

# Frucor Suntory: Driving Growth Through Digital Transformation with a Full Range of SAP® Hybris® Solutions

For more than 50 years, Frucor Suntory has been supplying customers in Australia and New Zealand with some of their most popular drink brands. From humble beginnings, it has grown to become one of the leading Australasian drink companies and the market leader in energy drinks in Australia and New Zealand. As the business grows and the market goes digital, customers are demanding 24x7 access through online channels. New groups of customers and prospects are arising that can't be reached with a direct sales model.

To meet customer and market expectations, Frucor Suntory is deploying SAP® Hybris® solutions to build its online presence and is working with Oxygen, A DXC Technology Company, to develop a digital growth program. As a result, it has increased reach and online sales, improved business-to-business sales and ordering, and enhanced customer engagement. In addition, the initial migration was successfully completed on time and within budget.





# From Kickoff to Go-Live Within 90 Days for SAP® Hybris® Solutions



**Frucor Suntory**  
Auckland, New Zealand  
[www.frucorsuntory.com](http://www.frucorsuntory.com)

**Industry**  
Consumer products

**Products and Services**  
Beverages

**Employees**  
1,000

**Revenue**  
NZ\$500 million  
(US\$352.6 million)

**SAP® Solutions**  
SAP® Hybris® Commerce solution, SAP Hybris Cloud for Customer solution, SAP Hybris Marketing Cloud solution, SAP Hybris Expert Services solutions, and SAP Custom Development services

Frucor Suntory is working with Oxygen, A DXC Technology Company, to deploy SAP Hybris solutions to increase online sales, provide targeted offers, and navigate back-end systems quickly and securely. Real-time insights provide a deeper understanding of customers. Now, better sales, service, and social customer relationship management are helping drive customer engagement across all channels.

## Before: Challenges and Opportunities

- Create a business-to-business (B2B) commerce Web site to meet customer and market expectations and expand reach
- Adapt sales activities to align with the new digital strategy
- Enable data analysis to better understand customers

## Why SAP Hybris Solutions and Oxygen, A DXC Technology Company

- Partnership with Frucor Suntory and SAP Digital Business Services that helped define the company's digital vision
- Exemplary portfolio, which met the company's digital transformation needs
- Market leader in B2B commerce
- Implementation expertise and collaboration between the SAP Custom Development organization, SAP Hybris Expert Services team, and Oxygen

## After: Value-Driven Results

- Developed the company's online presence with SAP Hybris Commerce and support from Oxygen
- Enabled a deeper understanding of customers with valuable, real-time insights using SAP Hybris Marketing Cloud
- Delivered on time and within budget, meeting all project specifications
- Increased reach and online sales
- Improved B2B sales and ordering

**“Our aim was to rapidly grow a technology capability that was externally focused and committed to building deeper customer engagement and driving business growth. The results speak for themselves. We are very satisfied with the SAP Hybris solutions we implemented.”**

Richard Raj, Group Digital Solutions and Innovations Manager for Business Technology, Frucor Suntory

SAP Hybris (x)

Featured Partner

**oxygen**  
A DXC Technology Company

**90 days**

Implementation period

**\$75,000**

Acquired in the first account gained through the SAP Hybris Cloud for Sales solution

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