

Budweiser Brewing Co APAC Case Study



Smartsheet helps Asia's largest and a fast-growing beer company in Asia Pacific to boost efficiency and visibility.

Budweiser Brewing Company APAC limited is the largest beer company in the Asia Pacific by retail sales value in 2018.

Budweiser APAC, part of AB InBev, is the largest and fast-growing beer company in the Asia Pacific. The Company is one of the most profitable Asia-based beer companies in terms of Normalized EBITDA in 2018, with sales into 38 territories across the region, including its principal markets China, South Korea, India and Vietnam.

This is a white card with a subtle drop shadow. At the top is the Budweiser logo. Below it is the company name in English and Chinese. The card contains the following information:

- INDUSTRY:** Consumer Staple Products
- SUB-INDUSTRY:** Beverages
- Use case:** Project management
- Website link :** <https://budweiserapac.com/>

Challenges Faced By Company

1. Visibility
2. Project tracking
3. Project Planning

Proactively engaging with a team member during the planning phase was one of the challenges for us.

Effective communication and collaboration in project management are extremely important for a successful project. Additionally, planning resource and usage accurately was also key.

Having greater transparency in projects and accountability within the team is also important and all this are achieved through smartsheet.

SMARTSHEET

Dynamic workspace that moves your business forward.

Solution / Benefits

Smartsheet features like grid view, Gantt view and card view in a single sheet give more visibility to the project. Having those different types of visual representation on a project made it easy to get team members involved and work on the same sheet in a different way.

Smartsheet helps to track performance while maintaining discretion and complete autonomy of the executive working on the sheet has become much simpler and faster as compared to Google sheets.

Result in significant improvement on how reporting functioned previously.

Benefits:

1. Automated workflows to reduce manual tasks.
2. Fewer unnecessary emails.
3. Multiple views of data.
4. Maintain the records for going forward.

SMARTSHEET

Dynamic workspace that moves your business forward

Results

Better visibility and accountability.

Better tracking.

Better management.

Better communication and engagement

Smartsheet is a place where people can go above and beyond with a flexible platform, which makes it easy to plan, capture, manage, and report on work from anywhere.

Real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep the team and team members connected and informed.



BUDWEISER BREWING COMPANY APAC

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SMARTSHEET

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