



AFSUG[®]

African SAP User Group

HEINEKEN beverages Journey into Digital

EXPLORE → BUILD → GROW

How business, technology and people come together to shape the future of beverages

01

THE BUSINESS CHALLENGE

See the bigger picture

- Serve customers and consumers better
- Make work simpler, faster and smarter
- Build a more connected, sustainable business

02

TECHNOLOGY IN ACTION

Turn ideas into impact

- SAP connects core business processes
- Data, AI and automation improve decisions
- Cyber security keeps the business trusted

03

YOUR FUTURE OPPORTUNITIES

There is more than one way in

- Business analysis and product roles
- SAP, data, AI, automation and cyber
- Change, design, delivery and adoption

04

LEARN BY DOING

Build experience that matters

- Solve real business challenges
- Work with cross-functional teams
- Test ideas, learn quickly and show value

YOUR EXPERIENCE STARTS HERE

My message to students: stay curious, understand the business, keep learning and use technology to make a real difference

Thank You



AFSUG®

African SAP User Group

Office: +27 11 235 6000

info@afsug.com

SAP Business Park | 1 Woodmead Drive

Woodmead | 2148

www.afsug.com

Connect.Create.Collaborate.