



# **Coca-Cola Bottling Company Consolidated & Every Angle**

**Brett Frankenberg  
VP Supply Chain Planning & Procurement  
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# CCBCC Overview



## Independent Public Company

- Founded 1902
- \$1.5 Billion Revenue
- 160 Million Physical Cases
- 500+ items
  - 200 Produced
  - 300 Purchased
- Largest independent Coke bottler in the U.S.

*Coca-Cola*  
BOTTLING CO.  
**CONSOLIDATED**

## Franchisee with a stated territory

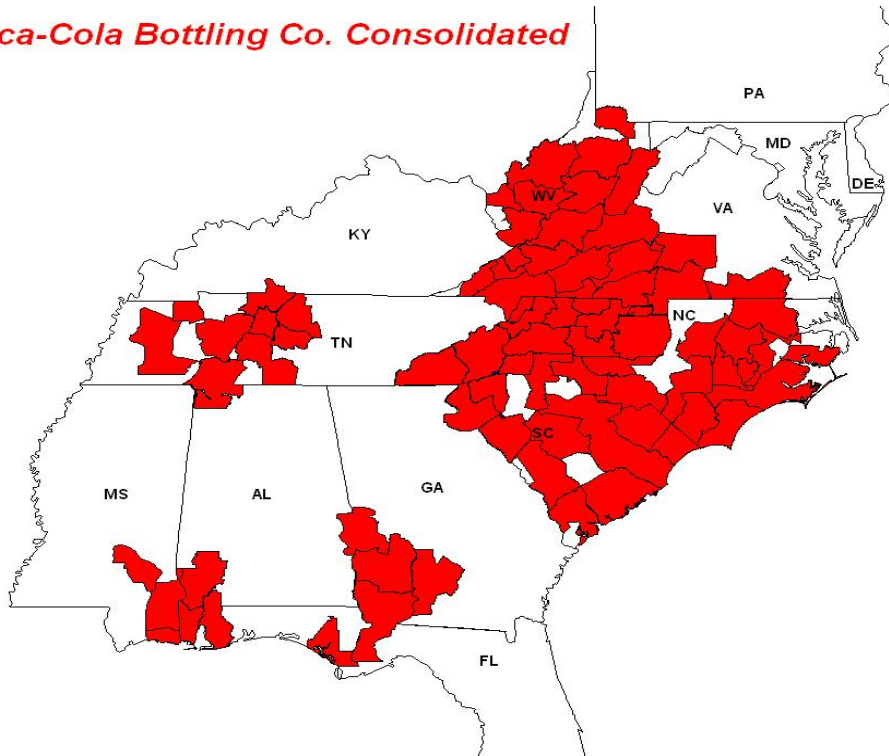
- Distributor who Manufactures

# Territory

## Growth Through Acquisition



*Coca-Cola Bottling Co. Consolidated*

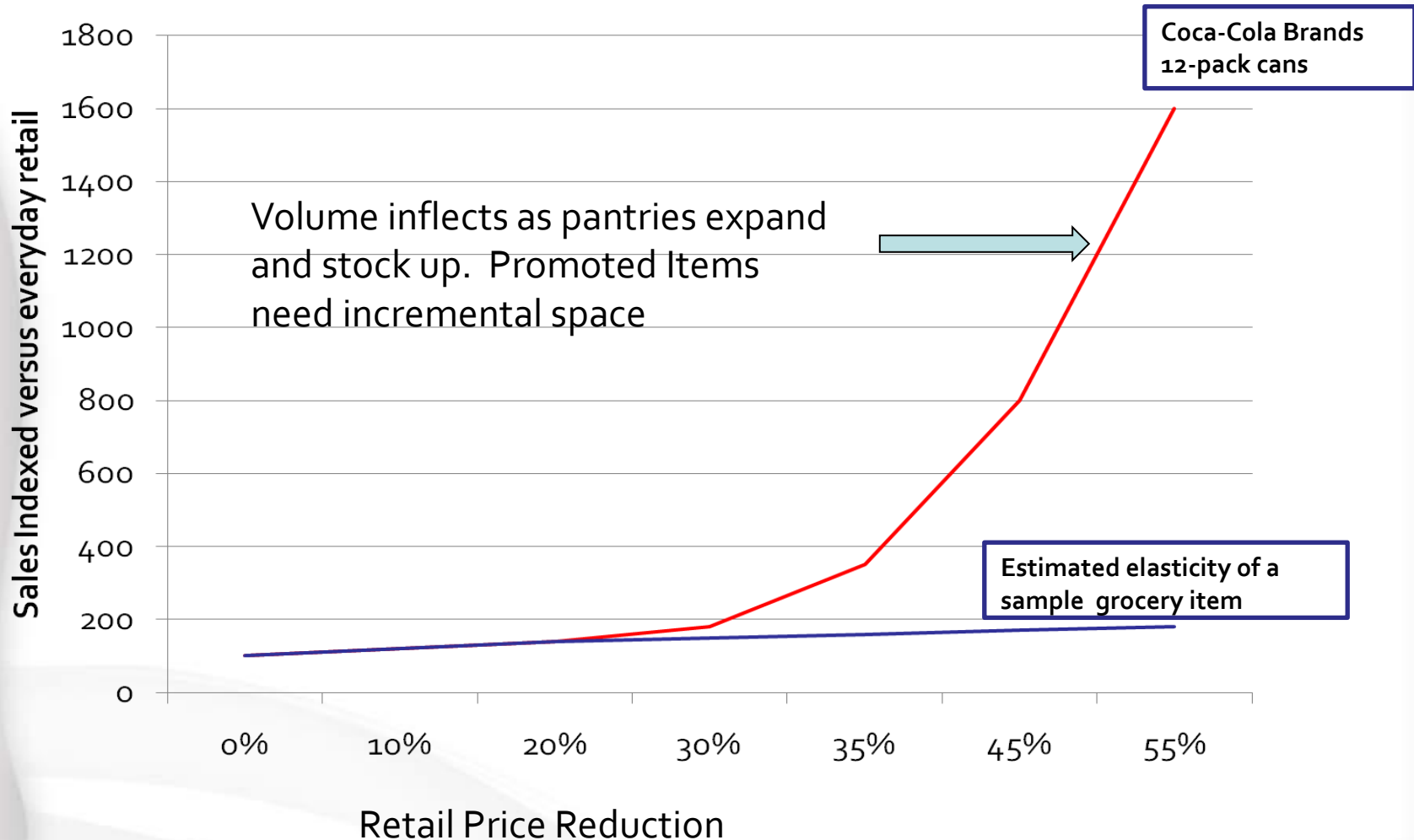


- 5 Plants
- 48 Distribution Centers
- Direct-Store-Delivery
- Service 29 Coke Bottler Franchises

Manufacture, Procure, Sell and Distribute Soft Drinks

# Price Elasticity Comparison

## Difference Between Coke and Toilet Paper



# Price Elasticity Comparison

Difference Between Coke and Toilet Paper



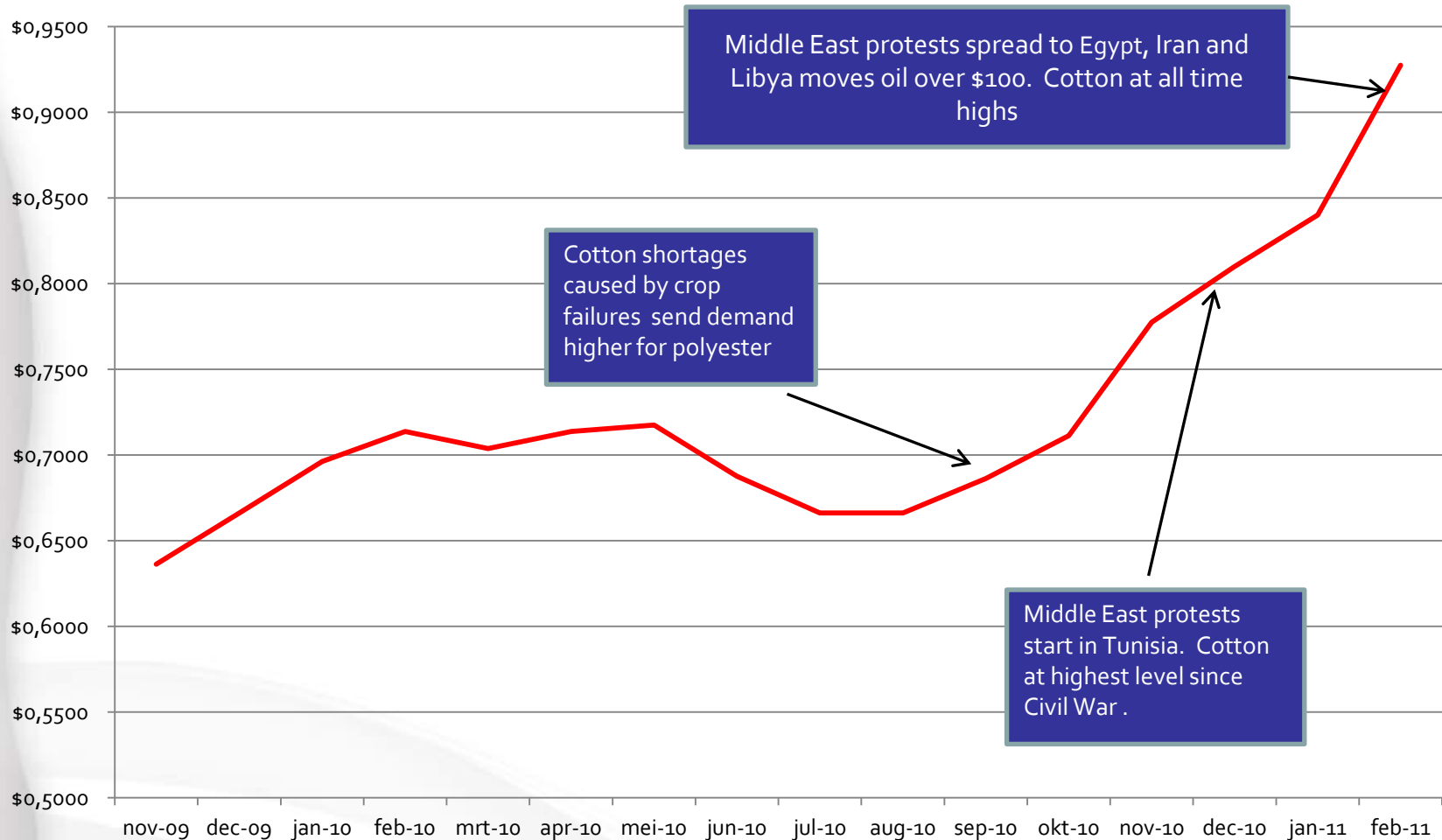
# What Makes us Similar

## Cost of Goods Landscape

For 100 yrs not much change. Now much More Susceptible to World Events.



### Bottle Resins



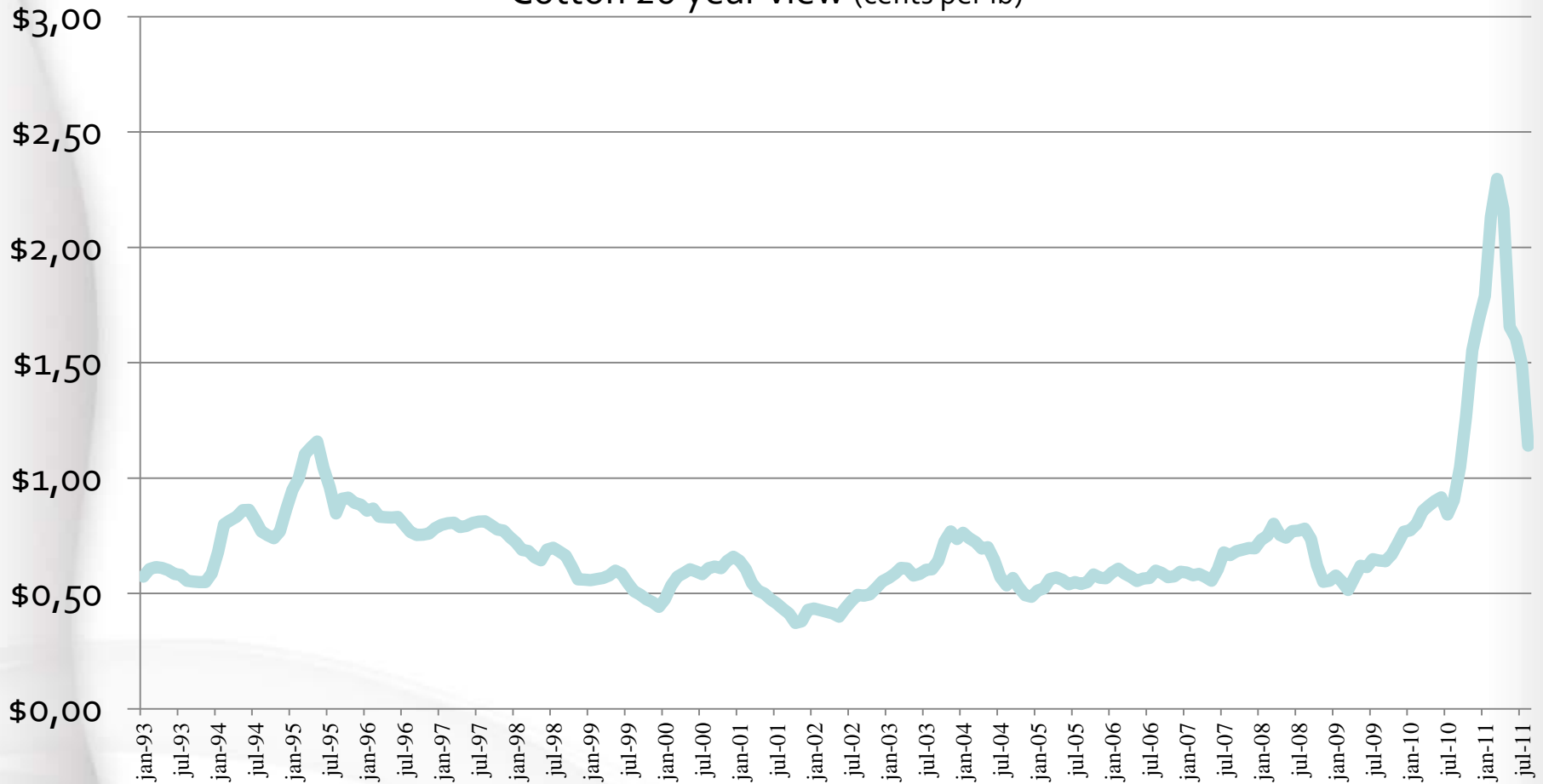
# What Makes us Similar

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Cotton 20 year view (cents per lb)



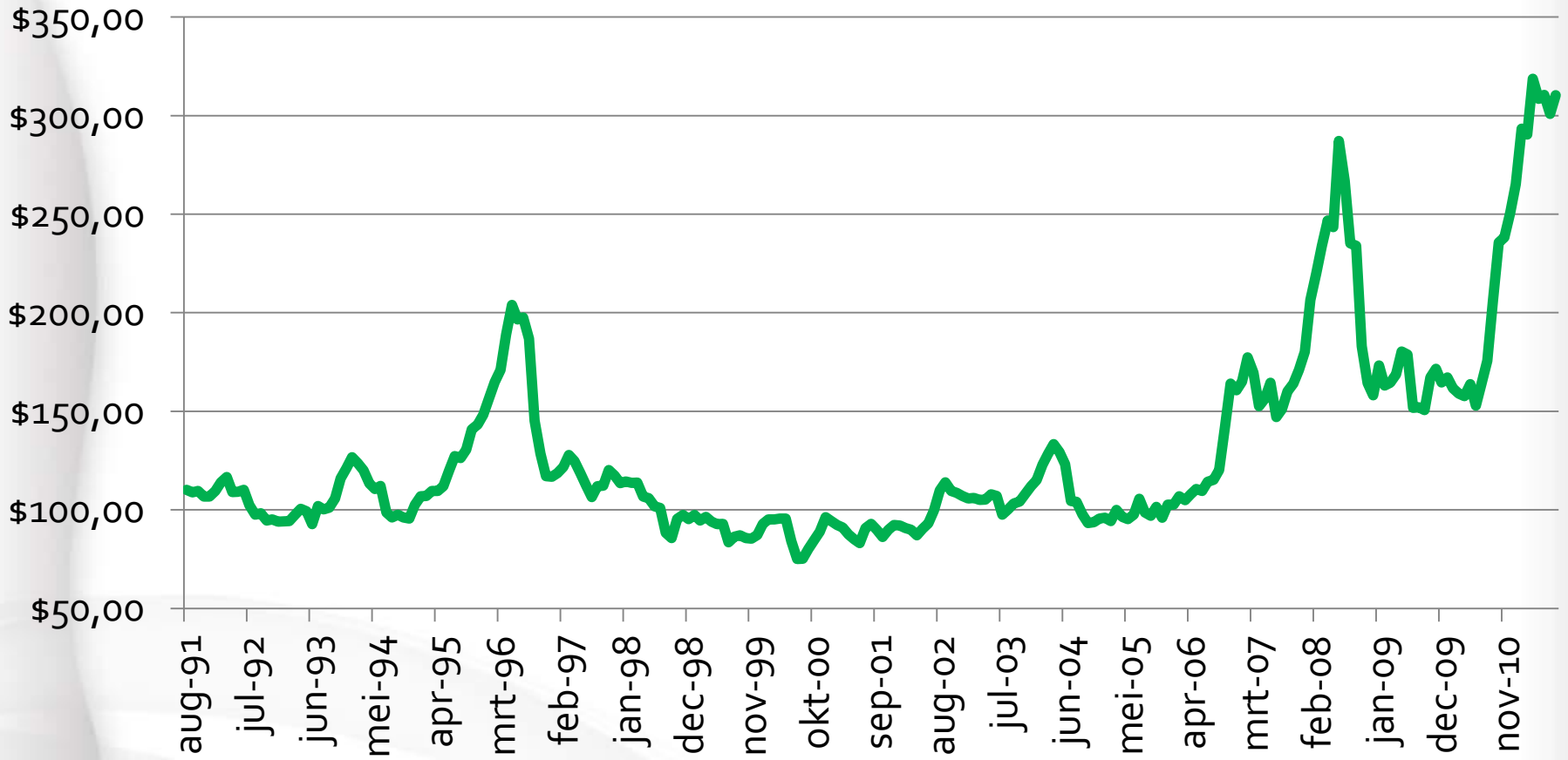
# What Makes us Similar

## Cost of Goods Landscape

For 100 yrs not much change. Now much More Susceptible to World Events.



### Corn 20 year view (\$ per metric Ton)



Use three to six 17,000 gallon rail cars of corn syrup per day at our Charlotte manufacturing facility alone. We have four other plants.



# We Must Constantly Evolve

## Why Do We see the Need for Every Angle



- **The Prize is not the mere collecting of Data**
  - But rather using it to Make more Scientific Decisions
  - Reduce Operating Expenses
- **For years, we tolerated reports taking hours to generate**
  - Collecting Data was the job
  - Reports took HOURS
- **Report Writing tools have a role**
  - Very complicated
  - 16hrs of training yields little
- **Enterprise Data Warehouses have a role**
  - They are very Expensive with long implementations
  - Can be obsolete on arrival as requirements evolve
  - Better for larger operational reports



# Current State

## Frustration Getting at the Data



- Access to Current & Relevant Information is Transformational
  - The more you know the more questions and ideas you generate
- Attention Spans are short
  - Users Demand answers quickly
  - Decentralized Information gathering is critical
    - Free the team to learn and solve
    - Knowledge generates Solutions missed in the past
- Every Major Trend Seems to Value Individual Choice
  - The Internet Gives Access to knowledge to many who never had it
  - Why should Enterprise Reporting Be the domain of just a few people?
  - Learning Organizations are comprised of Individual Learners
- If the cost of Achieving Knowledge is Prohibitive
  - What is the cost of living with a lack of knowledge?

# Every Angle Made Strong Claims

Test Drove the System & Liked it



## Challenged EA to back up claims with a Conference Room Pilot

### They Delivered!

- Response times to CREATE and EXECUTE “Angles” (reports) were extremely fast (measured in minutes and seconds! Vs hours)
- Business users familiar with SAP had a very short learning curve (minutes to hours)
- Significant opportunity to CLEANSE our ERP Master Data as well as transactional data
- 80% of our TOTAL Business Requirements for extensions were able to be implemented and were live in less than 1 week!  
(Several of these had been attempted using traditional BI technologies – without success)

# Every Angle in Use

## Current Business Issue



## Plant Maintenance

Relatively Few SAP-BW Reports relevant to Business User Community (Financial)

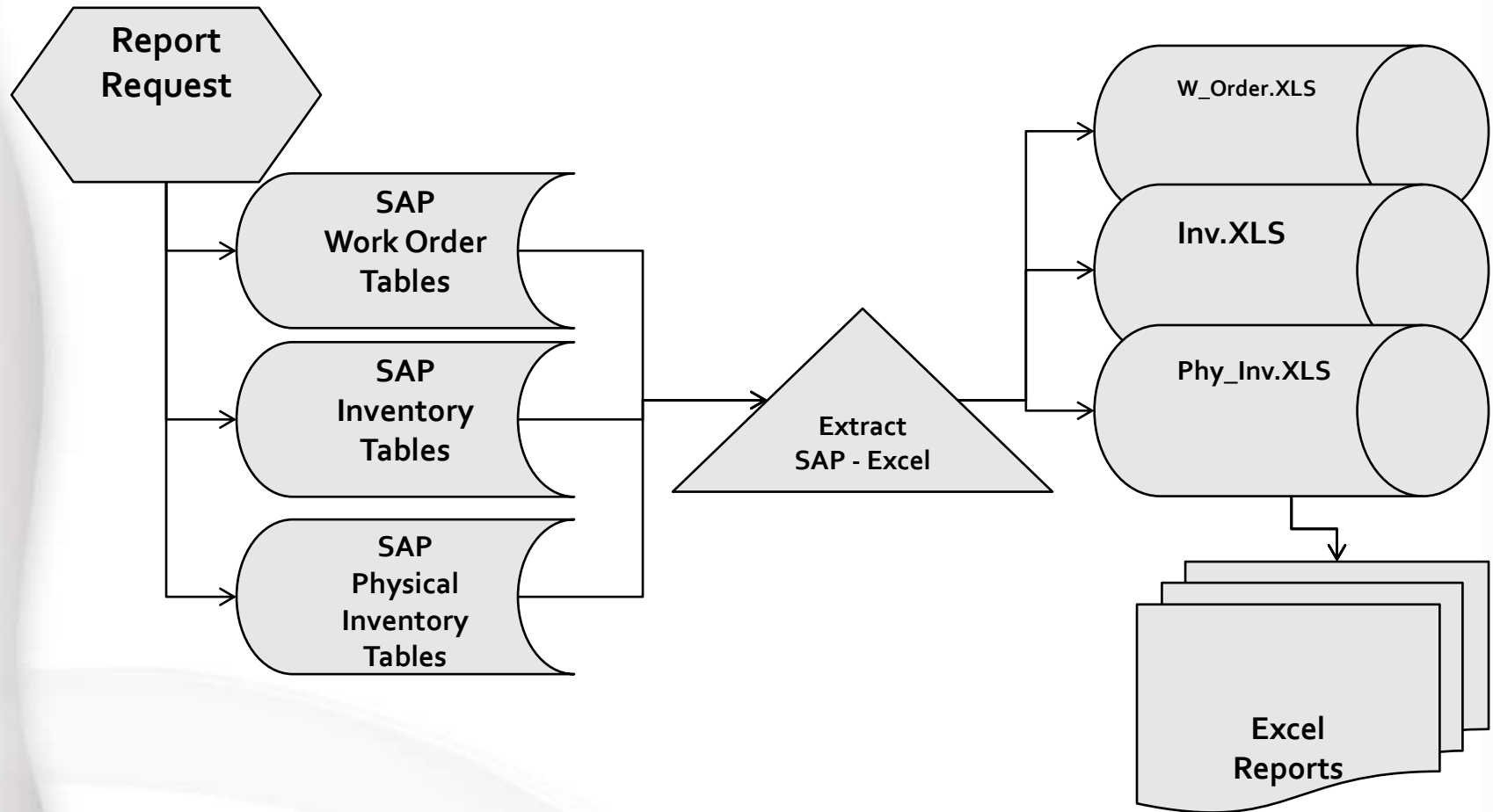
- SAP PM live for 3 years without detailed Transactional Reports at all Plants
- BW Report Generation is proving time intensive, costly, & Unimpactful
- Often the delivered BW (report) is useful but leads to additional requests for more detailed data.
- Such requests are considered “new”, and often are pushed to the bottom of the work schedule due to resource commitments.
- Business gets aggravated and questions go unanswered

# Plant Maintenance

## Physical Inventory Compliance Report



Current Process:



**Note:**  
Data extracts are required for every new request of this report.

# Every Angle in Use

## Current Business Issue-Solved



### Plant Maintenance

With Every Angle Solution:

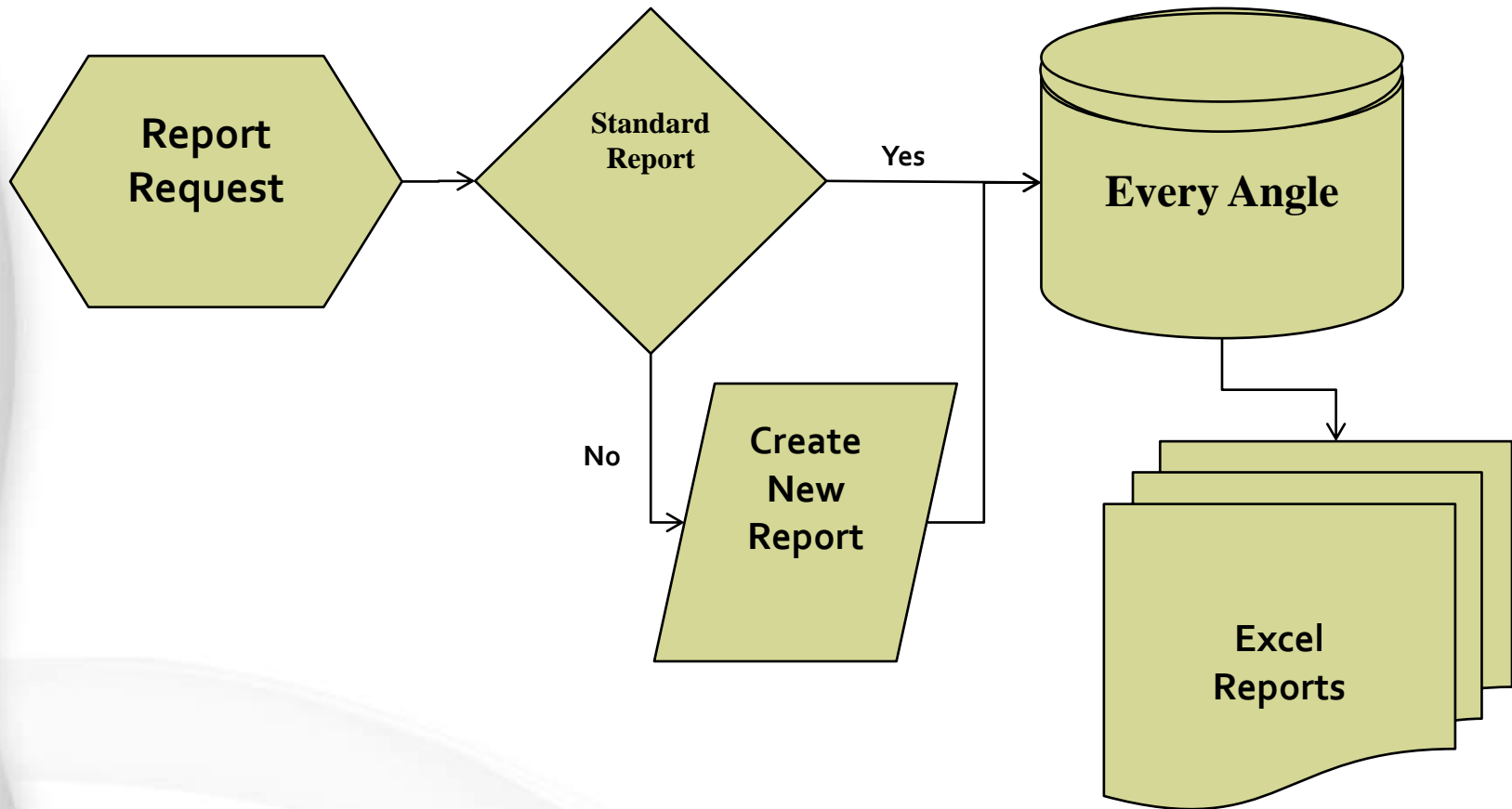
- Report building with Every Angle allows strategically assigned individuals in the company to create, implement, and manage reports for the company
- The BUSINESS Users are trained and respond to the time critical requests
- Result is the Business is provided the data required to make knowledge based decisions in a timely fashion.
- Issues get resolved. Process Control and Improvement can occur

# Every Angle in Use

## Plant Maintenance: Physical Inventory Compliance Report



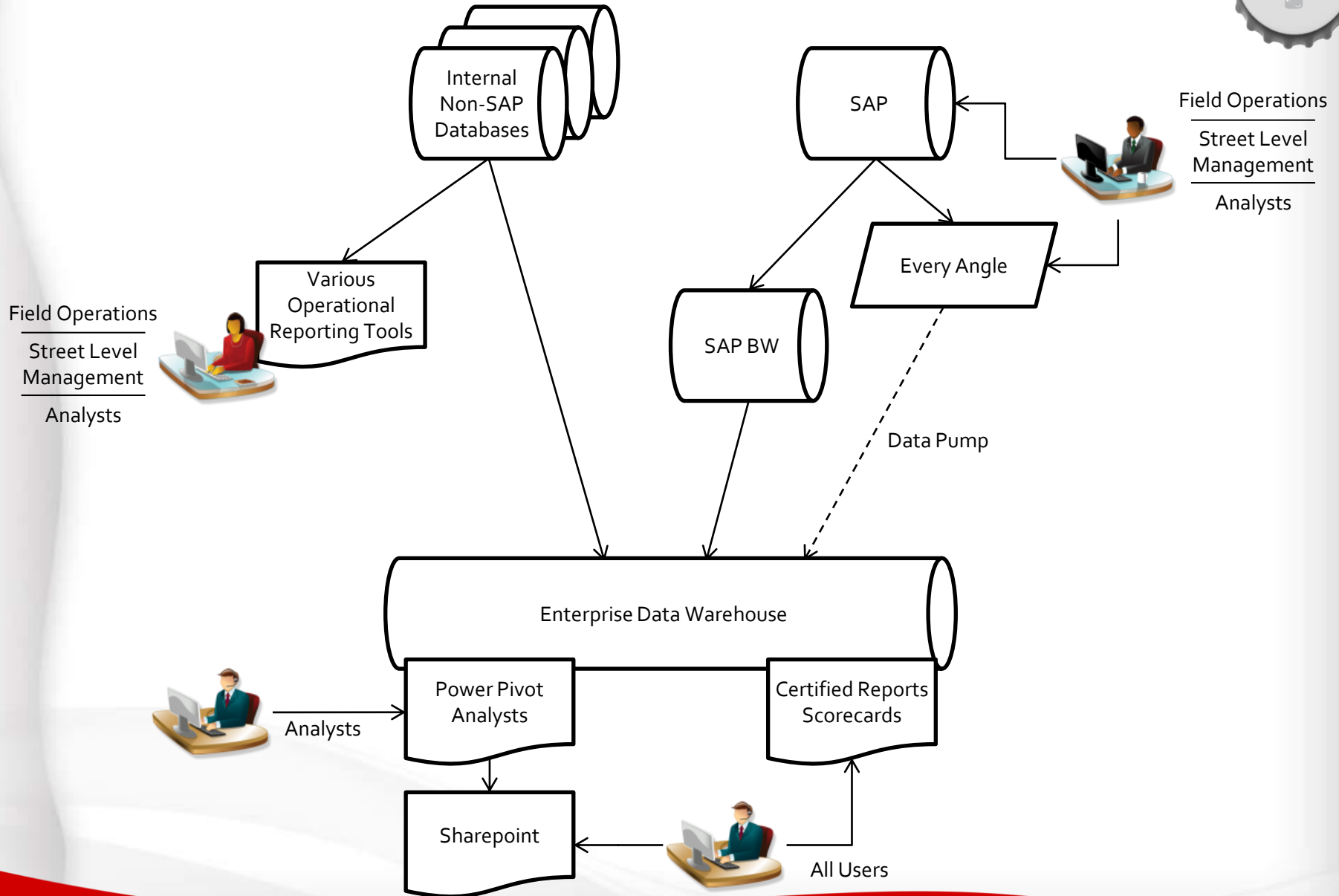
Every Angle Process:



Note:

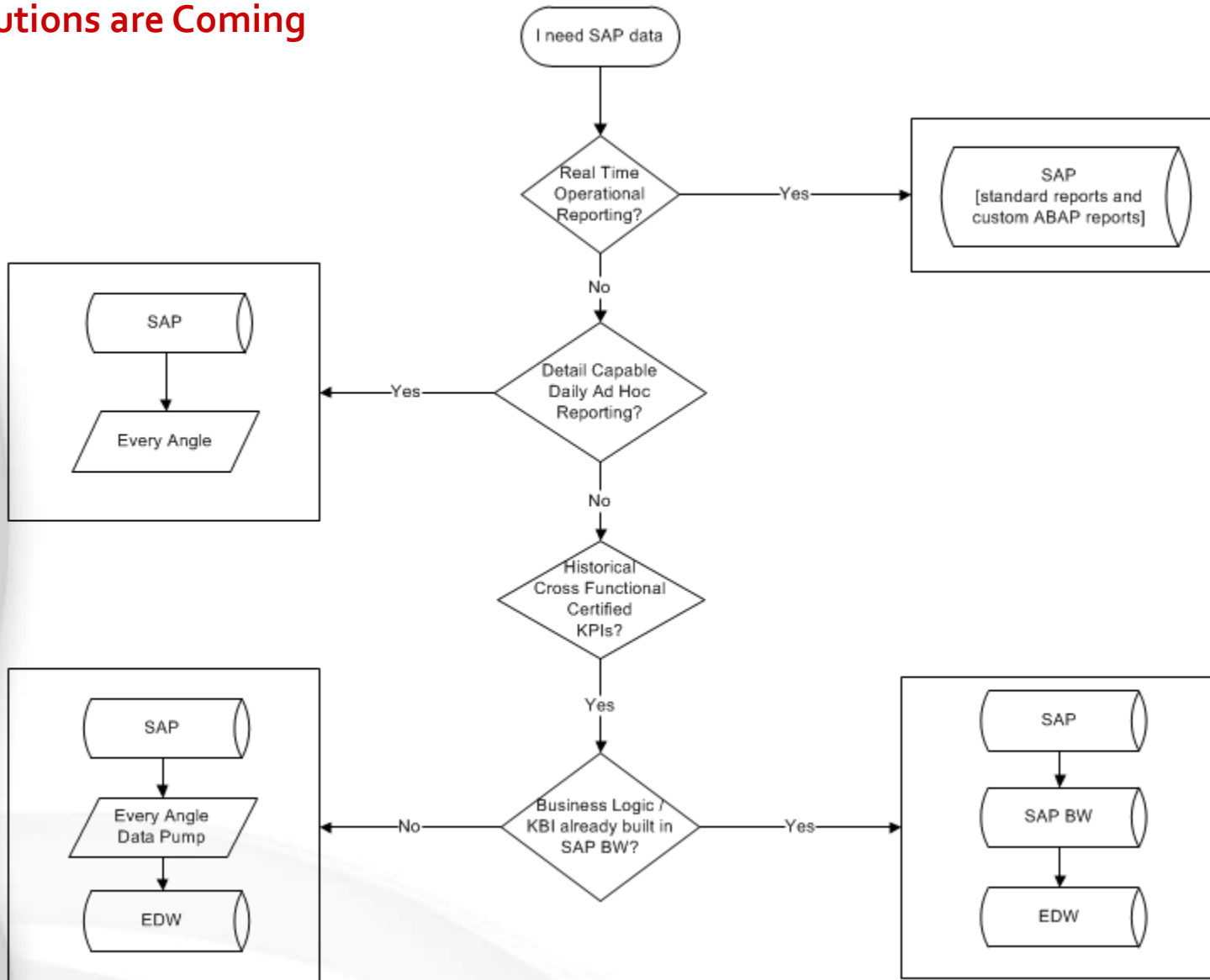
New request of this report will only require executing the report.

# Architecture of Data Flow



# The Field's View

Solutions are Coming

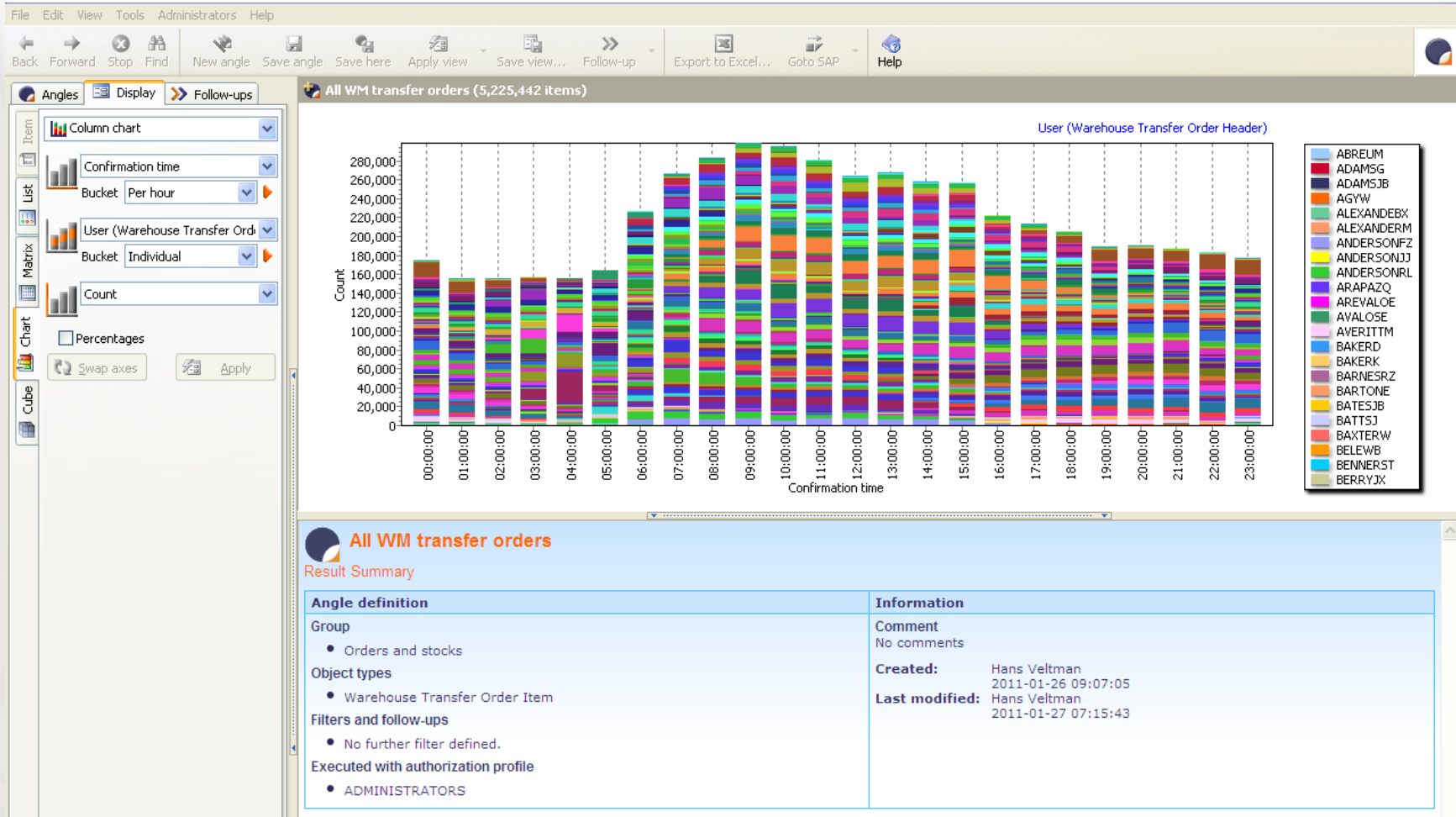




# Warehouse Workload Balancing Report

## Answering Questions never before feasible

### Warehouse Workload monitoring/balancing by hour



**Note:**

New request of this report will only require executing the report.



If I asked them what they wanted, they would have asked for a Faster Horse  
- Henry Ford

**How we used information in the past does not need to lock us into how we get and use it in the future.**

# Thank You



*Coca-Cola*

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VP Supply Chain Planning & Procurement  
Coca-Cola Bottling Company Consolidated  
[brett.frankenberg@ccbcc.com](mailto:brett.frankenberg@ccbcc.com)