

Cost Reduction & Efficiency Improvements

The Coca-Cola Shared Services Story

Techie Devilleres / Rommel Buiser
Coca-Cola Bottlers Business Services – Manila, Philippines

WINSHUTTLE USER GROUP | ANNUAL CONFERENCE ATLANTA 2017

Agenda

- Coca-Cola B.I.G. Shared Services Organization
- Introduction to ONElink
- MDM Operational Efficiencies attributable to ONElink implementation
- Use of WINSHUTTLE™ for:
  - Data Extraction
  - Data Load
  - Data Validation
  - Codes & Values Portal
  - Operational Dashboards
- Q&A

Coca-Cola AT A GLANCE

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands.

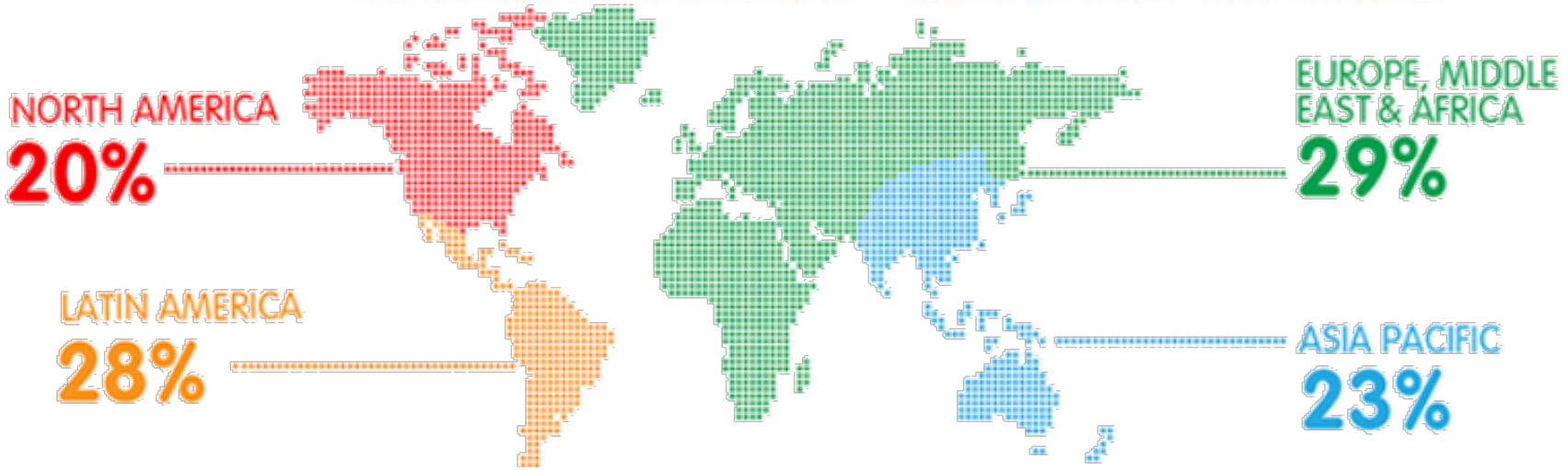
131 YEARS OF
REFRESHING CONSUMERS

GLOBAL HQ ATLANTA, GA

PRODUCTS SOLD IN 200+ COUNTRIES

1.9+ BILLION
RECORD DAILY SERVINGS

WORLDWIDE UNIT CASE VOLUME GEOGRAPHIC MIX (2016)



~3,900 PRODUCTS WORLDWIDE

#1 WORLDWIDE
- SPARKLING BEVERAGES
- STILL BEVERAGES
- READY-TO-DRINK JUICE AND JUICE DRINKS
- READY-TO-DRINK COFFEE

19 OF OUR BILLON-DOLLAR BRANDS
HAVE A LOW- OR NO-CALORIE ALTERNATIVE OR ARE LOW- OR NO-CALORIE

Our portfolio includes 21 billion-dollar brands:

Coca-Cola, POWERADE, 綾鷹, AQUARIUS, いろはす I LOHAS, Schweppes, DASANI, 冰露, vitaminwater, Sprite, Simply Beverages, Valle, Coca-Cola zero, GEORGIA, Diet Coke, Minute Maid, Minute Maid Pulpy, Fanta, GOLD PEAK TEA, FUZE tea, smartwater

PARTNERS

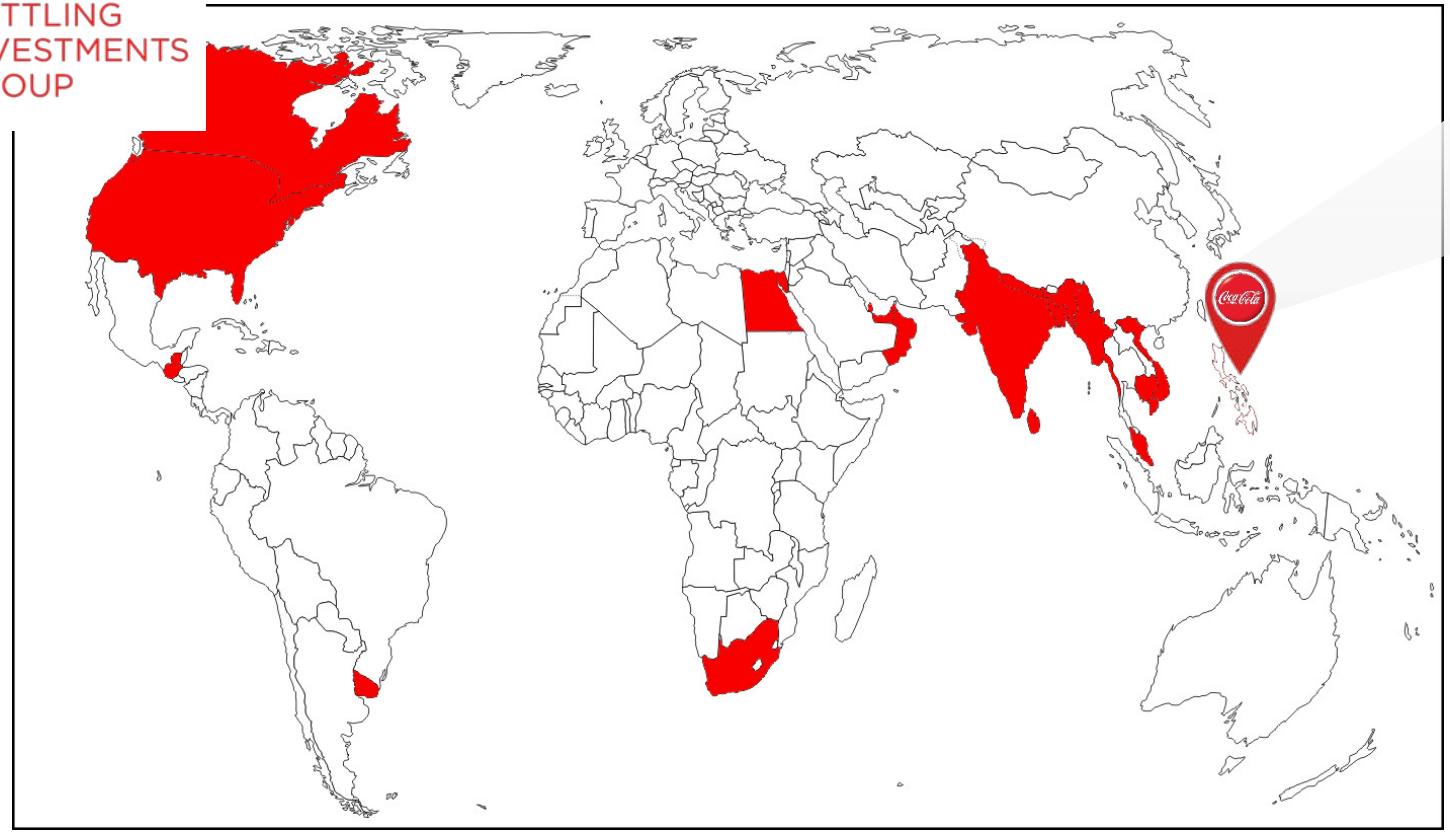
~250 BOTTLING PARTNERS
~900 PLANTS

24M RETAIL CUSTOMER OUTLETS

SHOP

The Coca-Cola Company

BOTTLING INVESTMENTS GROUP



Coca-Cola Bottlers Business Services

B.I.G. Finance & Data Services
based in the *Philippines*

- Bottling Investment Group (B.I.G) was formed to invest in select bottling operations, temporarily taking them under Coca-Cola's ownership

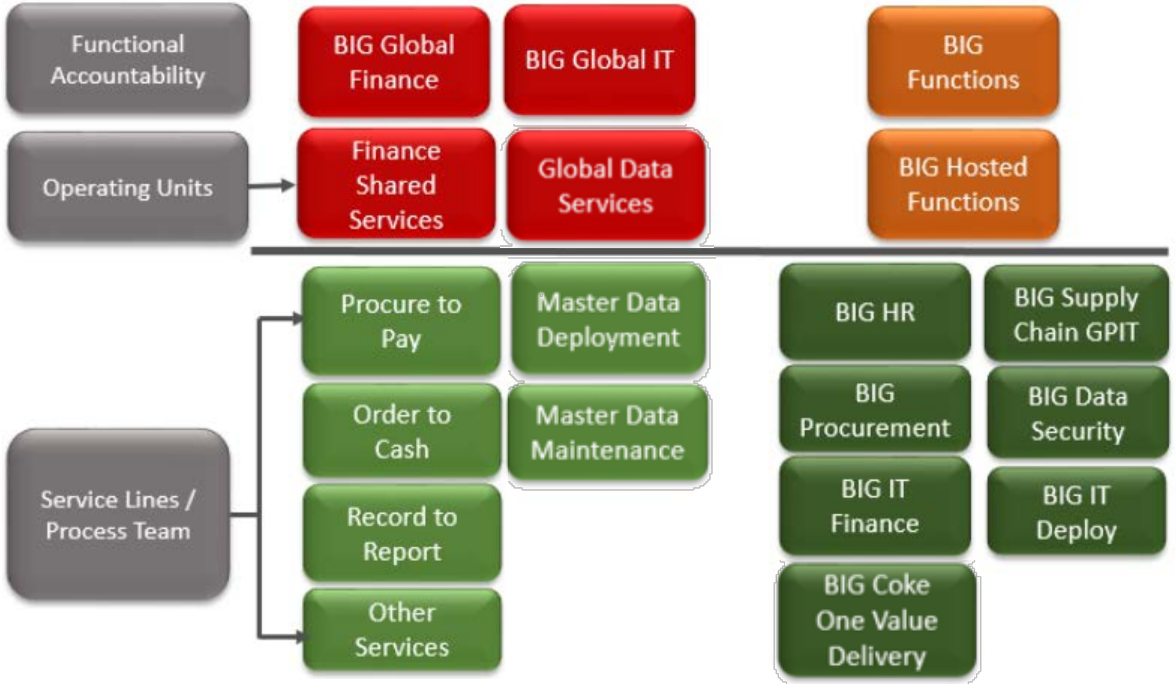
- When these bottler operations become more stable and thriving, B.I.G.'s goal is to find a qualified franchise bottler to assume operations and continue to grow the business

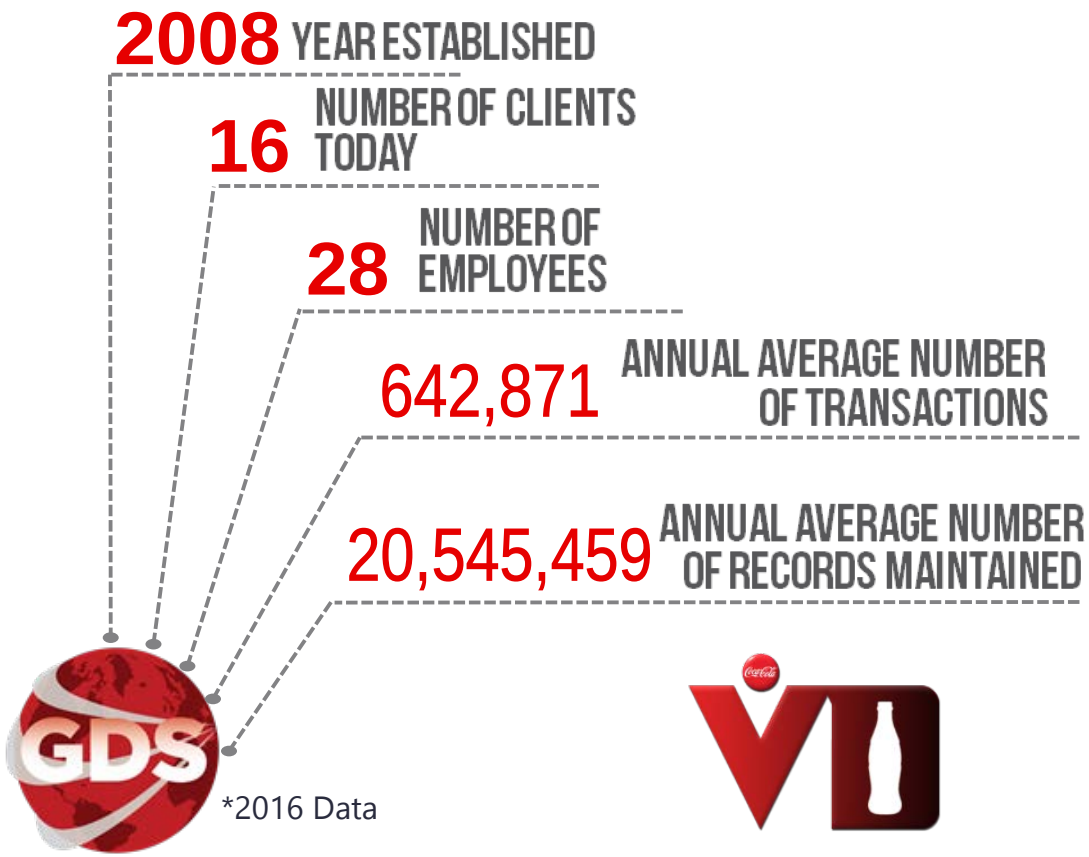
- B.I.G. Bottlers as of August 31, 2017
  1. Bahrain
  2. Bangladesh
  3. Cambodia
  4. Canada*
  5. Egypt
  6. Guatemala
  7. India
  8. Malaysia
  9. Myanmar
  10. Nepal
  11. Oman
  12. Qatar
  13. Singapore
  14. South Africa
  15. Sri Lanka
  16. Uruguay
  17. UAE
  18. Unites States*
  19. Vietnam

** Currently in the process of refranchising*

Coca-Cola Bottlers Business Services

- Established in July 1, 2012
- To leverage Shared Services across all B.I.G. bottler operations
- Operates on COST-RECOVERY Model





B.I.G. – Global Data Services

B.I.G. – Value Delivery

We are a **unified organization** that provides **world class data management** and **optimized processes**.

Our Bottler Clients



1. **CCFPI** – Philippines
2. **CONA** – US
3. **CCEJ** – Japan
4. **HCCBPL** - India
5. **CCSB** – Singapore
6. **CCBM** – Malaysia
7. **CCEP** – Germany
8. **Corporate BIG** - Atlanta
9. **CCSBSA** – Shanduka, South Africa
10. **CCBVL** – Vietnam
11. **CCPBM** – Myanmar
12. **CBC** – Cambodia
13. **TCCC** – Global Data Standards
14. **ECCBC** – Barcelona, Spain
15. **COFCO** - China
16. **Swire** - China



TECHIE

Devilleres

- Manila, Philippines
- Director- Global Data Services & Value Delivery
- Led a team of SAP Functional IT Professional to roll-out CokeOne in Philippine bottler
- 24 Years in IT
- 28 Years in Coca-Cola System
- *Love to have shiatsu massage*



ROMMEL

Buiser

- Manila, Philippines
- Manager- Global Data Services (Finance & Vendor)
- Functional & Business Process Expert in Sales Finance Operations
- 18 Years in Coca-Cola System
- *Workout activities, running and talent management*

Portal powered by WINSHUTTLE™ and SharePoint

✓ Request Forms

With field values validation

Auto-derived field entries

Query from SAP (for duplicate checking or SAP data retrieval)

Electronic workflow approval

Auto-posting of transaction to SAP (after the final approval)



✓ Mass query/ posting (***for Data Enablement & Data Integrity Reports***)

Query of SAP master data outputted to Winshuttle form or Excel spreadsheet

Mass postings to SAP from Excel spreadsheet with validation (prior to SAP posting) and log results displayed on the Excel file, for example:

Material Number xxxx has been created

Customer Number xxxx has been created

Accounting Document xxxx created

Global Workflow

Before NElink

ORIGINATOR	REQUESTOR	CONTRIBUTOR	APPROVERS	GDS Team
				
SALES PERSON	**DATABASE ADMIN**	**BUSINESS**	**BUSINESS**	**GDS**
Origin could be from: • Manual Form • Handheld Devices (bMobile, Smart Phone, Tablets , etc..) • Data Quality Tool (Informatica, etc.) **Prepares supporting documents.**	**Attach supporting documents.**	**Validate request.** **Review/Check supporting documents.**	**Approve <or> Reject request.**	**Manual review to ensure compliance to set data standards and business requirements; copies and encodes each and every data entry to SAP**

Manual encoding to SAP



Global Workflow

With NElink

ORIGINATOR



SALES PERSON

Origin could be from:
- Manual Form
- Handheld Devices (bMobile, Smart Phone, Tablets , etc..)
- Data Quality Tool (Informatica, etc.)

Prepares supporting documents.

REQUESTOR



DATABASE ADMIN

Attach supporting documents.

<Can trigger ECC interface.>

CONTRIBUTOR (Optional)



BUSINESS

Validate request.

Review/Check supporting documents.

<Can trigger ECC interface.>

APPROVERS (Optional)



BUSINESS

Approve <or> Reject request.

Trigger SAP ECC interface.

Auto-posting to SAP



GDS Team/ L I Support



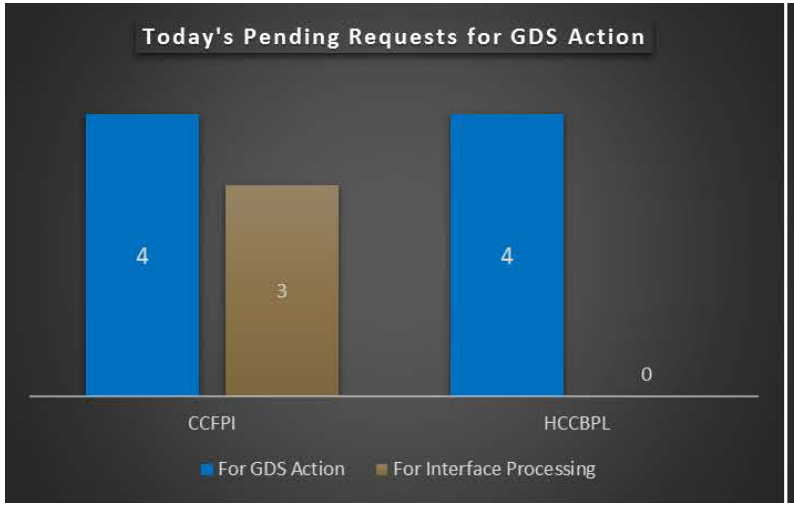
GDS

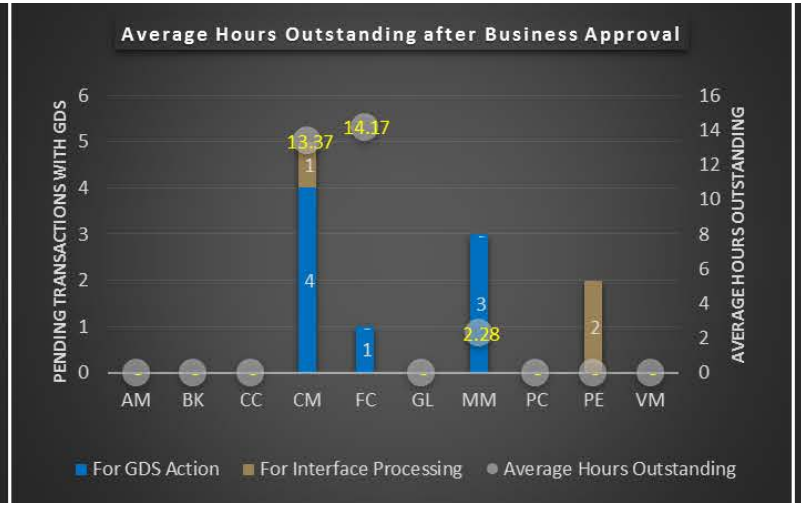
For all ERRORS; Daily Interface review (Request vs. Maintained in SAP).

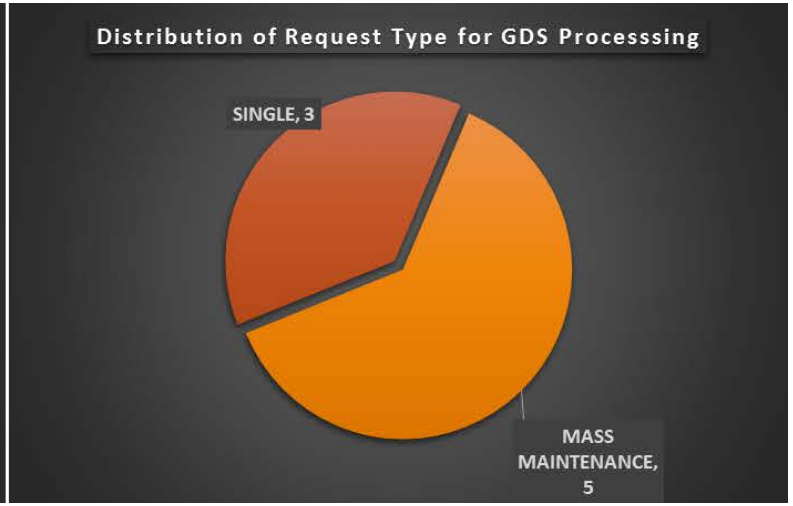


MDM Dashboard

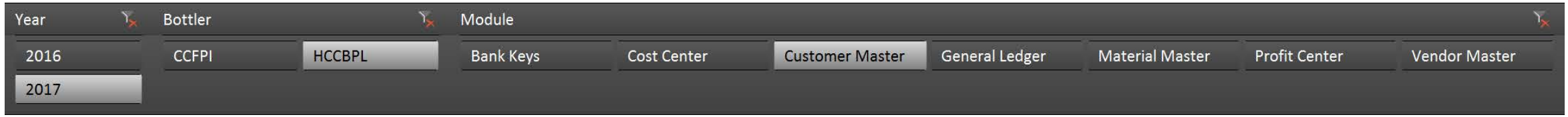
OPEN Requests

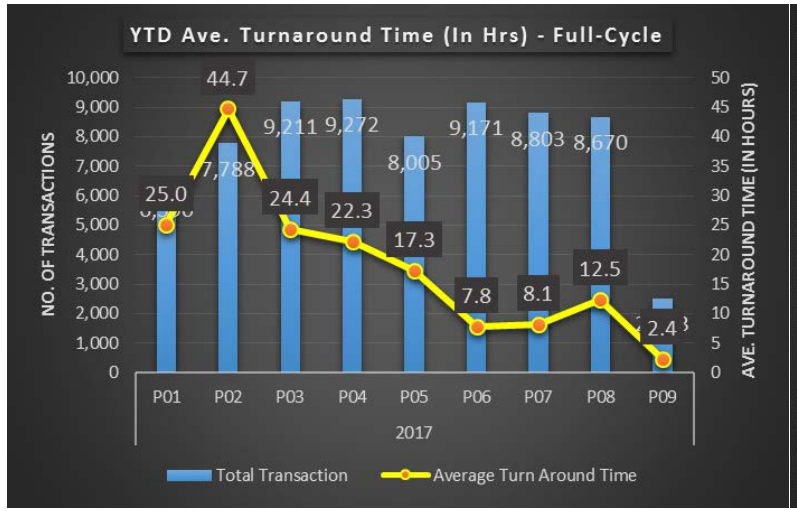


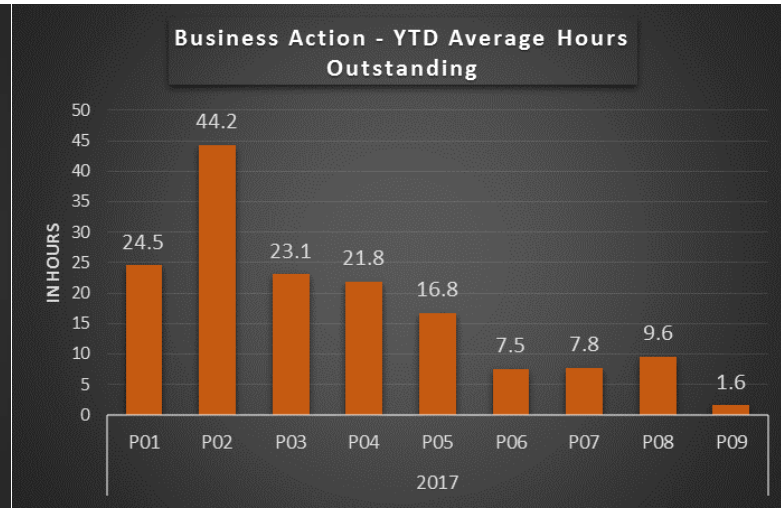


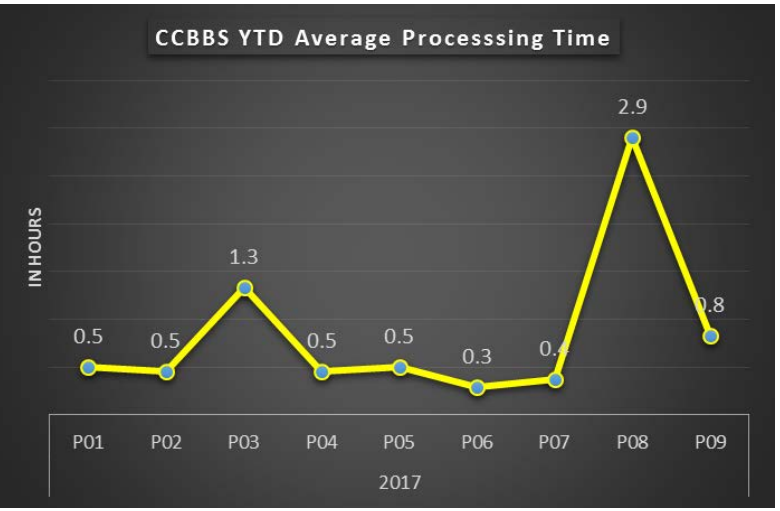


CLOSED Requests







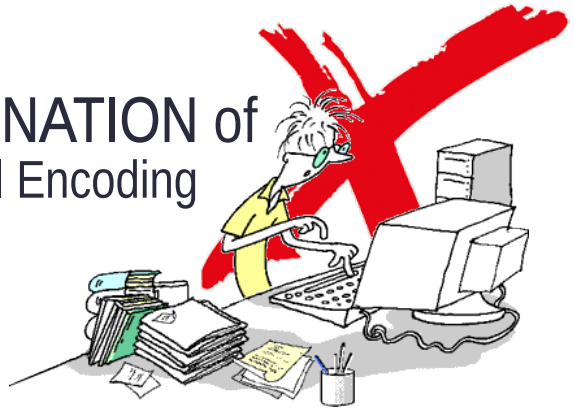


46%
DECREASED
Charges to Bottlers

24x6
OPERATIONS

100%
Consistent SLA Compliance

ELIMINATION of
Manual Encoding



48%
Head Count
REDUCTION

88%
IMPROVEMENT
Turn-around Time



-30%
OVERTIME↓

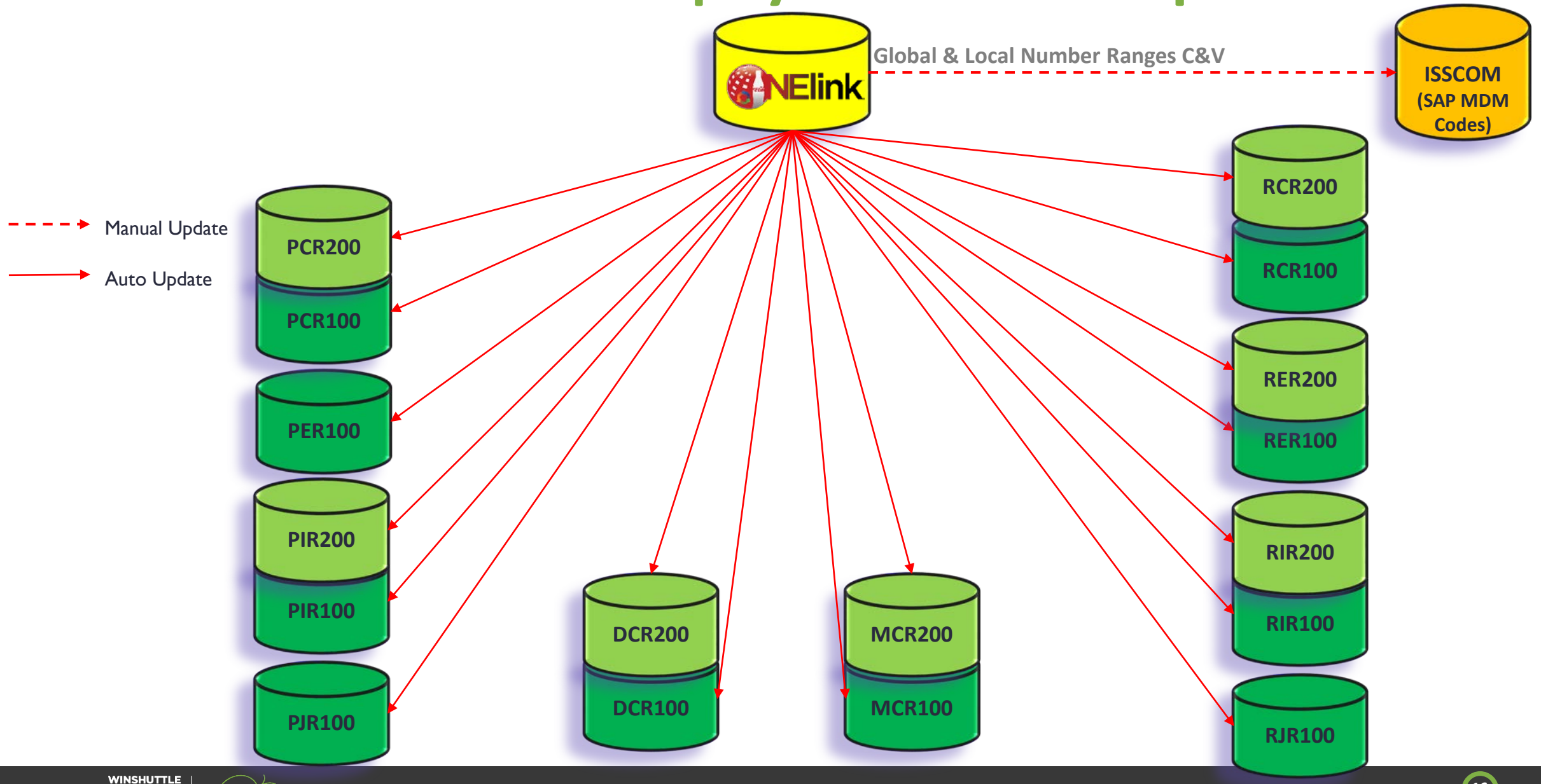
ONElink Project Implementation

Objects/ Forms	CCFPI Philippines		HCCBPL India		CCSM Singapore/Malaysia		CCBVL Vietnam		CCPBM Myanmar		CBCL Cambodia		TCCC Atlanta, GA	
Master Data Forms														
Codes and Values	Oct '16		Oct '16		Oct '16								Oct '16	
Codes and Values (enhancements)					Nov '17									
Profit Center	Mar '16	2 5	Aug '16	2 5	Feb '17	2 5								
Cost Center	Mar '16	2 5	Aug '16	2 5	Feb '17	2 5								
Bank Keys	Apr '16	2 5	Sep '16	2 5										
GL Accounts	Apr '16	2 5	Sep '16	2 5	Feb '17	2 5								
Customer Master	Oct '16	13 22	Dec '16	10 10	Nov '17	24 5	Nov '17	8 8	Sep '17	8 8	Oct '17	8 8	Oct '17	2 2
Vendor Master	Sep '16	10 10	Nov '16	13 13	Dec '17		Nov '17	10 10	Sep '17	10 10	Oct '17	10 10		
Material Master	Aug '16	5 7	Feb '16	20 20	Dec '17	36 8	Nov '17	7 7	Sep '17	7 7	Oct '17	7 7		
Price Master							Sep '17	10 10			Oct '17	10 10		
Prod Exec: Bill Of Matls, Master Recipes, Prod Versions, AMO	Sep '16	4 4	Q1 2018		Q1 2018									
KDP (KOFPH mobile solution) integration with ONElink	Dec '17													
Mapper Tool					Aug-Dec '17									
Route Request Form					Aug-Sept '17									
Client 200 Removal	Q4 2018		Nov '17		Q4 2018									
Automated Mass Maintenance	Q1 2018		Q2 2018		Dec '17		Dec '17		Dec '17		Dec '17			
Dashboard	Jan '17	1	Jan '17	1	Aug-Dec '17	1	Sep '17	1	Sep '17	1	Oct '17	1	Sep '17	1
Archiving	Q1 2018	1	Q1 2018	1	Nov '17	1	2018	1	2018	1	2018	1	Q1 2018	1

WINSHUTTLE™

for Codes & Values Portal

ISSCOM Codes & Values | System Landscape





WINSHUTTLE™

for Data Extraction, Load & Validation

Query

For Data Extraction & Validation

- Allows to define queries based on single tables or joined tables
- Simplifies SAP ***extracts*** to Excel, Access, SharePoint list, or SQL database
- Enforces organization-level security
- Minimal impact on SAP system performance

Transaction

For Data Loading to SAP

- Automates data ***import*** into SAP without programming
- Uploads data accurately, and efficiently
  - Real-time SAP log displayed in Excel Spreadsheet
- Minimal impact on SAP system performance



Data Validation Reports (thru Winshuttle Query)

S.No	Condition to extract customer list	Mandatory Condition for customers	No. of records with exception
1	Account group (KNA1-KTOKD) = ZFSV	Number Range (KNA1.KUNNR) is within 3000000000-3909999999 Number range (KNA1-KUNNR) starts from DP*	-
2	Account group (KNA1-KTOKD) = ZFSV	Business type (KNA1-KATR3) = 04 - FSV - Full Service	-
3	Account group (KNA1-KTOKD) = ZFSV	Trade Group KNA1.KDKG5 = M4 - FS Number range (KNA1-KUNNR) starts from DP*	-
4	Account group (KNA1-KTOKD) = ZFSV	Ext. Customer no. KNA1./SCL/EXT_CUST is business required (Should not be blank)	73,308
5	Account group (KNA1-KTOKD) = ZFSV	Free Vend Division KNA1./CCEJ/KNA1_ZKZFRPKBN is required in Pricing (Should not be blank) Number range (KNA1-KUNNR) starts from DP*	2

26 scripts ran for 2 hours only

KNA1.KUNNR Customer Number	KNA1.NAME1 Name 1	KNA1.NAME2 Name 2	KNA1.KTOKD Customer Account Group	KNA1./CCEJ/KNA1_ZK ZFRPKBN Free Bend Division	SAP System: Client - PJR : 100 SAP User - o55675 QUERY Script Name - CCEJ_Validation_Script_05.qsq Records extracted - 2 Execution Time - 00:00:43 Download date and time. - Wednesday, February 1, 2017 3:02:38 PM Reason for run -
3200086020	駿台予備学校市谷校１	駿台予備学校市谷校１Ｆ缶Ｃ３Ｓ	ZFSV		
3200086374	セガ新宿歌舞伎町店２	セガ新宿歌舞伎町店２Ｆ缶Ｃ３	ZFSV		

Data Loading (thru Winshuttle Transaction)

Account or Matchcode for the Next Line Item RF05A-NEWKO	Amount in document currency BSEG-WRBTR	Value date BSEG-VALUT	Baseline Date for Due Date Calculation BSEG-ZFBDT	Assignment Number BSEG-ZUONR	Item Text BSEG-SGTXT	Profit Center COBL-PRCTR	Log Winshuttle TRANSACTION 10.7 FB01_VendorBlock_Loopv2.TxR 2/23/2017 5:42:56 PM Mode: Winshuttle Function Module HCR-100, A35527
							Document 114836704 was posted in company code 1215
							Item row D1: See log below
							Item row D1: See log below
							Item row D1: See log below
							Item row D1: See log below
							Item row D1: See log below
215602300	290.14	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10944_070816	PH12150159	Item row D2: See log below
215602300	259.50	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10945_071116	PH12150159	Item row D2: See log below
215602300	259.50	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10946_071116	PH12150159	Item row D2: See log below
215602300	116.06	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10943_042516	PH12150159	Item row D2: See log below
215602300	519.00	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10386_092716	PH12150159	Document 114836704 was posted in company code 1215
							Document 114836705 was posted in company code 1215
							Item row D1: See log below
							Item row D1: See log below
							Item row D1: See log below
							Item row D1: See log below
							Item row D1: See log below
215602300	290.14	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10944_070816	PH12150159	Item row D2: See log below
215602300	259.50	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10945_071116	PH12150159	Item row D2: See log below
215602300	259.50	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10946_071116	PH12150159	Item row D2: See log below
215602300	116.06	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10943_042516	PH12150159	Item row D2: See log below
215602300	519.00	10/06/2016	10/07/2016	1609RMCAG1108	JETSI_TUG CARRIER CLAIMS_MSI10386_092716	PH12150159	Document 114836705 was posted in company code 1215

Exact SAP logs displayed on Excel after SAP posting

WINSHUTTLE™

for Operational Dashboards

BUSINESS CHALLENGES



- No immediate visibility of operational parameters
- Delayed reaction to operational issues
- Scattered data repositories
- Tedious and manual preparation of reports

NO DIRECT DOWNLOAD OF DATA FROM Coke SAP one

NElink Operational Dashboard *offers...*

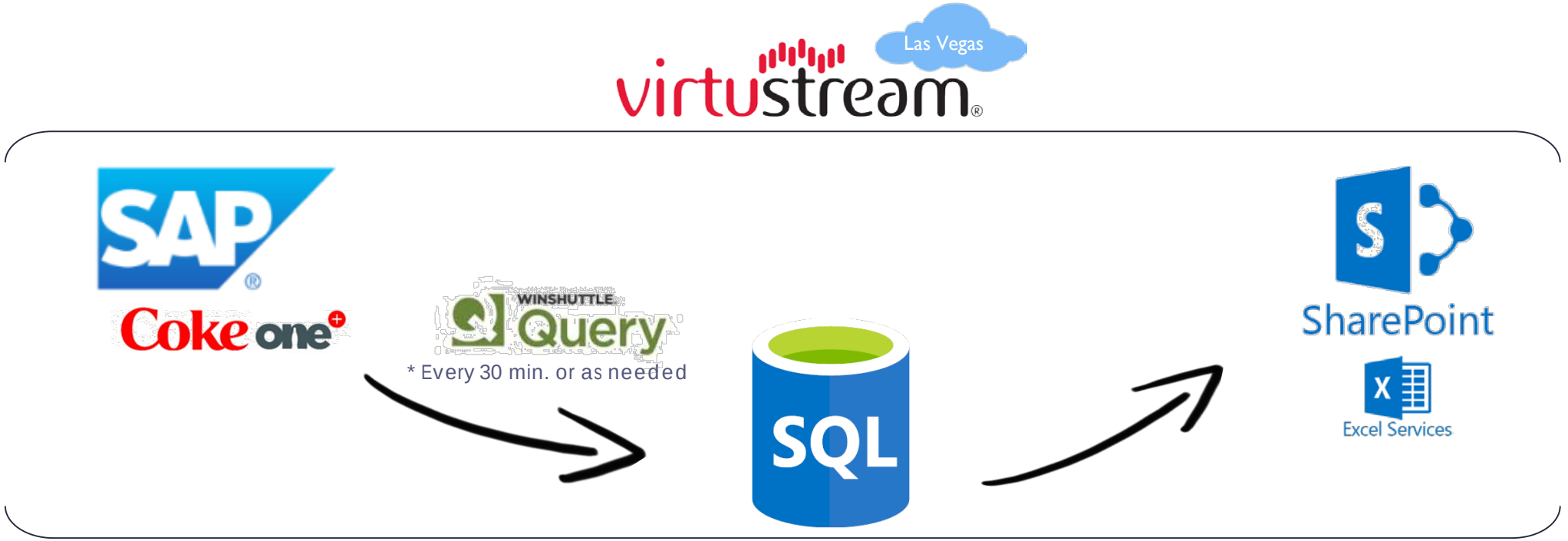


- ✓ Informative charts providing immediate visibility of operational parameters
- ✓ Regularly updated charts
- ✓ Faster reaction to operational issues
- ✓ Central data source and repository

WINSHUTTLE™ Query

- Allows to define queries based on single SAP table or joined SAP tables
- Simplifies SAP extracts saved to Excel, Access, SharePoint list, or SQL database
- Uses SAP Remote Function Call (RFC) as interface between SAP and Winshuttle
- Uses patented **Adaptive Query Throttling**™ technology
  - dynamically optimizes the execution of Winshuttle queries based on the existing load on the SAP system and configurable criteria
  - minimizes the impact to SAP system performance

NElink Operational Dashboards Process Diagram







Efficiencies Driven by Automation

- Paperless/ electronic workflow
- Real-time SAP data retrieval
- Approval thru email
- Auto-post to SAP
- Mobile interface (phone & tablet)
- Re-usable forms for other bottlers
- Lower Total Cost of Ownership
- Operational Dashboards




Thank you
Remember to complete your session evaluation!
WINSHUTTLE
USER
GROUP
ANNUAL
CONFERENCE
ATLANTA 2017