

SUNGARD AVAILABILITY SERVICES —A STEADY, TRUSTED PARTNER FOR BUSINESS CONTINUITY



HEINEKEN, the UK's leading pub, cider and beer company, is the name behind iconic drinks brands such as Strongbow, Bulmers, Foster's, Kronenbourg 1664 and Heineken®, together with a range of speciality brands. It employs 2,300 people in the UK and has breweries, cider plants and offices in Edinburgh, Tadcaster, Manchester, London, Hereford and Ledbury.

"Heineken has been a Sungard Availability Services customer for as long as I've been coordinating business continuity so that's at least ten years. We rely on their Workplace Recovery services at Livingston Workplace Recovery Centre to support our Edinburgh HQ. This means if we were to experience problems—a power cut, fire, flood or major accident blocking road access to our offices, for example—business-critical functions would still be able to operate.

We run a substantial pub estate so it's good to know some of the key support functions, including Planning and our Customer Hub Contact Centre, would have alternative office accommodation to go to. Even comparatively short disruptions to one of these functions could result in our deliveries being impacted and so affect some of the company's 2700 pubs and bars across the country.

Being able to assure continuity of supply is important to our off-trade customers too—from the UK's largest supermarkets to the independent retailers up and down the country. Having a business continuity plan and contracted seats at a recovery centre gives them and us the peace of mind that we won't let them down.

Whilst we have only needed to use Sungard AS a couple of times in the past few years, it provides great reassurance to us that the facilities are on hand should we need them.

I view Sungard Availability Services as more than a supplier—they're there to help us in times of trouble. I don't really want to have to call on their services but I'm glad they're there if I need them. We all know unforeseen events can happen and we'd be burying our heads in the sand if we pretended otherwise.

Our two companies have a good relationship, with give and take on both sides. We've been customers for so long that Sungard AS understands how our systems work and nothing fazes them. I have complete confidence in their abilities."

Dr. Nick Silk, Regulatory Manager, Supply Chain Support – Heineken UK Ltd



Heineken®

ABOUT HEINEKEN

[Heineken](#)—the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and speciality beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management.



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Dr. Nick Silk

Regulatory Management Supply

Chain Support

Heineken UK Ltd

To learn more, visit www.sungardas.com or call 1-888-270-3657.

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