Systemware Partners with Anheuser-Busch for a Successful Content Migration Project in 2 Weeks

EXECUTIVE SUMMARY

It is not uncommon for a company to be utilizing an outdated Enterprise Content Management system for maintaining their critical books and records. This is primarily due to the misconception that the process to change is painful, time-consuming, expensive, and always fraught with problems. These misconceptions are most often the reasons for companies tolerating their outdated and inefficient content management systems and this should not be the case.

Anheuser-Busch is globally recognized for their innovation and is highly respected as the industry leader among U.S. brewing companies. As a multibillion-dollar company, vast amounts of content is generated and distributed daily in support of both their internal and external customers. Unfortunately, Anheuser-Busch was reliant on an aging content management system with a quickly approaching contract renewal and a hefty license fee increase.

REQUIREMENTS

Anheuser-Busch realized that they needed to make a change and sought out leading vendors with alternative products. Specific requirements were:

- IBM Z mainframe compatibility but also provide for open systems and cloud technologies
- A dedicated team with real-world experience with IBM Z knowledge and expertise
- Have a proven track record of successful content management system migrations
- Deliver a fast implementation in less than one month
- An easy-to-use interface allowing for an easy transition from the old system

"Systemware was true to their word. They came through in getting us off Mobius quickly."

PAT CAMPBELL, ANHEUSER–BUSCH
SENIOR MANAGER, INFORMATION TECHNOLOGY

The Anheuser-Busch team chose Systemware to replace their current Z-based content management platform. For over forty years, Systemware has been successfully migrating content from aging systems and in this case, an accelerated content conversion plan was critical to move from their current product to the Systemware Content Cloud platform.

To meet the tight timeline, Systemware utilized the proprietary Legacy Archive Processor (LAP) to migrate all the content and associated indexing to Content Cloud. The LAP is a game-changer for companies that want to modernize their expensive, outdated, or poorly performing platforms but are concerned about undertaking lengthy content migration projects. The Systemware team was fully equipped to handle the challenge in a secure and reliable manner within a very short timeline.

A Winning Combination

With the renewal deadline closing in, both the Anheuser-Busch and Systemware teams had to move fast and work collaboratively. The existing repository was analyzed to identify content and indexing definitions. The experienced Systemware Solutions Delivery team assessed the situation, developed a plan of action, and soon had a test and the production environment operational. After validating that the data was accurate and the new system was functioning properly, Anheuser-Busch gave their approval to go live. Systemware worked closely with the Anheuser-Busch team and all relevant partners throughout the process to ensure a smooth migration without disruption to their business.

"You guys saved us. You were true to your word and delivered," Campbell said. "It was a very impressive timeline, and the solution aligns with our direction. The functionality is like what we had before, so the learning curve hasn't been difficult. When we have needed a little guidance on something, the support and service have been great. We're now ready for what comes next. My advice to anyone in a similar position is – don't wait!"

PAT CAMPBELL, SENIOR MANAGER, INFORMATION TECHNOLOGY
ANHEUSER-BUSCH

Benefits

The Anheuser-Busch team saw immediate benefits after the successful migration:

- Utilizing a new and modernized content management system

- Positioned to re-platform, modernize, and prepare for newer technologies

- Able to migrate without moving off of their IBM Z platform

- Partnered with Systemware for exceptional service and support

LET US SHOW YOU HOW WE DID IT

About Systemware

Systemware helps the world's largest and most highly regulated organizations simplify infrastructure, optimize cost, create workflow efficiencies, and meet information governance requirements. Our intelligent content services platform, Content Cloud, enables users to find and extract information wherever it is stored and transform and deliver it in the exact context needed for each business line. Content Cloud delivers optimized performance in public, private, hybrid, and IBM Z environments, as well as a fully hosted SaaS offering.

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