



COCA-COLA ENTERPRISES INC.

GAME-CHANGING INNOVATION AT COCA-COLA ENTERPRISES

QUICK FACTS

Industry

Consumer products – beverages

Revenue

US\$21 billion

Employees

73,000

Headquarters

Atlanta

Web Site

www.cokecce.com

SAP® Solutions and Services

- SAP® ERP application
- SAP NetWeaver® technology platform

Partners

- Cisco® Systems Inc.
- Datria Systems Inc.

Key Challenges

- Eliminate inefficiencies – such as postprocess checking and rework – in the order-fulfillment process
- Improve order accuracy by building on existing IT investments
- Avoid point solutions that require the need to train staff on new technology

Ecosystem Engagement Highlights

- Tapped into relationships among Datria Systems Inc., Cisco Systems Inc., and SAP
- Developed innovative solution – through co-innovation – that can be extended to mobile workforce, customers, and suppliers with minimal training

Ecosystem Components Engaged

- Voice-enabled solutions from Datria that are certified by SAP as powered by the SAP NetWeaver® technology platform and by Cisco as “Cisco Technology Development Partner/Cisco Compatible”
- Voice over IP (VoIP)–based Unified Communications infrastructure from Cisco, a member of the Industry Value Network group for public sector

Benefits

- Improved shipment accuracy to 99.8%
- Reduced delivery cycle times
- Enhanced labor productivity
- Reduced training time for new workers
- Leveraged existing investments in the SAP® ERP application, SAP NetWeaver, service-oriented architecture, and Cisco VoIP-based Unified Communications infrastructure

Lessons Learned

- Encourage SAP partners to tailor solutions to meet customer needs
- Actively participate in forums and conferences that offer opportunity for knowledge exchange
- Stay connected with the SAP ecosystem to maximize the value – and extend the scope and reach – of SAP solutions

Next Steps

- Increase voice-picking solution rollout beyond the first 100 warehouses where currently implemented
- Consider additional voice-enabled applications for 35,000 mobile employees

Coca-Cola Enterprises Inc.

“By collaborating with SAP, Datria, and Cisco, we created a scalable solution that met our vision of an agile SOA voice resource, enabling process automation while saving us a significant amount of capital.”

Brian Korkus, IT Director, Coca-Cola Enterprises Inc.

Coca-Cola Enterprises (CCE) Inc. wanted to eliminate inefficiencies in its order-fulfillment process. Collaboration among SAP, Datria Systems Inc., and Cisco Systems Inc. enabled CCE to leverage its investment in SAP® software and Cisco voice over IP-based Unified Communications infrastructure in order to voice enable its SAP software-based transactions. Order accuracy improved to 99.8%, and the solution can be extended to workers beyond the walls of the enterprise for added benefits.

Background

Coca-Cola Enterprises (CCE) Inc. is the world’s largest marketer, distributor, and producer of bottle and can liquid non-alcoholic refreshment. In 2007, it distributed more than 42 billion bottles and cans, representing 18% of The Coca-Cola Company’s worldwide volume. Headquartered in Atlanta, the company employs 73,000 people and operates 440 facilities, 55,000 vehicles, and 2.4 million coolers, vending machines, and beverage dispensers. CCE had standardized on the SAP® ERP application, the SAP NetWeaver® technology platform, and a voice over IP (VoIP)-based Unified Communications infrastructure from Cisco Systems Inc. for its warehouse operations.

Challenge

CCE invests heavily in its technology and processes to ensure the highest order accuracy. This focus is driven in part by programs from customers that reward advance ship notices, high order accuracy, and support for electronic receiving.

In 2006 CCE’s management team noticed inefficiencies and waste in the

order-fulfillment process. They knew they could eliminate postprocess checking and rework by improving accuracy throughout the picking process.

CCE’s supply chain leadership team identified voice picking enabled by speech recognition technology as a possible solution. However, it wanted to avoid the issues posed by using point solutions – namely, the need to train staff on new technology and the inability to easily extend the solution to other areas of the company. It also sought to leverage its existing investment in both SAP software and the Cisco VoIP-based Unified Communications infrastructure.

CCE approached SAP with an idea to voice enable its SAP software-based transactions. SAP introduced CCE to Datria Systems Inc., which had voice enabled many business applications using SAP NetWeaver.

Results

CCE met with Datria in March 2007 to learn about its speech solution packages, which are certified as “Powered by SAP NetWeaver.” Datria then collaborated with Cisco to determine how to configure its solution leveraging the VoIP-based Unified

Communications infrastructure, Cisco voice portal resources, and the SAP software.

Drawing upon their extensive involvement with the SAP ecosystem and their own respective expertise, Datria and Cisco worked with CCE to streamline the development of a proof-of-concept system. In just six weeks, Datria delivered a solution to CCE that voice enabled transactions relying on real-time data within SAP ERP – all while enabling CCE to leverage its existing infrastructure and service-oriented architecture.

As a result of the SAP ecosystem and outside-the-box thinking by SAP partners, CCE realized a number of benefits. The tight integration of technologies from SAP, Cisco, and Datria resulted in a solution that can be extended beyond the walls of the enterprise to CCE’s mobile workforce, customers, and suppliers – with minimal training. The solution has improved and streamlined CCE’s order-picking process: order accuracy now averages greater than 99.8%, and CCE has virtually eliminated its order-checker function. CCE also receives preferential delivery treatment at one of its key customers, enhancing delivery cycle times.



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