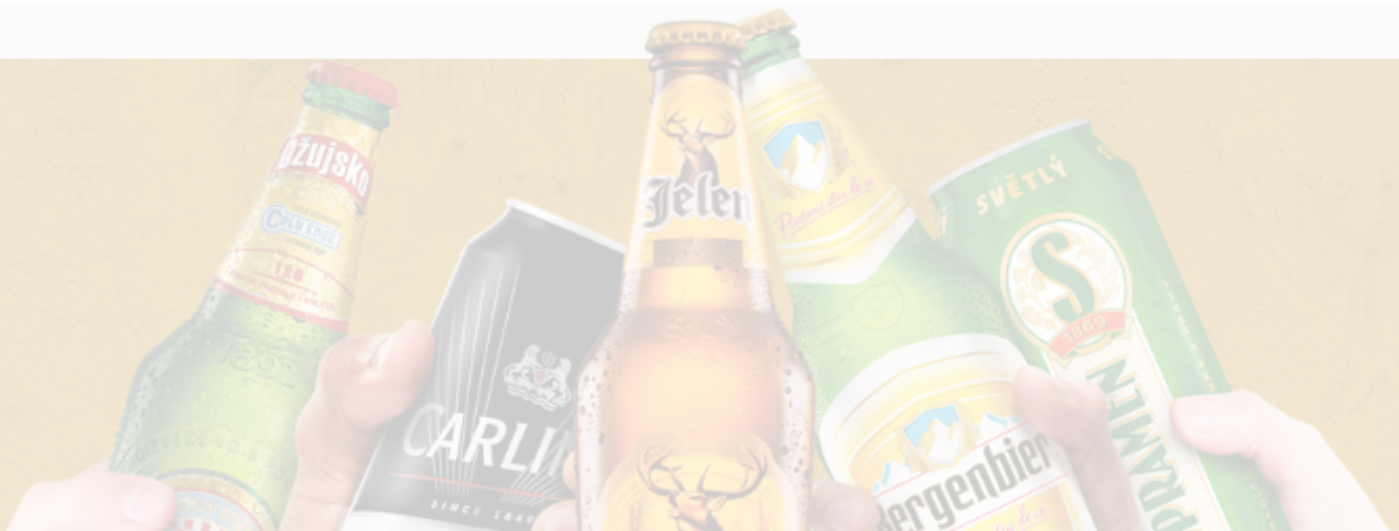


**THIS IS WHAT  
HAPPENS WHEN ONE  
OF THE WORLD'S  
LARGEST BREWERIES  
TEAMS UP WITH  
TRANSCEND360**



# OVERVIEW

Molson Coors is one of the largest global brewers with a UK heritage going back to the 18th century. It operates five breweries in the UK and Ireland, with its UK headquarters in the renowned brewing town, Burton-upon-Trent.

The company's growing premium beer and cider portfolio includes Staropramen, Pravha, Blue Moon, Offshore and Aspall Cyder, which sit alongside Coors Light, Carling - the UK's number one selling lager - and the UK's number one selling cask ale - Doom Bar.

In the UK Molson Coors operates a centralised Studio service to meet the communication needs of the business, whether from Marketing, Sales, HR or Corporate Affairs.. In the course of a year, the Studio deals with over 1800 project requests, some of which have in excess of 80 components.

Molson Coors' Studio needed an online solution to help them manage their processes more efficiently, streamline the processing of work, improve productivity and to capture commercial details to support improved monitoring of jobs and associated costs. It was also imperative that the solution provided real time management information to enable agile and timely decision making.



# THE SOLUTION

The Studio team was given the task of sourcing an appropriate solution and after a rigorous selection process, the Transcend360 platform – Trans4m – was awarded the project.

Trans4m's modular approach enables users to improve productivity at every stage of the life cycle; the robust management engine is combined with the Microsoft technology stack, including backend SQL server on Azure, to ensure reliability, stability and, most importantly, ease of use. Being highly scalable, the solution can grow according to client needs, and is architected specifically to enable rapid integration with existing systems including campaign management, financial and e-procurement.

Of major importance is its ability to allow data to be sent and received seamlessly between existing, disparate systems, ensuring data and other applications can be synchronised in a controlled and cost-effective manner. With its ability to solve existing issues plus the comprehensive team collaboration and document management functionality, it was felt by the Studio team that the Trans4m solution was the right choice for them.



**trans4m**agency  
A Transcend360 Solution

# IMPLEMENTATION

Before the implementation phase, the Trans4m team held a series of discovery workshops with the Studio team (including Client Services, Production and Creative) to map out the existing processes for the different job types and to confirm the requirements and individual task steps for each type of project.

Once documented, the system was then configured to provide the necessary tools to follow the processes and tasks.

These include:

- providing an agile view for real time workload review and allocation,
- the ability to assign projects to, and manage, budgets and retainers for existing projects in development or completed
- using the change control process for existing projects in development or completed
- providing an estimate for the requestor

The Reporting and Analytics tool also went through its initial configuration process, including specific cost recovery analytics showing budget and retainer spend over time against specific targets provided. Reporting and Analytics is subject to several iterations before a final configuration is delivered, to ensure the client is comfortable with the output.



## HOW TRANS4M WORKS WITHIN MOLSON COORS UK

The Trans4m solution has been embedded into the Molson Coors UK Studio, automating existing processes and capturing data and delivering pertinent information to all parts of the organisation.

Internal stakeholders now submit detailed work briefs online to the Studio team for artwork, creative and digital elements. This process enables both requestors and Studio Account Executives to plan, communicate, approve, request changes and provide estimates for approval, via a configured opportunity management workflow, capturing the key milestones during the briefing phase.

Following job approval, Account Executives assign work to the Production and Creative teams as appropriate, depending on job type and individual real time workloads. Workflows between Production and Creative, Account Executives and requestors are also in place to allow collaborative reviews, updates and ultimately approval of all elements.

The Trans4m platform schedules the delivery of the entire project, facilitating detailed review cycles between all areas of the organisation, ensuring projects remain on time and on budget.

“

The Trans4m solution has become an integral part of how we work - It has enabled smarter and joined up working throughout our process; briefing, costing, scheduling and reporting are all key functions that the solution delivers, and I'm pleased with how it has helped optimise our service.

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Mark Atherton, Head of Graphics at Molson Coors in the UK believes the solution has improved ways of working within the Studio. "The Trans4m solution has become an integral part of how we work - It has enabled smarter and joined up working throughout our process; briefing, costing, scheduling and reporting are all key functions that the solution delivers, and I'm pleased with how it has helped optimise our service."

Bill Marjot, CEO of Transcend360 said "Molson Coors in the UK is a large complex multi-brand business. Trans4m has connected all internal stakeholders in the brand value chain and in turn created a consistent process, and valuable real time analytics on which informed business decisions can be made."