

## Diageo partners with IBM Consulting and SAP to drive its digital transformation initiative



IBM Consulting has been selected to revolutionise Diageo's IT environment by introducing intuitive processes, powered by market-leading technology, enabling the company to make better and quicker decisions. The collaboration will leverage IBM's expertise and SAP to modernise Diageo's IT environment and standardise its business operations across 180 countries.

Please see the press release for more information: <https://ibm.biz/BdPU3a>

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<https://uk.newsroom.ibm.com/2023-05-15-Diageo-partners-with-IBM-Consulting-and-SAP-to-drive-its-digital-transformation-initiative>