

Redwood Business Solutions

Making complex processes easy to manage.

At A Glance

Industry

- Consumer

Environment

- SAP NetWeaver®, SAP® R/3®, SAP BW, SAP SCM
- HP UX
- Oracle

Key Challenges

- Disparate operations over wide geography
- Lack of systems control
- Decentralized management
- Limited performance of CCMS

The Solution

- Cronacle for SAP solutions providing optimized performance of SAP landscape
- Identification of superfluous non business-critical jobs
- Synchronized running of all SAP applications

Key Benefits

- Greater ROI from SAP investment
- Ability to manage the more than tripling of SAP end-user base over 6 years
- Man hours saved in ABAP programming & manual log checks
- Better control of SAP user requests

Coca-Cola HBC

Cronacle™ for SAP® solutions delivers increased ROI and efficient SAP management for Coca-Cola HBC

Mergers are often difficult strategies to implement. Particularly when they generate fragmented operations networks covering much wider geographies than they were initially designed to support. Critical to the success of managing disparate operations (within one company entity) is the unification of existing IT infrastructures and the implementation of company-wide ERP systems. Coca-Cola Hellenic Bottling Company S.A. (CCHBC) has had to overcome some of these challenges since the merger that created the company in 2000.



CCHBC is one of the world's largest bottlers of products of The Coca-Cola Company. Operating in 26 countries with a total population of more than 500 million people, CCHBC was created in August 2000 with the merger of the Athens-based Hellenic Bottling Company S.A. with Coca-Cola Beverages plc. Markets served now stretch from the Republic of Ireland to the eastern-most parts of Russia, and from Estonia to Nigeria. With annual revenues in excess of US \$4 billion and more than 37,000 employees, the company surely is a global player in the beverage bottling and distribution industry.

"With so many SAP end-users across so many locations,...we found that Cronacle for SAP solutions provides the transparency and control required to align all three applications, no matter where or when production management issues may arise."

Raymond Wooninck
SAP Technology Manager and
Template Team leader, Coca-Cola HBC

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Moving Towards Centralization

The merger in 2000 was a clear milestone for CCHBC as the geographical spread of production facilities grew almost overnight. With disparate operations came decentralized reporting and control. The challenge was to integrate and consolidate internal IT systems across numerous countries in order to achieve synergy through centralization. During 2003 CCHBC implemented SAP R/3®, SAP BW and SAP SCM enterprise-wide with a view to managing the business as one entity. To facilitate this process the organization developed the “Enterprise IS Association” which split into two areas of responsibility. The first being the “template team” responsible for SAP landscape design, whilst the second, the “deployment team” became responsible for SAP data migration. The Enterprise IS Association was and still is responsible for the successful implementation and support of SAP products throughout CCHBC.

SAP Technology Manager and Template Team leader at CCHBC, Raymond Wooninck describes, “Until now our SAP installation spans 7 countries and serves 2,100 end-users. In 2006 we will almost double our current processing requirements by extending SAP technology to an additional 5 countries totaling 3,300 end-users (across 12 countries). As such, during 2004/2005 we needed to select and implement a process automation and batch scheduling solution that could automate the existing workload and scale much larger.” CCHBC chose Cronacle *for SAP solutions* to manage its SAP background processing in November 2004 and by January 1st 2005 it was up and running.



Why Cronacle for SAP solutions?

Considering CCHBC’s own investment in SAP technology and the solution’s integration with the SAP NetWeaver® stack, Cronacle *for SAP solutions* seemed to be the logical choice. Another driver in CCHBC’s selection was the ability to map job chains across SAP BW and SAP R/3 as well as manage interdependencies between automated processes across the full SAP environment. Wooninck adds, “We had a short timeframe with which to get the automation of our SAP background processing in place. By turning to Redwood’s professional services team we saved weeks of ABAP development. They had the knowledge and could begin making batch inventories immediately, saving us valuable familiarization time with the product.” Post implementation the daily scheduled batch workload was reduced from 300 to 180, partly as CCHBC could then run parallel processing loads and were not limited by sequential scheduling from CCMS. Furthermore Cronacle *for SAP solutions*’ mapping of job chains highlighted redundant batches for

removal, streamlining hardware usage and further optimizing SAP productivity.

A Synchronized SAP Environment

Automating processes with dependencies between SAP R/3, SAP BW and SAP SCM coupled with job interception functionality are key components allowing CCHBC to efficiently manage production. Having these three systems running up-to-date and synchronized with each other is a significant business enabler for CCHBC. In addition, control and systems performance can be maintained during BI data reload windows as end-user jobs can be intercepted and delayed or re-prioritized until the upload is complete. Wooninck mentions, “With so many SAP end-users across so many locations, including the data center and systems admin groups themselves, we found that Cronacle *for SAP solutions* provides the transparency and control required to align all three applications, no matter where or when production management issues may arise”. Wooninck continues, “Reducing our ABAP programming workload saved us some time, as did error alert functionality because we no longer had to spend time checking batch log reports.”

Growing to 26 Countries

Currently planned for the Enterprise IS Association is the move in April 06’ to include 5 new countries into CCHBC’s SAP landscape, adding around 1,200 users. The ultimate goal is to manage all of CCHBC’s 26 central and eastern European countries within a single, unified SAP environment, totaling around 9,000 SAP end-users by 2010. Wooninck concludes, “We intend to move the solution to its own server, guaranteeing high service execution and measurement as our SAP environment evolves.” A clear indication that Cronacle *for SAP solutions* is becoming increasingly mission-critical for CCHBC as the company plans to continue managing operations more and more centrally over time.



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