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Diego Daniel Zaldivar Guerrero,

Former Business Intelligence Manager, Coca-Cola FEMSA S.A. de C.V.

QUICK FACTS

Company

- Name: Coca-Cola FEMSA S.A. de C.V.
- Location: Mexico City
- Industry: Consumer products beverage companies
- Products and services: Production and distribution of soft drinks in Latin America
- Revenue: US\$7.84 billion
- Employees: 105,000
- Web site: www.coca-colafemsa.com
- Implementation partners: SAP® Consulting; HP Enterprise Services (formerly EDS, an HP company) of Hewlett-Packard Development Company L.P.

Challenges and Opportunities

- Handle a daily load of 11,500 business warehouse queries
- Make operational information available as soon as routes are settled
- Extend the time slot to run country reports by leveraging time zone effects

Objectives

- Reduce query time
- Provide business reports within a shorter time period to enable faster decision making
- Leverage hardware capacity

SAP Solutions and Services

- SAP NetWeaver® Business Warehouse Accelerator (SAP NetWeaver BW Accelerator) software
- SAP MaxAttention[™] support

Implementation Highlights

- Installed world's largest base of SAP NetWeaver BW Accelerator
- Implemented in half the usual time
 (7 instead of 14 weeks) thanks to exceptional teamwork and knowledge transfer
- Achieved objectives due to thorough customer knowledge and understanding

Why SAP

- Business warehouse software from SAP already in place
- Good experiences with services provided by SAP as solution provider
- Service offering that spans entire implementation cycle

Benefits

- Reduction of query times from 30% to 80%, providing much faster access to information
- Faster access to information, resulting in faster decision making
- Faster reaction to changing market conditions

Existing Environment

SAP NetWeaver Business Warehouse component

Third-Party Integration

- Database: Oracle
- Hardware: Hewlett-Packard
- Operating system: Unix





Mexico City-based Coca-Cola FEMSA S.A. de C.V. became the largest bottler in Latin America for The Coca-Cola Company through a series of acquisitions and is the most integrated beverage company in the region. Every year it distributes 99 different brands of products to over 200 million customers via 1.5 million points of sale. Key to its success is the systematic, real-time analysis of the huge amount of data that drives the company's intricate distribution net. To get the support it needed, it installed the SAP NetWeaver® Business Warehouse (SAP NetWeaver BW) component.

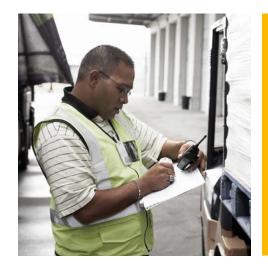
In order to accelerate its query and reporting times, the company decided in a subsequent project to implement SAP NetWeaver Business Warehouse Accelerator (SAP NetWeaver BW Accelerator) software, which was destined to become one of the largest installations of its kind in the world. As the volume and complexity of the implementation was unprecedented, Coca-Cola FEMSA sought the professional and comprehensive support of SAP® Consulting.

Reliance on Reports for Strategic Decision Making

With some 11,500 queries each day, Coca-Cola FEMSA uses its business warehouse software intensively, depending on reports for both its strategic and operational decision making. The reports for all markets are produced at Mexican headquarters. Because headquarters supervises distribution' routes that span most of Latin America – a land mass that crosses four time zones – timely distribution of reports was a critical issue. When business starts at 6:30 a.m. in Mexico City, the staff in Buenos Aires has been at work for up to four hours – and waiting for their report. Coca-Cola FEMSA's team lead for business intelligence was aware that because the reports covered various countries and time zones, the time spent on requests was crucial. In the past, it used to take them too long.

In order to cut reporting times, Coca-Cola FEMSA decided to implement SAP NetWeaver BW Accelerator software on top of its existing SAP NetWeaver BW software. This processembedded software, which benefits from high-performance technology from SAP and advanced hardware design from Hewlett-Packard Development Company L.P. (HP), convinced the Mexican bottler that it could handle its reporting needs. SAP NetWeaver BW Accelerator uses aggregation techniques to process queries entirely in memory and thus outpaced conventional software. Diego Daniel Zaldivar Guerrero, former business intelligence manager at Coca-Cola FEMSA who was active in that role at the time the implementation project was performed, explains: "Our main objective was to benefit from the fast information processing SAP NetWeaver BW Accelerator can provide us. We wanted to make sure we can process even more information in the future in a very effective way."

As a smooth implementation and selfservice maintenance afterward were important to Coca-Cola FEMSA, the Mexican company reached out to the services provided by SAP in order to obtain the right mix of teamwork and knowledge transfer. Because Coca-Cola FEMSA's team lead felt the team didn't have sufficient knowledge to handle the SAP NetWeaver BW Accelerator implementation alone, SAP Consulting was asked to step in. The SAP experts helped them to understand the software's logic and learn how to manage the software. The result was that team members were able to maintain and extend the use of SAP NetWeaver BW Accelerator themselves.



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World's Largest Installation of SAP NetWeaver BW Accelerator

Coca-Cola FEMSA started with a software project that resulted in the largest implementation of SAP NetWeaver BW Accelerator worldwide. In a first step, the Mexican company created a project plan and synchronized it with its implementation partners. Due to the unique complexity of the project, Coca-Cola FEMSA sought the support of several specialists: Coca-Cola FEMSA used interruption of a few days. "It was a complete restructuring we were undergoing. We knew that the few days of business interruption would pay off by multiple factors," comments Zaldivar.

In an introductory workshop, SAP Consulting helped the business and technical users to understand SAP NetWeaver BW Accelerator, showing them how to operate the software efficiently. In a subsequent workshop, SAP Consulting offered in-depth technical training, so

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Tobias Niekamp, Senior Consultant, SAP Consulting, SAP AG

its own IT resources. SAP Consulting was responsible for the software. HP Enterprise Services – formerly EDS, an HP company – managed the hardware and the technology hosting. The SAP Active Global Support (SAP AGS) organization took over quality assurance and project safeguarding.

After the requisite hardware installation of 40 Hewlett-Packard blade servers, the implementation of SAP NetWeaver BW Accelerator took place. The essential data regarding sales, manufacturing, and distribution was integrated for Mexico, Brazil, and Argentina. The entire implementation was realized within seven weeks, which is half the time a project of this size normally takes, and that included the single business

the Mexican bottler could maintain the accelerator on its own down the road. In order to make sure that all attendees benefitted from the training, the faceto-face workshops were conducted in Spanish, a fact that the Mexican company appreciates. "The support of SAP Consulting was very satisfying when you consider that SAP NetWeaver BW Accelerator was a new area for us. After the implementation, there weren't any operating or maintenance issues we could not solve on our own since the knowledge transfer was very effective," says Zaldivar. A final quality check was performed by SAP AGS after two weeks of operation to make sure everything was running efficiently and smoothly.

Tremendous Time Savings

The software investment would soon pay off for Coca-Cola FEMSA. The company was pleased to see that the average running time for a query was reduced significantly. Time spent on queries, in some cases, was reduced by 70% to 80%. Through the faster creation of country reports, Coca-Cola FEMSA's users now have access to crucial business information sooner, which gives them more time to analyze the information, and that results in better decisions.

Tobias Niekamp, senior consultant at SAP Consulting and the services manager responsible for Coca-Cola FEMSA, states: "Our success in deploying the largest implementation of SAP NetWeaver BW Accelerator worldwide has helped SAP to become a true partner of Coca-Cola FEMSA, rather than just a deployment service arm."

In a follow-up project, Coca-Cola FEMSA called in the SAP Active Global Support organization to provide SAP MaxAttention™ support for application lifecycle management. Leveraging SAP MaxAttention and the SAP Solution Manager application management solution not only helped reduce costs of operations and total cost of ownership, but it also helped Coca-Cola FEMSA successfully manage its IT environment and create new value through carefully managed business innovation.

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