



CONA Services: Coke One North America Helps Bottlers Serve Customers Better and Support Growth with SAP® Software

CONA Services LLC was formed to provide common processes, data standards, and business software called Coke One North America (CONA) as a shared service for The Coca-Cola Company's largest bottlers in North America. SAP® software for master data management simplified processes and helped ensure higher-quality data, so bottlers can better service customers and drive profitable growth.

Executive overview

Company

CONA Services LLC

Headquarters

Atlanta, Georgia

Industry

Wholesale distribution – IT services supporting beverage industry

Products and Services

Beverages

Employees

105

Revenue

On track to process US\$16 billion (annual bottlers' revenue)

Web Site

www.conaservices.com



BUSINESS TRANSFORMATION

Objectives

- Help Coca-Cola bottlers in North America improve operational efficiency and collaboration
- Standardize and simplify business processes and applications
- Enable digital business innovation with partners
- Provide strong data governance foundation necessary for innovation

Resolution

- Created Coke One North America (CONA) as the bottlers' standard platform and based it on SAP® and other software vendors' products
- Used SAP Information Steward and SAP Data Services software to clean data and bring it into the CONA platform
- Centralized master data management across the CONA platform using the SAP Master Data Governance application

Benefits

- Bottlers ability to strategically manage revenue growth for segmented markets
- Greater capacity for managing procurement and supply chain costs
- Improved customer service, buying experience, and satisfaction scores

Read more ►

3

Fewer resources needed on IT maintenance team

Immediate

Availability of customer data, reducing onboarding cycle

Improved

Analysis and decision making with better data quality

“We see data as the enabler for innovation. The SAP enterprise information management tools provide a strong data governance foundation to help us achieve our strategic business objectives.”

Saurabh Parikh, VP for Innovation, Enterprise Architecture, and Data Management, CONA Services LLC

Executive overview

Company objectives

Resolution

Business transformation

Future plans

CONA: By the bottlers for the bottlers

The Coca-Cola Company (TCCC) is the world's number-one producer of soft drinks. While many consumers view the company as simply "Coca-Cola," TCCC actually manufactures concentrates, beverage bases, and syrups while relying on a network of bottling companies, many of which are independent companies, to do the manufacturing, packaging, merchandising, and distribution of final products.

These duties require bottlers to have comprehensive, sophisticated business applications. Building and maintaining complex solutions to support end-to-end processes require significant IT investment for individual bottlers. Unique solutions at each bottler made exchange of data difficult or impossible and kept the North America system from achieving synergies. The differences also impacted TCCC, which has to consolidate results for reporting and planning, and must provide large customers like grocery chains a consistent buying experience nationally.

In managing a profitable, market-leading company for over 120 years, TCCC has constantly explored opportunities for innovation and improvements. Recently the company, along with several of its largest bottlers, saw a chance to make a big difference. Together they created a new business entity to develop and maintain a standard business software solution for use as a shared service by all the large bottlers in North America. The solution was called CONA for Coke One North America, and the business entity, an independent, bottler-owned company called CONA Services LLC, was born.

CONA includes software from many industry leaders, but the dominant technology provider is SAP – an obvious fit because TCCC and many of the bottlers already rely heavily on SAP® software.



Executive overview

Company objectives

Resolution

Business transformation

Future plans

SAP Master Data Governance for a single source of the truth

In CONA's original architecture, key information about customers, materials, vendors, and financials were stored in two master data instances, one for data entry and maintenance and the other to support transactions. Whenever master data had to be created or changed, it would be configured in the first instance and then go through an approval workflow before it could be transferred to the second instance. This duality hurt business because moving data from the first to the second instance proved to be a significant bottleneck. If a bottler signed up a new customer, for example, it could not begin to take orders until the customer's data made it all the way through to the transactional database. There were also no validation checks in the data entry process, which led to accuracy problems.

The SAP Master Data Governance application was a logical choice because of strong integration with the SAP software that runs CONA's core business

processes. It also provides a flexible workflow that lets CONA Services standardize while still accommodating different bottlers' self-service needs, and its smooth user experience increases data stewards' productivity. Master data is easily distributed to non-SAP applications such as selling, delivery, and service mobile apps, cloud-based vending machine and exemption certificate solutions, and a Web ordering platform.

"Master data accuracy and availability are critical for efficient processes and effective analytics," says Saurabh Parikh, CONA Services' VP for innovation, enterprise architecture, and data management. "With SAP Master Data Governance we have a single source of truth, and it enables making master data available in near-real time to applications and for reporting."



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Win-win-win for TCCC, the bottlers, and the customers

CONA is providing substantial business value for all parties involved, and SAP Master Data Governance is a big part of that success. With delays eliminated, improved quality, and all necessary data accessible reliably on their mobile devices, bottlers' salespeople can be efficient in selling, delivering, and servicing at any time – boosting revenues.

Bottling is a capital-intensive, low-margin business, so operational excellence is critical to business success. CONA's shared services model provides a cost-effective IT platform for bottlers and allows them to enjoy far more powerful business software than they could afford on their own. In addition, SAP Master Data Governance has streamlined and

simplified data management processes and increased productivity. Furthermore, for the first time bottlers can electronically collaborate and exchange ideas on running the business.

Greater data quality and availability is also helping improve analysis and decision making. For example, the procurement function has the ability to get greater visibility into overall North America system spending, so it can negotiate better volume discounts for bottlers. The bottlers in turn are better able to drive revenue growth through segmented markets by making disciplined brand and growth investment decisions across an expanding beverage portfolio.



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Innovation never stops

Business analytics and the Internet of Things (IoT) looms big in CONA Services' future. "We firmly believe the quality of outcomes for our advanced analytics and IoT initiatives heavily depend on the quality of our master data on the back end," says Parikh. "If you feed bad data to predictive algorithms, you're going to get bad outcomes."

The company currently has an IoT prototype in place for monitoring coolers that automatically issue notifications when they run low. Once drivers learn that a cooler needs replenishment, they need to know exactly where that cooler is located. Some customer sites have multiple machines, in many buildings, on several floors. Accurate customer, cooler, and location data helps drivers quickly find and service coolers. This improves both productivity and customer satisfaction.

According to Parikh, "This is a great example of the importance of the high-quality data that comes from SAP Master Data Governance. As we see in so many ways, good data is the enabler for innovation."



© 2017 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See <http://www.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.



The Best-Run Businesses Run SAP®