# Article information:

From barley to bar: a digital integration journey | IBM  
<https://www.ibm.com/case-studies/heineken-nv/>

# Article summary:

1. HEINEKEN developed the EverGreen initiative to keep growing and adapting to changes in the beverage industry and the world at large.

2. HEINEKEN teamed up with IBM Consulting to develop a set of integration capabilities that connect its worldwide network of brewers, customers, and business partners.

3. The IBM API Connect platform is a key component of the solution, making developing API-based integrations accessible to everyone inside and outside the organization.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "From barley to bar: a digital integration journey" by IBM discusses how Dutch brewer HEINEKEN NV is using digital integration to achieve its EverGreen initiative goals. The article highlights the challenges faced by HEINEKEN due to its varied operating units dispersed globally, which manufacture unique local beverage brands. To overcome these challenges, HEINEKEN collaborated with IBM Consulting to develop a set of integration capabilities that connect its worldwide network of brewers, customers, and business partners.

The article presents a one-sided view of the benefits of digital integration for HEINEKEN without exploring any potential risks or drawbacks. While the article mentions that the new set of integration capabilities has helped move HEINEKEN towards becoming the world's Best Connected Brewer, it does not provide any evidence or data to support this claim. Additionally, the article focuses heavily on the positive impact of digital integration on HEINEKEN's operations and does not explore any potential negative consequences.

The article also appears promotional in nature as it highlights IBM's role in developing the integration capabilities for HEINEKEN. While it is understandable that IBM would want to showcase their work with a major client like HEINEKEN, the article could have provided more balanced reporting by discussing other companies or solutions that could have achieved similar results.

Furthermore, while the article mentions that HEINEKEN plans to move towards a more consistent IT landscape over time, it does not discuss any potential challenges or risks associated with this transition. It would have been helpful if the article had explored some of these issues and how they might be addressed.

Overall, while the article provides an interesting case study on how digital integration can help companies like HEINEKEN achieve their goals, it could have presented a more balanced view by exploring potential risks and drawbacks associated with this approach. Additionally, it would have been helpful if the article had discussed other companies or solutions that could achieve similar results rather than focusing solely on IBM's role in developing the integration capabilities for HEINEKEN.

# Topics for further research:

* Risks and drawbacks of digital integration in supply chain management
* Challenges of achieving a consistent IT landscape in global companies
* Alternatives to IBM's integration capabilities for global brewers
* Impact of digital integration on customer experience in the beverage industry
* Best practices for implementing digital integration in complex organizations
* Case studies of companies that have faced challenges in implementing digital integration

# Report location:

<https://www.fullpicture.app/item/bf4e2bacd9bf37a9b019412fc10e344f>