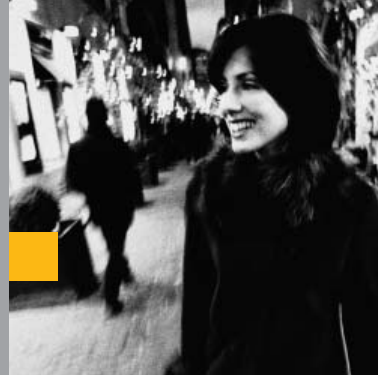


SAP Customer Success Story Consumer Products



“We were very impressed with the high level of professionalism. The project management by SAP Consulting was outstanding, and the implementation was concluded ahead of schedule.”

Francisco Araujo, Chief Financial Officer, Bebidas Gaseosas del Noroeste S.A.

AT A GLANCE

Company

- Name: Bebidas Gaseosas del Noroeste S.A.
- Location: A Coruña, Spain
- Industry: Consumer products – beverages
- Products and services: Coca-Cola bottler, carbonated and noncarbonated beverages
- Revenue: €225 million
- Employees: 370
- Web site: www.begano.es
- Implementation partner: SAP® Consulting

Challenges and Opportunities

- Integrate key business processes to provide a new way of working
- Perform knowledge transfer to enable Begano's in-house team to manage its own environment

Objectives

- Improve financial management and operational efficiency
- Facilitate interaction with suppliers and customers

SAP Solution and Services

- SAP R/3® Enterprise software for financial accounting and material management (SAP R/3 functionality now found in the SAP ERP application)
- SAP Project Management services

Implementation Highlights

- Fast implementation with the ASAP methodology
- Outstanding project management by SAP Consulting
- Project completion within budget and on schedule
- Knowledge transfer for customer self-reliance

Why SAP

- Provides comprehensive software offering that can be extended to other business areas
- Provides the standard software platform used by the Coca-Cola Company worldwide
- Offers large-company efficiency for small businesses and midsize companies

Benefits

- Eliminated errors and inconsistencies in business data
- Increased speed of processing invoices and reduced paperwork
- Provided single, central view of financial data
- Improved stock control and reduced inventory costs

Existing Environment

Simple accounting application and various best-of-breed solutions

BEGANO

SAP® Consulting Helps Coca-Cola Bottling Company Reap Benefits of Integrated SAP Software

“Before we installed the SAP software solution,” explains Francisco Araujo, chief financial officer at Bebidas Gaseosas del Noroeste S.A. (Begano), “we had a simple accounting application and a number of hybrid solutions, selected as the best of different breeds. A great deal of information was shared using spreadsheets, causing mismatches in data and difficulty in keeping track of versions.”

As with so many companies, the in-house systems at Begano – a beverage bottling company – had grown and been developed over several years; sharing data between systems was complicated and generated inconsistencies and errors. Ideally, the managers would like all business operations to rely on a single data source, with consolidated, accurate reporting that would enable better, faster decision making. Begano turned to SAP for the right solutions.

Vigorous Approach to the Market, Ambition to Grow

Bebidas Gaseosas del Noroeste S.A., known as Begano, has transformed its business environment after implementing SAP® applications. In partnership with SAP Consulting, Begano has created a central, standardized platform for business information and dramatically enhanced its interactions with suppliers and customers. To ensure continuing success, SAP Consulting worked closely with Begano to transfer skills and enable autonomous management of the new environment.

Begano is one of the seven independent Coca-Cola Company bottling agencies in Spain. The company operates the exclusive franchise for Galicia, in northwest Spain, and manufactures, distributes, and sells carbonated and noncarbonated beverages, juices, water, sport and energy drinks, and specialty products. Brands include Coca-Cola, Sprite, Fanta, Nordic Mist, Nestea, Fruitopia, Aquarius, Powerade, Burn, Mickey Aventuras, and Minute Maid.

Though Begano is one of the smallest of the Coca-Cola bottling companies in Spain – with 370 employees and around a 5% market share of Coca-Cola sales in Spain – it is also one of the most vigorous and ambitious. Begano’s central bottling unit is in A Coruña, with six main distribution points throughout Galicia – in Lugo, Ourense, Pontevedra, Ferrol, Santiago, and Vigo. The company records annual sales of more than €225 million.

Switching to SAP Software

“We looked at several possible solutions; we needed total integration of our IT system across multiple operational functions,” states Araujo. “With SAP applications we can extend the same environment across different business functions, such as accounting, finance, purchasing, and much more. In addition, the Coca-Cola Company itself uses SAP software as its worldwide standard, which clearly makes it an attractive proposition.”

Araujo continues, “We worked exclusively with SAP Consulting with 12 staff on-site for six months. We were very impressed with the high level of professionalism. The project management by SAP Consulting was outstanding, and the implementation was concluded ahead of schedule.”

Large-Company Efficiency in a Smaller Company

Begano has implemented SAP R/3® Enterprise software – functionality now found in the SAP ERP application – and has deployed financial accounting, purchasing, and stock control applications, supporting a total of 155 users. The company intends to introduce production planning and business information warehouse applications in the near future.

With the SAP applications in place, the team recognizes that many business processes have been transformed. For example, consis-

tent data is shared throughout the organization without the need for paper reports or spreadsheets. In addition, improved inventory reports generated by the integrated SAP applications have led to better stock control, with consequent financial benefits.

Araujo reports, “We are seeing many benefits with the SAP solution. One example is the purchasing cycle. Previously, when suppliers’ invoices were sent to the company, they had to be countersigned by every single relevant department in the company. So we had to wait for all invoices to complete this physical circuit before we could pay for services, which really slowed things down. Now, invoice approval is handled by the SAP software, eliminating delays, and reducing expense.

“The same goes for managing financial statements. Data is available directly from the SAP applications, without the need to export to spreadsheets and circulate by e-mail or as printouts. Even though Begano is a relatively small operation, the SAP software gives us large-company efficiency.”

“We trust SAP software and, thanks to SAP Consulting, we feel totally comfortable managing it.”

Patricia Lopez Diaz, IT Manager, Bebidas Gaseosas del Noroeste S.A.

Achieving Knowledge Transfer

Besides the software implementation, one of the other main project aims was to have the best knowledge transfer possible. With no local SAP presence in Galicia, it was essential to ensure that the Begano team felt fully able to maintain and manage its SAP applications.

Araujo comments, “Right from the start, SAP Consulting supported us at every stage of the process, with consulting and advice throughout. We still call on them, and continue to rely on expert guidance to build the local team’s skills.”

“By deploying this full-featured SAP software environment and forging a close working relationship with our in-house team, SAP Consulting has delivered an ideal solution for Begano – one that helps us work more easily with our customers and suppliers while optimizing internal processes to keep our costs low.”

Francisco Araujo, Chief Financial Officer, Bebidas Gaseosas del Noroeste S.A.

Manuel Valera, chief information officer at Begano, agrees: “We now have the best possible knowledge of the SAP software environment, including communications protocols. We have been able to adapt to this new technology thanks to SAP Consulting. We feel very self-sufficient now. If we experience problems in one of the applications, we have the ability to recover very quickly – based on the successful skills-transfer work.”

Patricia Lopez Díaz, Begano’s IT manager, adds, “We trust SAP software and, thanks to SAP Consulting, we feel totally comfortable managing it. At first we were a bit daunted, but, since we got over the initial hurdle and made the cultural shift in the company, we’ve been reaping the benefits.

“The system is versatile and scalable. It’s now easier to make decisions, which saves time and undoubtedly also money in the long run. Information is easier to access and better shared than it was before. The solution also saves us time in managing processes.”

Creating a Repeatable Solution

Begano is growing in part by acquiring local auxiliary companies that support the core business of the group. Bringing these businesses into the group successfully means being able to combine their operations rapidly and cost-effectively. With the assistance of SAP Consulting, the company has been able to complete and integrate acquisitions more quickly based on the standardized procedures embedded in the SAP software. This helps managers achieve business growth goals.

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Manuel Valera, Chief Information Officer, Bebidas Gaseosas del Noroeste S.A.

Ultimate proof of the expertise developed by Begano came from a neighboring Coca-Cola bottling company that requested assistance with its own SAP software implementation project. Araujo explains: “A very similar project was rolled out for another bottling company, Asturbega, in the neighboring region of Asturias.

“The company had been having program management problems, so they turned to the Begano team for help. SAP Consulting offered to repeat the success and sent the same consultant team that had worked at Begano. The CEO of Asturbega reports that he is highly satisfied – a tribute to the model we have developed and the skills we have gained from SAP Consulting.

“By deploying this full-featured SAP software environment and forging a close working relationship with our in-house team, SAP Consulting has delivered an ideal solution for Begano – one that helps us work more easily with our customers and suppliers while optimizing internal processes to keep our costs low,” Araujo concludes.

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