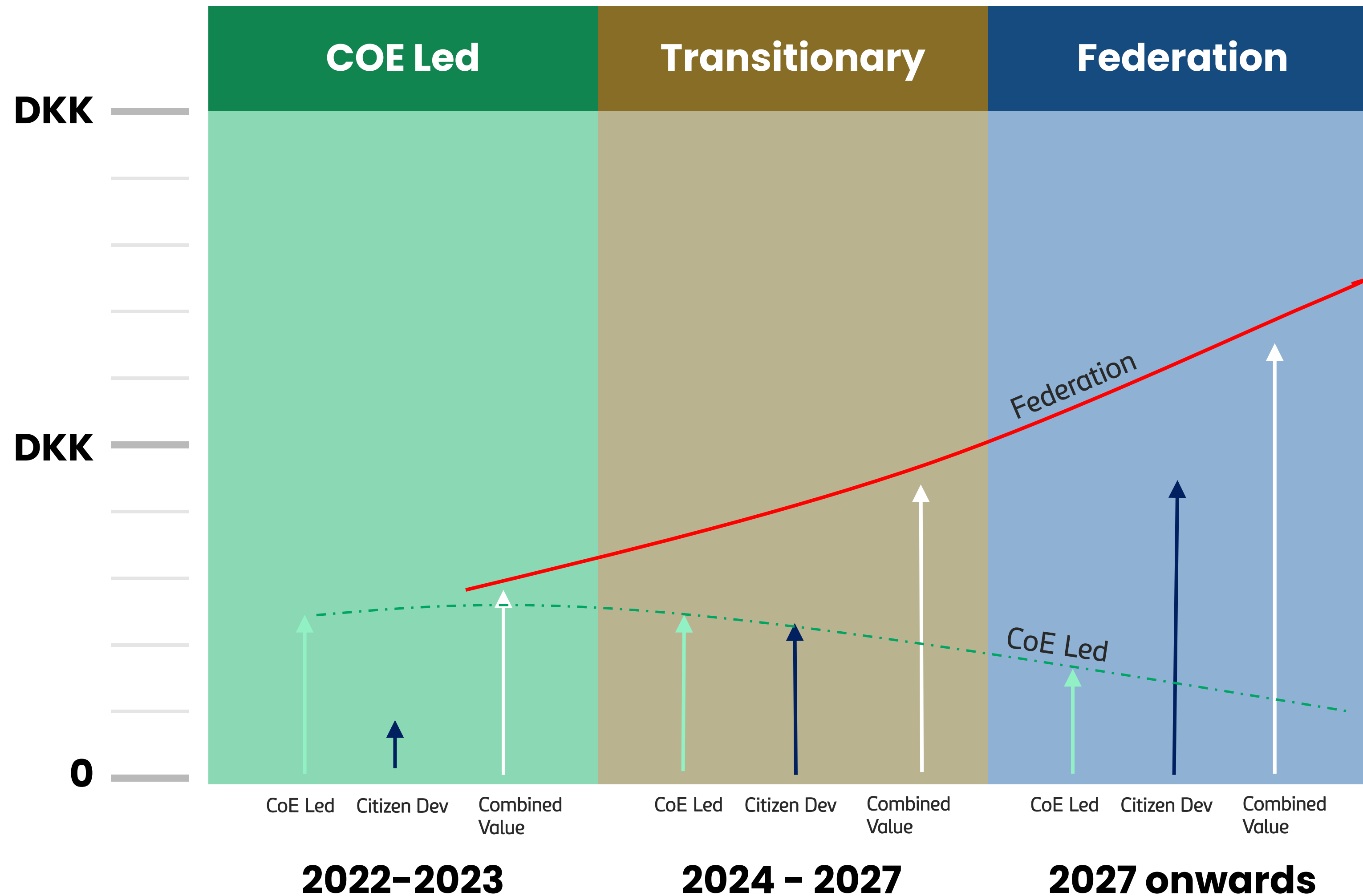
Agile

Growth Hacking



Increasing automation scale & value

INVESTMENT IN COE, CIA PLATFORM, AND INTRODUCTION OF THE FEDERATED MODEL CAN INCREASE THE VALUE OF AUTOMATION BENEFITS PER YEAR. VALUE INCREASE WILL BE ACHIEVED BY COE ENABLING BENEFIT DELIVERY BY CITIZEN DEVELOPERS DIRECTLY IN MARKETS AND FUNCTIONS



Strengthen CoE

Invest in CoE capabilities to kick-start scalability.



Introduce Platform

Build Automation Platform to enable enterprise-wide automation adoption

*Investment 1 Squad



IA Federation

Enable local operational efficiency and citizen development

*Functions & markets sponsorship

Key take aways

Sales

- Identify your key customers and champions early on in your journey and don't shy away from the sales part of the job
- Treat your automations as a product – it allows you to get a foot in the door with a proven scalable solution
- Be religious on what you are being tracked on, fx benefits, team utilization and automation performance. Important for management buy-in

Team

- Instill a pragmatic and commercial mindset in your team
- Empower your team to chose their own work
- Keep the key knowledge inside your organization – Consultants must deliver according to your approach

Services

- Get a single point of entry for everything related to your teams' services.
- Take a holistic / technology agnostic approach to solving business issues
- Your team's capacity is finite. Look into creating a citizen developer programme

THANK



YOU