TRANSFORMING THE BUSINESS

WITH MOBILE, ANALYTICS AND CLOUD

MAY 2014

BARRY SIMPSON
GROUP CIO COCA-COLA AMATIL

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Over the last 5 years CCA has invested in building a world class technology platform

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We have built a Best Practice end to end platform to drive efficiencies and organisational capability

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Free WiFi spot

mycca
your business ▸ your way

We have leading edge capability across all digital platforms

SAP®

OAisys
OneAmatil informationsystem

IBM

Microsoft

Telstra

Cisco Systems
Empowering the Internet Generation™

Over the last 5 years CCA has invested in building a world class technology platform

And we have successfully moved to 2-Speed IT

This platform connects all parts of CCA with its Customers and Suppliers to provide levels of Customer Service and efficiencies that our competitors cannot match

Customer Service

- Customer Apps (myCCA, Clubhouse)
- Multi-Channel Order Functionality
- Real time pricing and promotions
- Smart Ordering including customer inventory management
- Loyalty & Incentives
- 24 Hour Cooler Placement
- 4 Hour Gold Class Equipment Service

Business Intelligence

- Real time event based analytics
- Geo-Mapping & time stamping of all sales data
- Large scale collection and analysis of customer data to drive insights and targeted promotions

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your business ▸ your way

Back-Office Efficiency

- Leveraging shared services to streamline Group wide transactions
- Over 90% Automatic Cash Clearing
- Over 85% Electronic Ordering by value
- Automated system administration

Supply Chain Agility

- Integrated Warehouse automation
- Real time visibility of distribution network including GPRS optimisation
- Best in class service levels: DIFOTAI over 98%
- SAP supplier network collaboration – inventory optimisation for major ingredients

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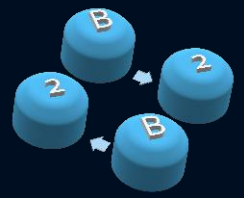
Data Centres

- Primary & Back up Data centres with IBM
- Web Services Data Centre with Telstra
- 5 Other Data Centres closed
- Legacy Systems Decommissioned

IT Supplier Base

- 300+ Suppliers rationalised to 105
- All transactions electronic
- All major agreements renegotiated and single sourced if possible



Capability

- Built strong skills in-house, outsourced non-core services
- Have strong partnerships with large and small partners
- We are building skills in Indonesia

Governance

- IT is closely connected to the Business
- IT being leveraged for large scale Business Change programs
- Strong Governance models in place

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But it’s not enough

We are at an inflection point in our Service Delivery

Mobility

Over 50% of our workforce will be mobile. This requires us to accelerate our “Mobile and Cloud first” approach for all of our solutions. All solutions must be mobile.

B.I.

A Business Reporting improvement program is not enough. We must move the organisation to real time information powered by in-memory computing. We must treat BI as another “app” and overhaul our reporting approach.

Consumer led

All technologies must be easier to consume. We have built a very strong back end system and the governance, performance and reliability we have achieved must remain. Our challenge is to now make consumption simpler. Apps have won.

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All roads lead to Cloud
To reach the price points we need to be at
To give us the flexibility we need: up and down
To provide a compelling mobile first experience
To compete with what you can do at home

We are partnering with IBM to accelerate our transition to mobile-first and consumer-led technology

SAP Platforms

- Moving all of our SAP systems to IBM Cloud. Now.
- Mixing X and P series Cloud offerings. On Demand
- Spinning up and down environments as required. That's next.

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Sales Mobility

- Replacement of legacy Field sales Support with iPad apps
- Use of geo-location, mapping, real time visibility of strike rates
- Rapid updates based on in-Field experience

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Business Intelligence

- All SAP Data – in memory
- IBM supplied Blade processing
- Real time data available to all – desktop and mobile
- Delivered rapidly in New Tools
- Easy to consume
- Price points and delivery timelines dramatically lower than traditional BI

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Next Gen Workplace

- Work from anywhere
- Revamp applications to be mobile first
- A new Service Model: all devices managed as mobile phones
- 50% reduction in IT service costs and a happier consumer
- Flexibility up, cost down, engagement up

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IBM Cloud Services are uniquely positioned to help us

Local Provisioning for performance

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IBM Reliability

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Flexible

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We both have to get there

Thank You