Rocket software

Internal Modernization for a New Generation

The Pernod Ricard Group is an illustrious name in the wine and spirits industry, with a premium portfolio that includes labels such as Chivas, Absolut, Martell, Ricard, Mumm, and Perrier-Jouet. The group's thriving global operations consist of 90 subsidiaries across 100 production sites in 80 different countries and employs over 19,000 workers. The company relies on its mission-critical Spirit/1 software to maintain growing demands and its commitment to quality.

Challenge

Pernod Ricard realized that its current server-based technology—used to track and monitor the entire lifecycle of its spirits—was becoming impractical and unsustainable. Today's IT environment is highly agile and accessible, and with top talent trained on and accustomed to web-based solutions, the company's mainframe infrastructure created a disconnect for prospective IT technicians. Pernod Ricard needed to integrate a sustainable application that would serve all main production plants into its operations or risk losing out on future market share and incoming talent.

Pernod Ricard's top priority was to create a single web- and mobile-based platform for managing its brands. This would eliminate potential skill gaps, allow teams to monitor operations from anywhere and on any device, and enable the company to implement automation and standardized data collection and management processes across all its brands. The result would be a uniform digital experience for its customers that also required minimal training for users. To start, Pernod Ricard conducted a detailed analysis of available software and investigated the benefits of further developing and modernizing internal applications. The company concluded that no applications on the market could provide the adaptability and agility its operations would need for competitive advantages and continued future growth.

Pernod Ricard turned its attention to internal applications, most notably those of the company's Martell brand. Twenty-five years prior, Martell leveraged a tool from Uniface—which Rocket Software acquired in 2021—to build an application for streamlining the data collection and operational management of its spirits' distillation and natural maturation processes. The software built piece-by-piece over the years, had become cumbersome and unsustainable for users, but it was still performing at a high level. Pernod Ricard knew the only way to obtain the needed flexibility, adaptability, and agility was by modernizing its already powerful internal application. Additionally, the opportunity to develop unparalleled and unique software would be a selling point for attracting new IT talent.

The challenge
Pernod Ricard's server-based IT infrastructure was becoming impractical and unsustainable, leaving the company vulnerable to skills gaps among incoming talent.

"Thanks to the customization and flexibility of the Spirit/1 application, Pernod Ricard is able to provide a more uniformed experience for all of its brands' customers."

JEAN-FRANCOIS BERNARD
IT Vice President—Spirit Management Solutions, Pernod Ricard

Solution

Pernod Ricard aimed to leverage the Martell application into a single-platform scalable solution that would be sustainable for the next 15 to 20 years, all without disrupting current operations. And despite the proposed size and scale of the new solution, the company wanted the application up and running within three years.

The company chose to continue working with Rocket Software and Uniface to build its updated software. This was partly because of Pernod Ricard's longstanding and positive relationship with Uniface and Rocket Software's commitment to meeting Pernod Ricard's ambitious three-year deadline.

While web- and mobile-based applications were critical to the project, Rocket started by revamping Pernod Ricard's 2,500-page ERP, doing away with its outdated and unused pages. Next, by utilizing Rocket's resources and expertise, a hybrid team of Rocket and Pernod Ricard developers worked hand-in-hand to rethink, reconstruct, and rewrite the entire framework of Pernod Ricard's application. The team simplified and reduced the application's components from 4,000 to 2,200.

And to create a uniform platform for managing Pernod Ricard's many brands, the team built the application out brand-by-brand, deploying new functionalities as they went. In doing so, Pernod Ricard hoped to introduce standardized data collection and management processes into the software while still providing their brands the freedom to implement the different methods and functionalities specific to their operations.

The solution
Rocket® Uniface enabled Pernod Ricard's IT team to build a modernized and scalable web- and mobile-based software platform known as Spirit/1.

Results

Leveraging Rocket Uniface's low-code application development software, Pernod Ricard cut the 1.3 million lines of code needed to create the software by 60%, substantially reducing coding times and allowing Pernod Ricard's web- and mobile-based Spirit/1 software to be up and running within the three-year deadline. Since its transition onto the single-platform Spirit/1, the Pernod Ricard Group has signed an additional 180 users to its company, a true testament to the solution's modernization and innovative allure to younger generations.

"Our partnership with Uniface has enabled Pernod Ricard to implement standardized data collection and management processes across the board while also giving brands the freedom to implement unique processes that are specific to their operations," said Pernod Ricard's IT Vice President—Spirit Management Solutions, Jean-Francois Bernard. "Thanks to the customization and flexibility of the Spirit/1 application, Pernod Ricard is able to provide a more uniformed experience for all of its brands' customers."

New modules and functionalities continue to be integrated into Spirit/1. The Martell brand has included new automated barrel reservation and blending functionalities to its Cognac QA processes. On average, this saves employees two days of work per month, allowing teams more time for value-driven tasks. And newly integrated automation is helping to streamline Martell's cask inventory operations. Prior to Spirit/1, employees could complete the physical process of "debonding" and content measuring at a rate of 7,000 to 8,000 barrels daily. Since adding Spirit/1's automation capabilities, employee workloads have been reduced, and teams can now complete between 12,000 to 14,000 barrels per day, saving Pernod Ricard both time and money.

Rocket further helped Pernod Ricard save costs by reducing the number of staffed days needed to develop the platform. By restructuring and simplifying the software's ERP architecture, the ERP can be managed by just three expert employees. As Pernod Ricard continues to work with Rocket to implement new features and tools to Spirit/1, it is clear that the wine and spirit distributor's future is on the cutting edge of innovation.

Rocket Software's impact on Pernod Ricard

Time savings

Rocket Uniface's low-code software cut 60% of the 1.3 million lines of code needed—allowing Pernod Ricard to launch Spirit/1 in just three years.

Reduced workload

Automated controls added to Martell's Cognac Cask QA saved inspectors two days of work per month (10%).

Optimization

Revamped ERP reduced evolution and maintenance workloads, enabling employees to focus on more results-driven tasks.

The future won't wait—modernize today.

Visit RocketSoftware.com ❯

Learn more