



SAP Customer Success Story

Swire Coca Cola - Increasing Operations Efficiency



**Consumer Products (Coca-Cola Bottler)
On Demand Services**



“We selected ea due to their track record of previous successes, use of world-class project methodology, highly skilled consultants, aggressive approach and reputation for on-time delivery.”

Jeff Edwards, Vice President, Information Systems, Swire Coca-Cola

“We now have a solid platform allowing for our ever-changing needs. SAP solutions will meet our needs both today, and in the future, by providing us with a flexible, robust, real-time solution. We are pleased to have ea’s knowledgeable and dedicated team to guide us in this very successful project.”

*Randy Mills, Project Manager,
Swire Coca-Cola*

The Organization

Swire Pacific acquired the Coca-Cola Bottling Company of Salt Lake City in 1978. Swire has two production facilities, at Salt Lake City, Utah and at Fruitland, Idaho. Swire has 27 sales centers throughout the western USA. Swire’s ten state franchise territory extends from Washington in the north to Arizona in the south, and from California in the west, to Nebraska in the east.

- SCCUSA employs over 1,900 people
- Produces and distributes 40 million cases of product to over five million consumers every year.
- Sales and delivery fleet is made up of over 500 vehicles.
- Customers enjoy approximately 2.4 million servings of Coca-Cola every day.
- SCCUSA is part of the Swire Beverages Division headquartered in Hong Kong.

Business Situation

Swire housed multiple systems that were heavily customized and disparate causing manual activities with long processing times. These systems would require an extensive overhaul to meet company growth needs. The company needed an integrated system to enable streamlined business processes.

ea Solution

ea implemented SAP to provide best in class business practices and a platform for future e-commerce. ea carried out a multi-phase delivery approach, which resulted in a successful and integrated solution, of SAP Financials. The implementation was accomplished on schedule in six months, using the ASAP methodology. Modules implemented included GL, AP, AR, Assets and CO. Follow on phases to include all SAP Manufacturing, Distribution and Maintenance.

Additionally, ea provides On-Demand Services to Swire, supplying support hours with a wide variety of talented staff and allowing Swire to determine the appropriate level of service and support required based on their IT budget requirements and needs.

Customer Benefits

The SAP solution helps Swire prepares for current and future growth, while streamlining existing operations for peak efficiency.

- Improved efficiencies in processing of A/P and A/R
- Efficiencies in asset management
- Streamlined and improved information systems operations
- Outstanding access to information and reporting capabilities for corporate and all ten business regions
- Basis for future growth
- Reduced labor and resource costs by approximately 30%
- Decreased processing time by 25% even with the addition on new functionality