

Sterling Commerce allows CCBCC to seamlessly integrate across their business



Location

Charlotte, North Carolina

Industry

Distribution and Logistics

Business challenge

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

Solution

Sterling Integrator®

Benefits

- Seamless and secure internal integration
- Operational efficiency
- Aftermarket service parts support

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

Using Sterling 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 Integrator is recognized throughout CCBCC as a vital solution for our organization.”

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

Sterling Integrator in innovative ways, most recently with CCBCC's transportation arm. Sterling Integrator provides seamless, secure 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 secure internal integration

Sterling Integrator enables flexible, secure connectivity, integration, and process automation capable of spanning many CCBCC systems and applications. With Sterling Integrator, onboarding of new partners is easier and faster. Information from 100+ trading partners moves through Sterling 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.

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 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 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 Integrator. Near real-time access to decision-critical information ensures timely monitoring of performance against key SLAs with both external customers and The Coca-Cola Company.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at www.sterlingcommerce.com.

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