CAMPARI GROUP

Closing the Gap: Planning & Operations

TOASTING LIFE TOGETHER

CAMPARI GROUP'S HISTORY

Campari was founded in 1860 - the year Gaspare Campari invented the bright red bittersweet aperitif in downtown Milan. From 1888 onwards, his successor and son, **Davide Campari**, developed and implemented an extensive campaign to grow the brand globally, featuring a winning marketing strategy; the creation of the first single-serve aperitif, Campari Soda, in 1932; and a patronage of the arts to enhance product promotion.

In the 1960s, Campari Group's distribution power already reached over 80 countries. In the **second half of the 1990s**, the beverage industry was characterized by a strong **M&A** trend which led to the creation of corporations with global dimensions and remarkable portfolios appealing to a broad consumer dynamic. Therefore, Campari chose to expand not only via organic growth but also via external growth, turning from a single-brand company as late as 1995 to a multinational company with a solid and expansive portfolio with international appeal today.

– Campari Family Portrait.

CAMPARI GROUP

Campari Group has a portfolio of

OVER 50 PREMIUM AND SUPER PREMIUM BRANDS

GIN COGNAC WHISKY VODKA APERITIF LIQUEUR & OTHER SPARKLING WINE RUM TEQUILA

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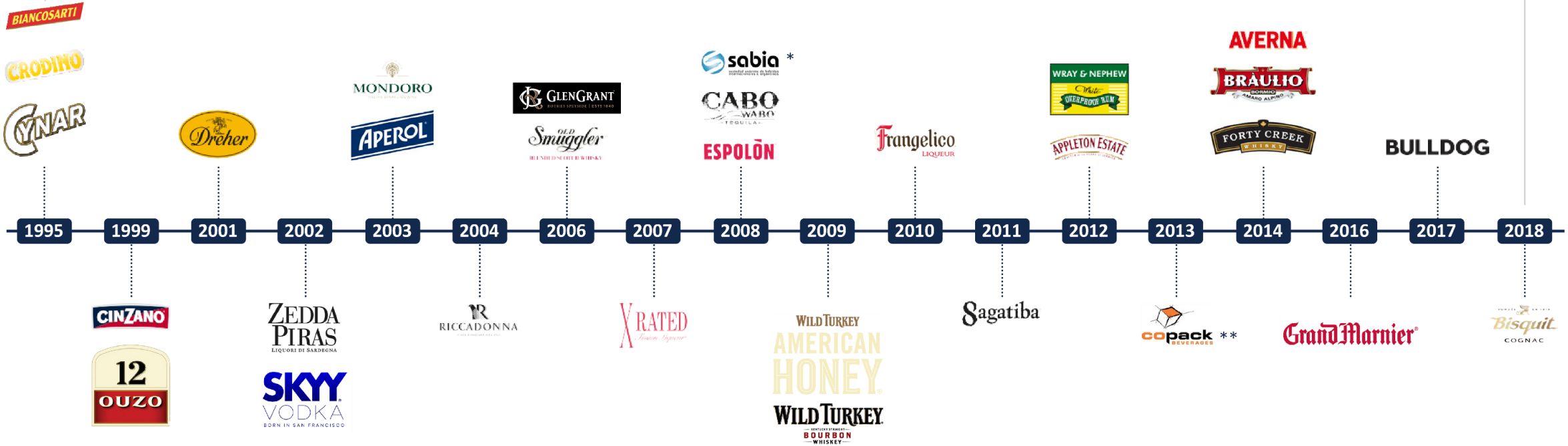
A HISTORY OF SUCCESSFUL ACQUISITIONS

27 ACQUISITIONS SINCE 1995

OVER **€ 3 BILLION** OF TOTAL VALUE



* Distribution Company
** Contract beverage Packer

Our Journey

One IT
DIGITAL BUSINESS SERVICES

Our Journey

We Will Build Sustainable & Secure Systems

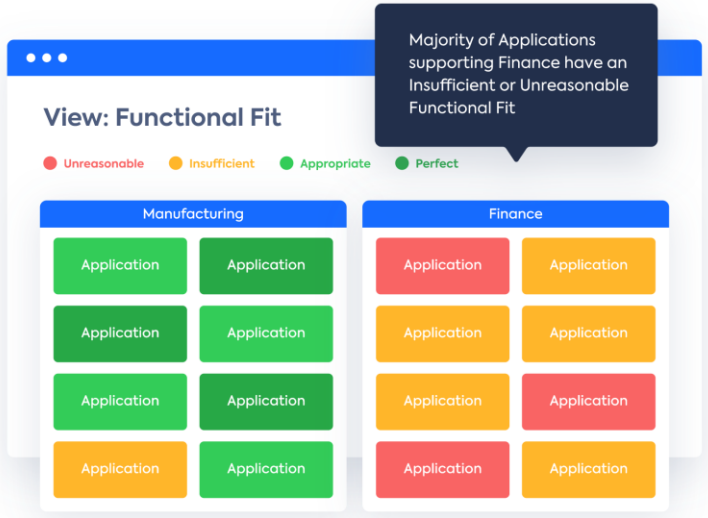
Our solutions will be designed and built according to the principles of EA

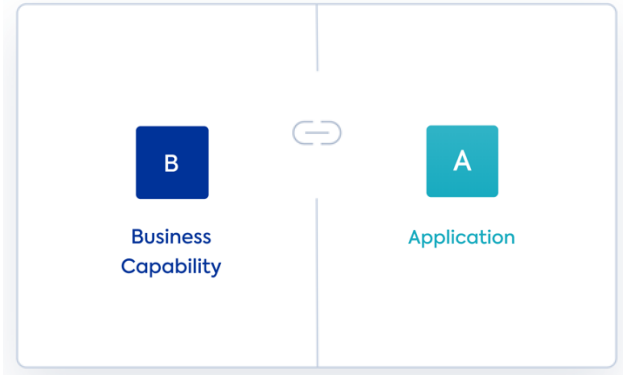
IT will be delivered according to clearly defined governance framework

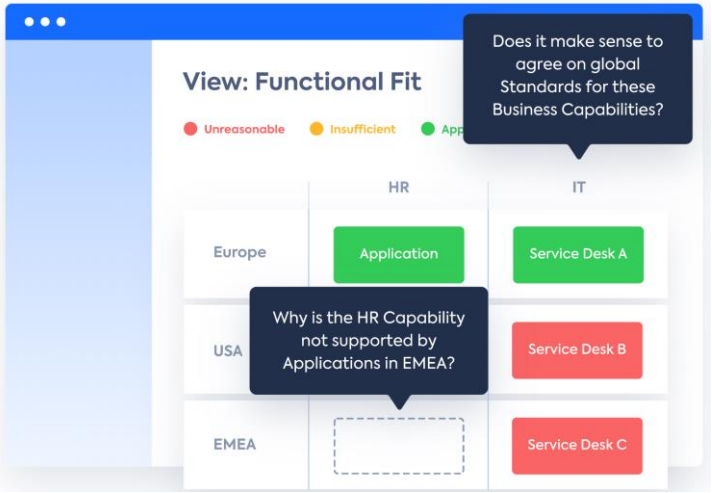
Our systems will be secure, protecting our data and people from external threats

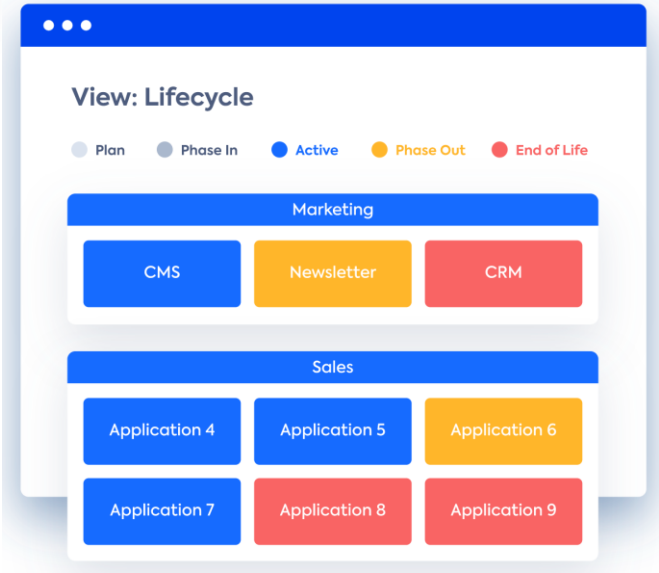
Our Journey

YEAR
2018


Majority of Applications supporting Finance have an Insufficient or Unreasonable Functional Fit
View: Functional Fit
Unreasonable
Insufficient
Appropriate
Perfect
Manufacturing
Finance
Application

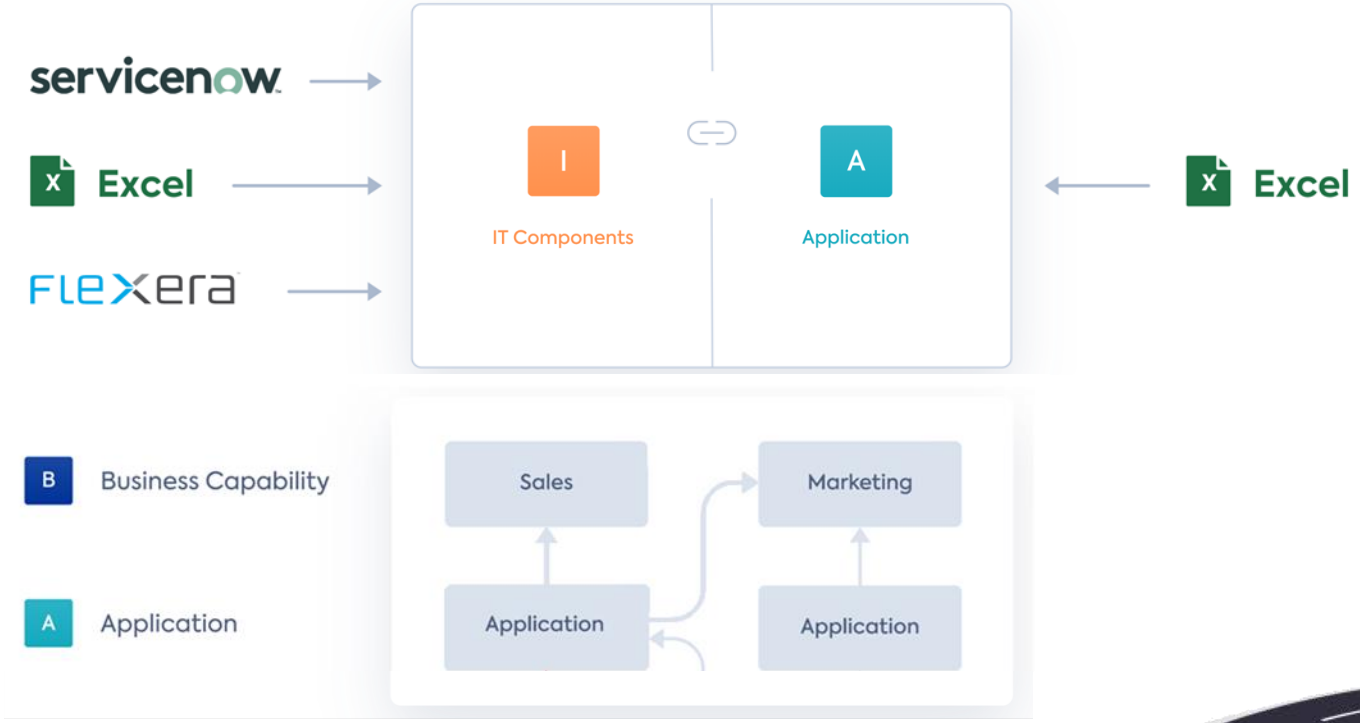

B
Business Capability
A
Application


Does it make sense to agree on global Standards for these Business Capabilities?
View: Functional Fit
Unreasonable
Insufficient
HR
IT
Europe
Application
Service Desk A
USA
Service Desk B
Why is the HR Capability not supported by Applications in EMEA?
EMEA
Service Desk C


View: Lifecycle
Plan
Phase In
Active
Phase Out
End of Life
Marketing
CMS
Newsletter
CRM
Sales
Application 4
Application 5
Application 6
Application 7
Application 8
Application 9

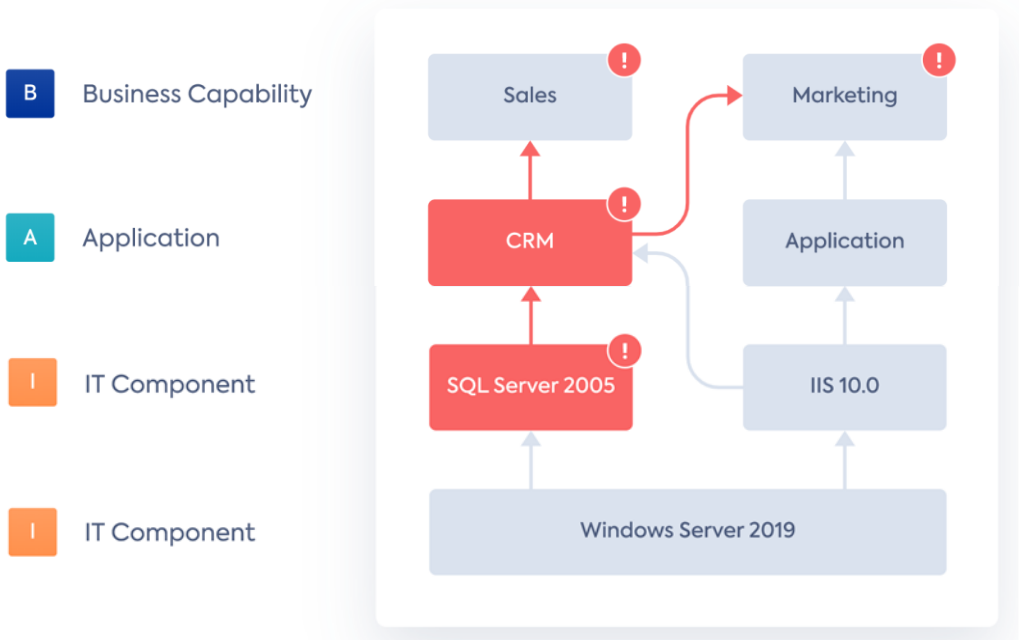
Our Journey

YEAR
2019


servicenow
Excel
FLEXERA
I
IT Components
A
Application
Excel
B
Business Capability
A
Application
Sales
Marketing
Application
Application

Our Journey

YEAR
2019


B
Business Capability
A
Application
I
IT Component
I
IT Component
Sales
Marketing
CRM
Application
SQL Server 2005
IIS 10.0
Windows Server 2019

Closing the Gap: Planning & Operations

Platform Overview

LeanIX

Enterprise Architecture

Application Portfolio Management
Technology & Risk Management
Integration Management

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IT Service Management

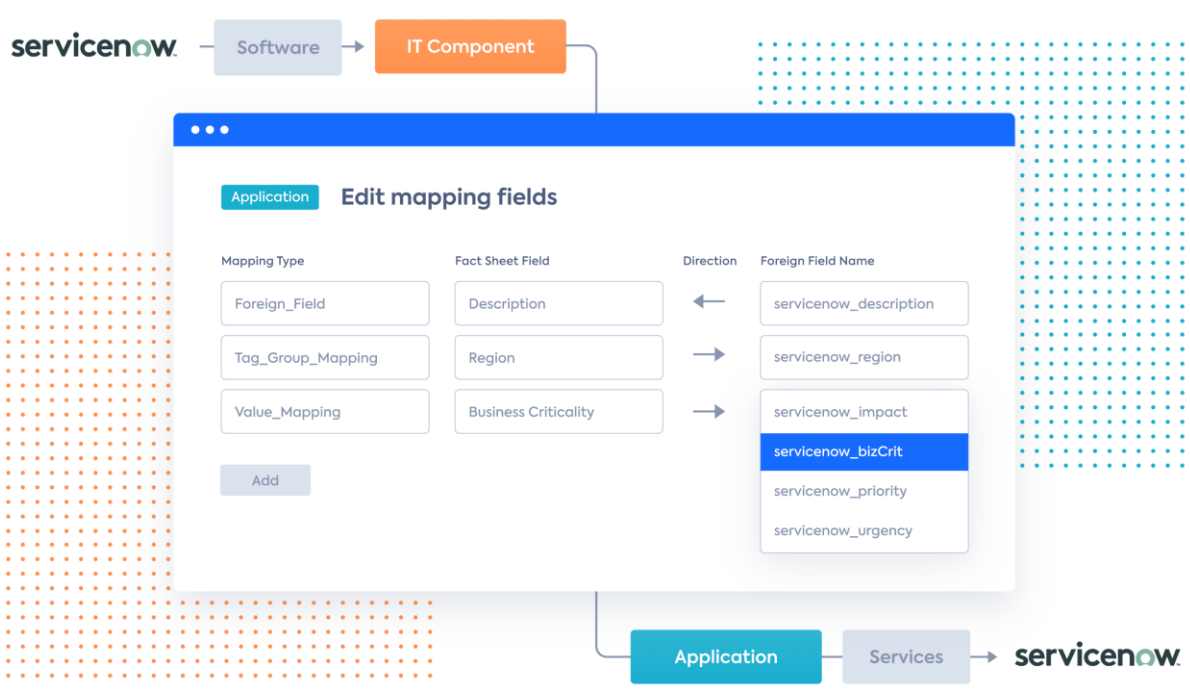
Service Configuration Management
Incident Management
Change Management
Service Request Management

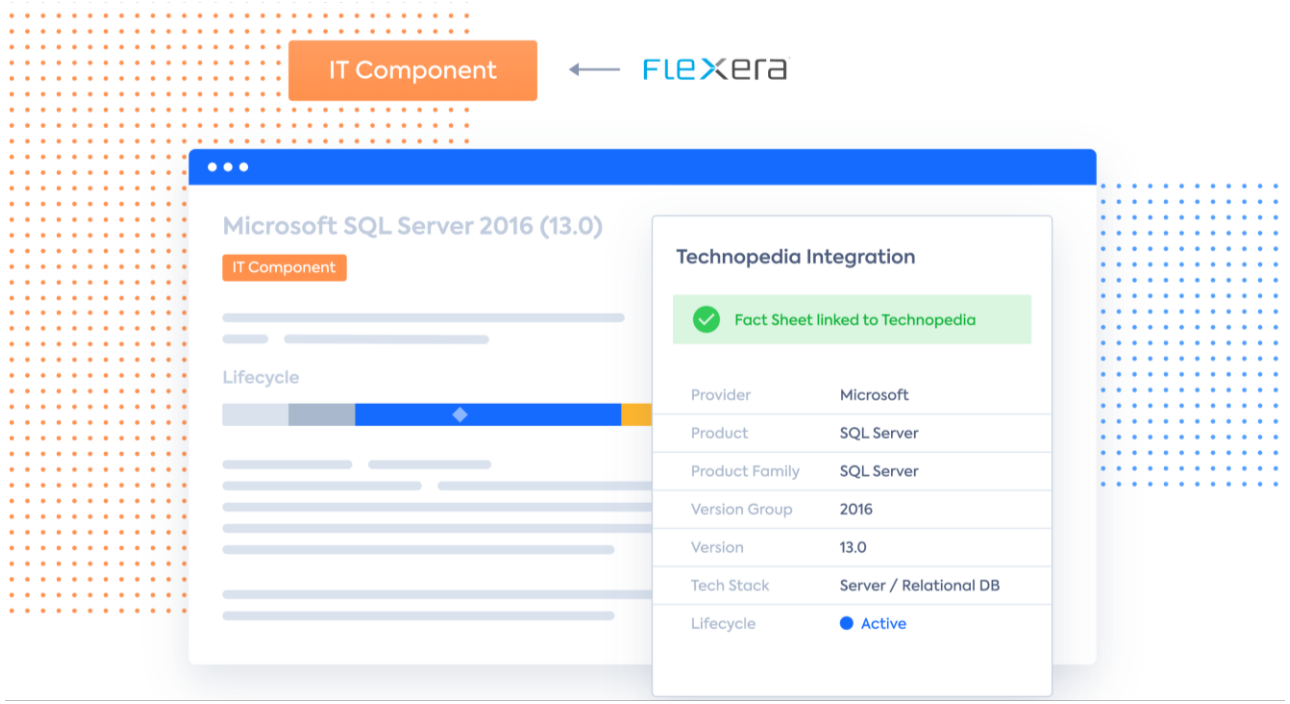
IT Business Management

Demand Management
Project Management
Portfolio Management

Closing the Gap: Planning & Operations

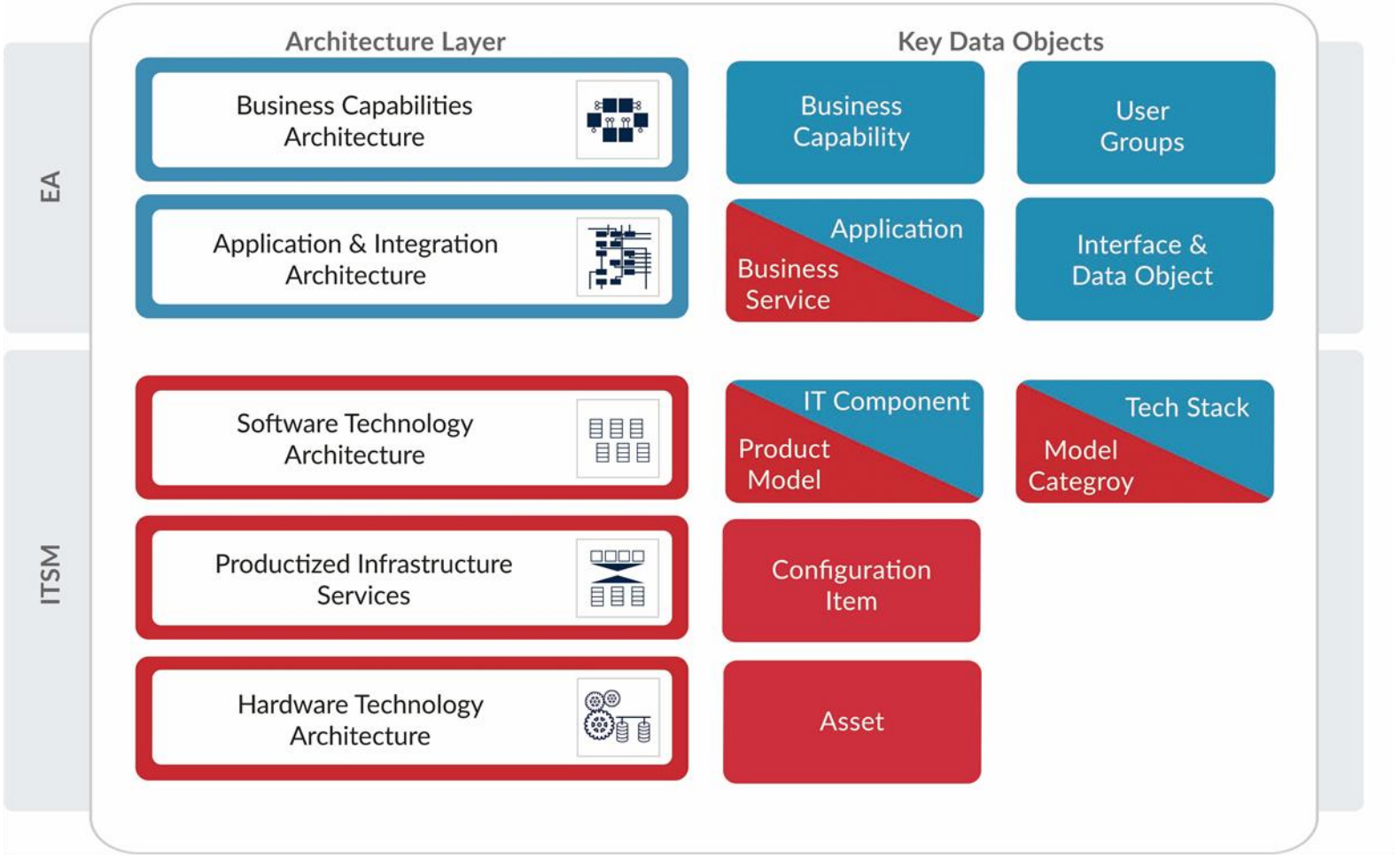
LeanIX Integrations





Closing the Gap: Planning & Operations

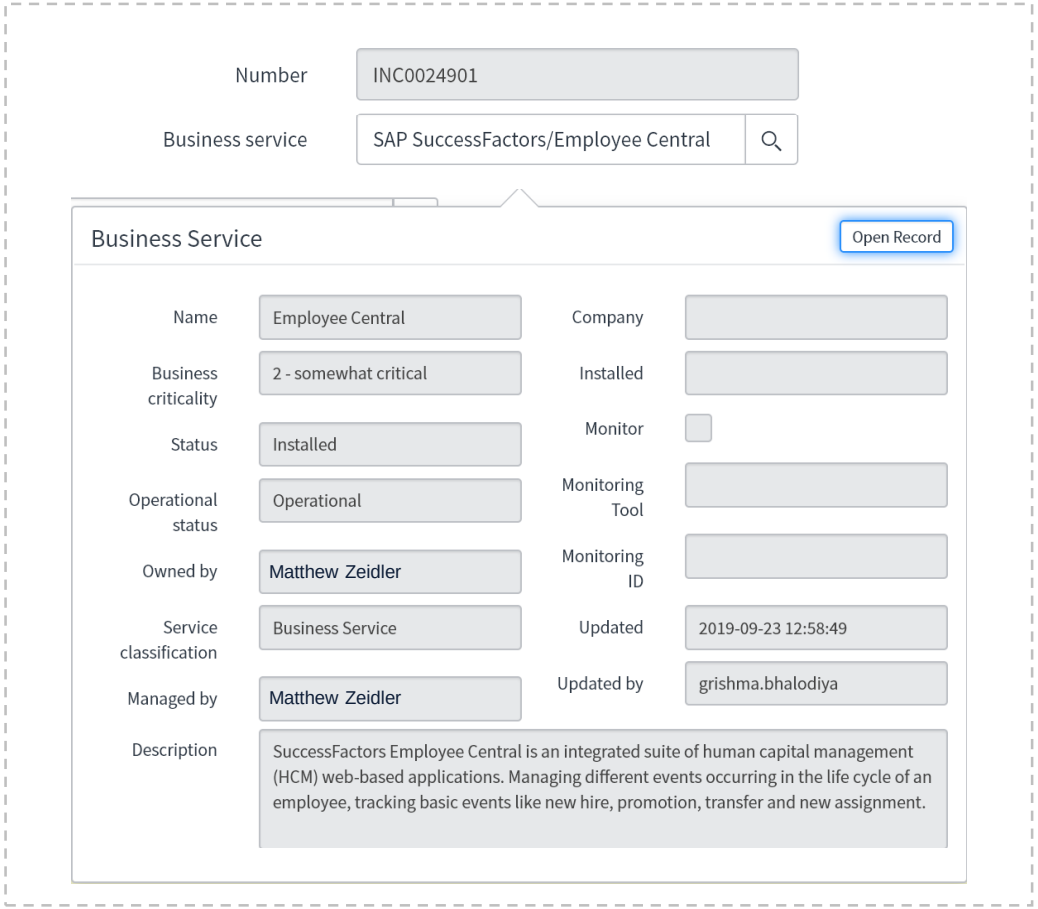
Architecture Layers & Data Objects



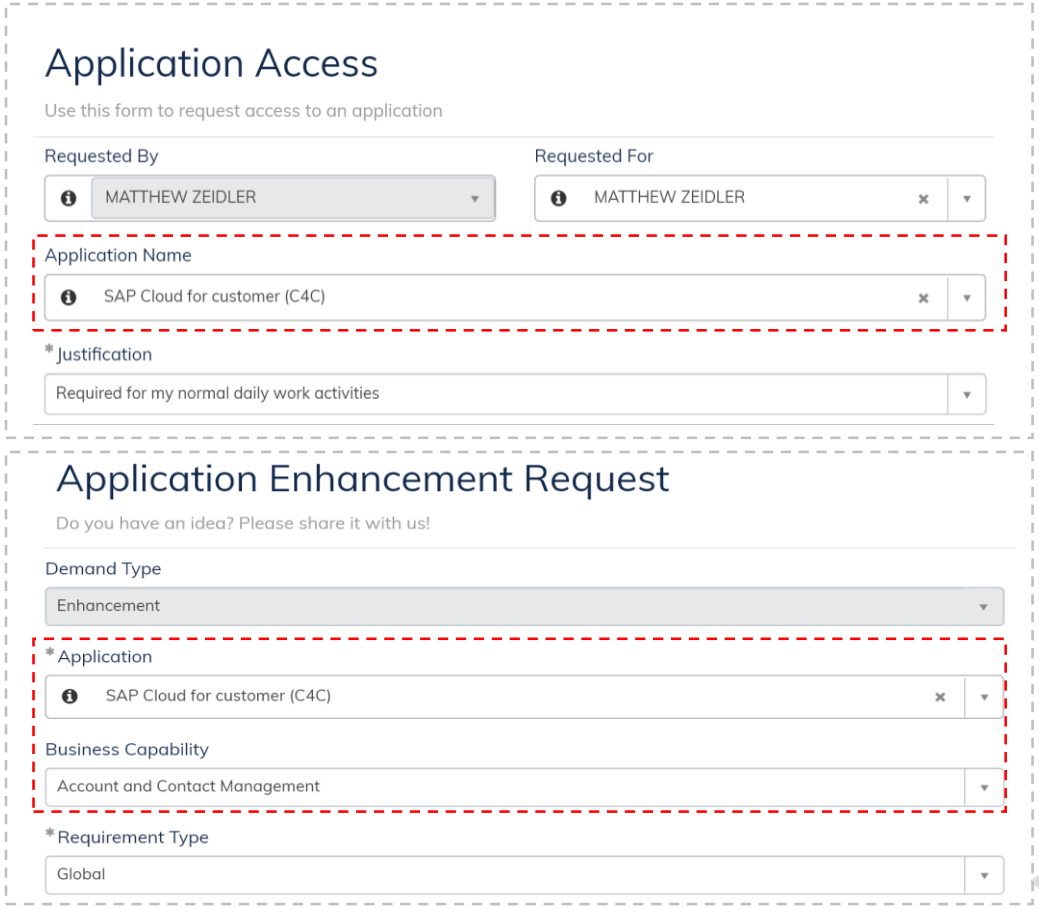
Closing the Gap: Planning & Operations

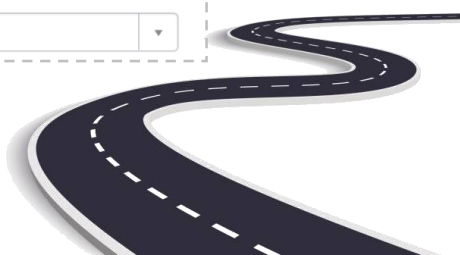
Service Management Benefits

Incidents



Service Requests





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Closing the Gap: Planning & Operations

Enterprise Architecture Benefits

LeanIX

servicenow

Plan	Phase In	Active
Architecture Review Board	Portfolio Review Board	Change Advisory Board
Demand Management	Project Management	Service Management

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Thank You

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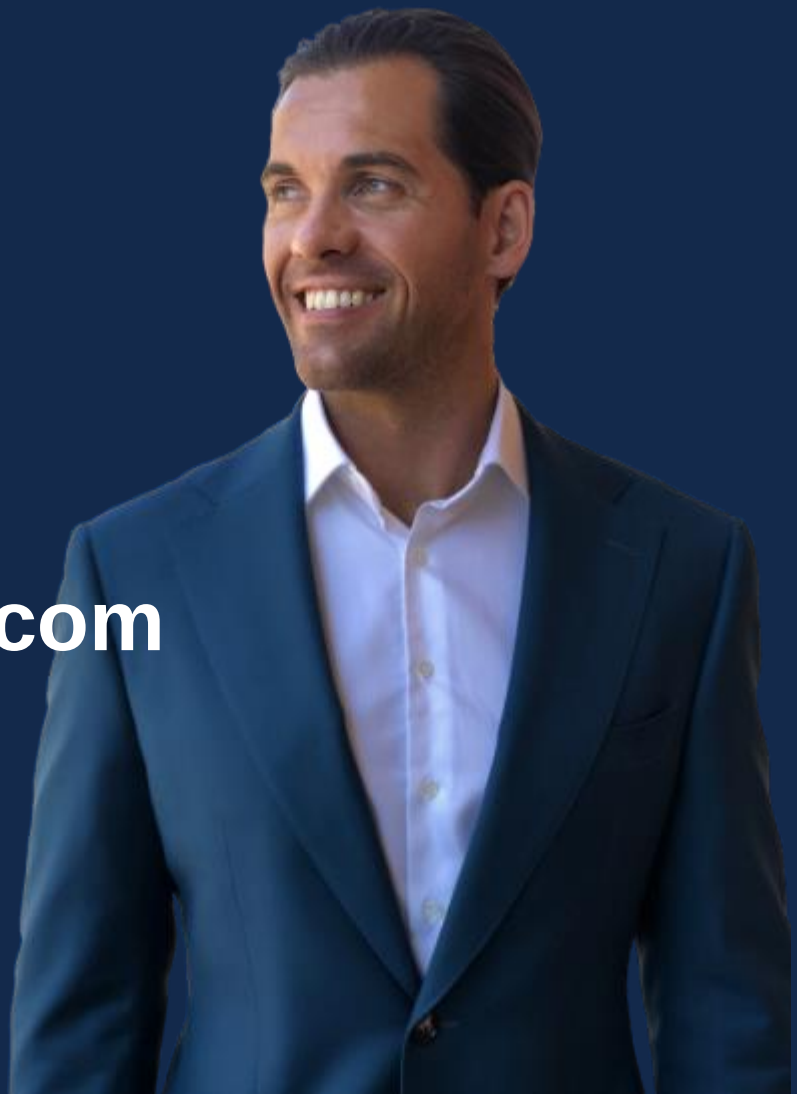

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