



KNOW MORE. ACT FASTER.



## CUSTOMER CASE STUDY

# Coca Cola Bottling Co. Consolidated uses Every Angle to gain process control, save time and free resources

**“ We saw NOTHING ELSE in the market that could provide these operational capabilities ”**



**JIM SMALL**  
Systems and Business Process Manager  
Supply Chain

Coca Cola Bottling Co. Consolidated (CCBCC) is the largest independent Coca-Cola bottler in the United States and is a leader in the manufacturing, marketing and distribution of soft drinks. Operating in 11 states, CCBCC is a \$2.3 billion business with its corporate offices in Charlotte, North Carolina.

### The issue

Coca Cola Bottling Co. Consolidated (CCBCC) continually struggled with the task of extracting quality information out of SAP in a timely, effective manner, with users relying on downloading data into Excel in order to produce their monthly or quarterly reports.

The volumes of operational data at CCBCC meant that the downloads had to be broken into weekly or even daily buckets as anything larger would time out; forcing the whole process to be restarted. This process was frustrating, consuming a significant amount of time simply to create visibility into their detailed supply chain activities.

**“ 80% of our TOTAL business requirements 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). ”**



**BRETT FRANKENBERG**  
VP of Supply Chain Planning & Inventory  
Management

To try and alleviate the issue, CCBCC's internal IT team attempted to help by creating these reports using SAP's BW tool. However, the time taken to collect the business requirements, produce a business case, design, test and deploy the report was excessive. This time consuming process consumed tied up IT resources, and also left the business exposed due to a lack of real insight into their internal operations.

**“ The surprising thing is that everything that Every Angle proposed to be able to solve for us - everything that they promised they would be able to do - they were actually able to deliver all of those results and exceed our expectations. ”**



**JIM SMALL**  
Systems and Business Process Manager  
Supply Chain

CCBCC needed a solution that would empower their end users with the flexibility to answer the variety of different questions that arose as part of the day-to-day business. A solution that removed the need for the company to spend excessive time downloading data from SAP and manipulating it in Excel, simply to try and gain some form of operational insight.

### Implementation/Live Demo/Go-Live

When CCBCC discovered Every Angle, they saw the possibilities that this new level of self-service analytics could provide. The live demo Every Angle performed on a fully loaded QA system showed CCBCC that Every Angle could create and execute Angles (reports) extremely quickly. Instead of waiting hours, Every Angle came back with results in seconds.

One benefit CCBCC noticed was that business users who were familiar with SAP had a very short learning curve with Every Angle. They were able to create numerous key reports in hours, instead of writing business cases for BW reports that would probably have taken months.



**“ We had users from every area of the business that use SAP in the room creating their own customized reports. They’re able to create the same type of reports within minutes and then run those reports and get the data out of SAP within seconds. ”**

**JIM SMALL**  
Systems and Business Process Manager Supply Chain



Brett Frankenberg, VP of Supply Chain Planning & Inventory Management:  
Enabling our people to make better decisions

In only a single week, CCBCC were able to take 80% of their business requirements that were waiting in queue to be created in BW, and instead produce them in Every Angle.

This enabled the IT department to redirect time, effort and resources away from having to process and develop solutions for these reporting requests, and instead allowed them to focus on more strategic initiatives.

It also expedited the process of putting the right information into the hands of the right people, enabling them to make better decisions faster.



Jim Small, Systems and Business Process Manager Supply Chain:  
About Every Angle

### Results

CCBCC have obtained the following benefits from using Every Angle:

- ✓ Saved time from downloading and manipulating data in Excel
- ✓ Freed business resources from writing business and functional specifications
- ✓ Provided reports that can handle huge volumes of operational ECC data
- ✓ Empowered the business to answer their own questions in minutes
- ✓ Removed numerous Excel spreadsheets and SAP downloads
- ✓ Freed IT resources for other areas of the business



## Every Angle Cross-process Self-service Analytics for SAP®

Every Angle’s self-service, cross-process analytical capability empowers organizations with new levels of actionable insight - enabling them to **‘know more and act faster’**. Every Angle provides real **understanding** of what is actually going on across the business (and why), enabling people to act early enough to **control** performance and drive significant financial **improvements**.