



Grupo Modelo Video Transcript

Grupo Modelo, SA – Corona
Juan Carlos Padilla, Director
Systems and Information, Grupo Modelo

For us, success is to put a Corona beer on the table of each one of our consumers throughout 150 countries. With IBM, we have the power to win. Corona is sold in more than 150 countries worldwide. The issue of globalization is one of the issues we're immersed in order to be an efficient business.

Juan Jose Delgado, IBM

There was a conversation between the CIO and I, mostly in light of the anticipation of global competition. This came to be a broad initiative which they called "Modelo Extreme."

Alejandro Martin, IBM

They're trying to integrate all their applications, all their platforms to be flexible for their customers.

Juan Jose Delgado, IBM

What "Modelo Extreme" meant to IT was how was he going to give the business the flexibility and the speed to respond as quickly as they were going to need to five years from now?

Juan Carlos Padilla, Director
Systems and Information, Grupo Modelo

We have more than 150 different applications. We have to integrate processes from businesses. SAP...logistics systems like Y2... some sales systems...which are our legacy systems.

Juan Jose Delgado, IBM

Grupo Modelo looked at various approaches and decided upon the Services Oriented Architecture. That showed them how their business initiatives one the one hand and the various pieces of technology and applications that they had could be brought together through the SOA approach in order to move forward. To serve the customer, it is imperative that we understand where they need to go.

Juan Carlos Padilla, Director
Systems and Information, Grupo Modelo:

We see IBM as our technology partner. IBM not only handles the best products in terms of software, but also has the added value of integrating all the services.

Alejandro Martin, IBM

Modelo needs us to be creative. At the end of the day, their success is my success.

Juan Jose Delgado, IBM

What's happening at Grupo Modelo is happening in other parts of the world and at various customers. The need for speed, change and flexibility is a driver just about anywhere you go.