Coca-Cola Bottling Co. Consolidated

IBM® Sterling B2B Integrator allows CCBCC to seamlessly integrate across their business

Overview

Business challenge

Manual searches and information delays were creating operational bottlenecks and business inefficiencies

Solution

- IBM Connectivity and Integration
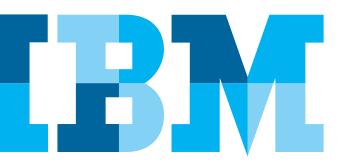 - IBM® Sterling B2B Integrator®

Customer background

Coca Cola Bottling Co. Consolidated (CCBCC) makes, sells, and delivers carbonated and noncarbonated beverages, primarily products of The Coca-Cola Company to 11 states in the southeastern United States. CCBCC's product offerings include carbonated soft drinks, bottled water, teas, juices, isotonics, and energy drinks. CCBCC is the second largest Coke bottler in the United States. CCBCC is listed on the NASDAQ national market system under the symbol COKE.

Business challenge

CCBCC's business was running on a multitude of different technologies. Manual searches and information delays were creating operational bottlenecks and business inefficiencies. CCBCC would manually enter the equipment services work order into their legacy system when work orders arrived via phone or fax from their customers. This process was time consuming and open to error, and so CCBCC began to question the potential cost of these errors. CCBCC needed to quickly accept and return information electronically without error and focus on software replacement as a means to improve cross-application and system integration. They needed a flexible and robust system to integrate internally with SAP as well as other existing systems.

Solution

CCBCC selected IBM Sterling B2B Integrator to integrate SAP, internal legacy systems, The Coca-Cola Company, and CCBCC's parts vendor. IBM Sterling professional services was their implementation partner and helped to explore the capabilities of Sterling B2B Integrator. CCBCC now has end-to-end integration and improved visibility across service management, spare parts procurement, and equipment life cycle management.

Business benefits:

- Offers seamless and security-enhanced internal integration
- Offers operational efficiency
- Offers aftermarket service parts support

Using Sterling B2B Integrator, CCBCC achieves operational efficiency by quickly processing important service management data for analysis. CCBCC has extended credibility with other business units throughout their enterprise by using Sterling B2B Integrator in innovative ways, most recently with CCBCC's transportation arm. Sterling B2B Integrator provides seamless, security-enhanced integration across the CCBCC business units and throughout their external customer and partner base. CCBCC continues to provide value to their customers by automating and streamlining processes, accommodating unique requirements, as well as enabling business agility.

Key benefits

Seamless and security-enhanced internal integration
Sterling B2B Integrator enables flexible, security-enhanced connectivity, integration, and process automation capable of spanning many CCBCC systems and applications. With Sterling B2B Integrator, onboarding of new partners is easier and faster. Information from 100+ trading partners moves through Sterling B2B Integrator to SAP with minimal errors or issues. CCBCC can proactively improve customer satisfaction. They have visibility and monitoring capabilities to help them make better real-time decisions and rapidly address issues.

"Sterling B2B Integrator is recognized throughout CCBCC as a vital solution for our organization."

— Donna Jackson, Technical Analyst, EDI/GIS, Coca-Cola Bottling Co. Consolidated

Aftermarket service parts support

When one of CCBCC's customers has trouble with a vending machine, they place a call to the CCBCC service center. The service order is generated via Sterling B2B Integrator and then sent out to a mobile device that CCBCC's technicians have in the field. The technicians complete the repair and capture and communicate critical information to other systems. In order to maintain the appropriate inventory within the trucks for future calls, the technicians account for the parts used via their mobile device to generate an out-of-stock order. The order is sent to CCBCC's parts vendor to purchase parts such as bill changers, buttons, and lights. CCBCC uses Sterling B2B Integrator to communicate with their vendors by sending the orders via EDI. In turn, their vendors interface with The Coca-Cola Company and CCBCC receives invoicing back through The Coca-Cola Company via Sterling B2B Integrator. Near real-time access to decision-critical information helps secure timely monitoring of performance against key SLAs with both external customers and The Coca-Cola Company.

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