

Coca-Cola Hellenic

The world of Coca-Cola Hellenic optimized by ORTEC



The beverage corporation Coca-Cola Hellenic (CC Hellenic), based in Athens with subsidiaries in 28 European countries, optimizes its logistical processes with support from the APS (Advanced Planning & Scheduling) and logistics company ORTEC, thus achieving enormous potential savings.

Challenges in the world of Coca-Cola

Strong growth prompted Coca-Cola Hellenic to establish new standardized business processes throughout the entire 28 countries. Coca-Cola Hellenic runs one of the largest commercial fleet in Europe, with approximately 18,000 vehicles across its European operations.

Requirements

- CC Hellenic had specific requirements for various process structures and diverse markets
- CC Hellenic needed a template solution, tailored to standardized CC Hellenic business processes

How Coca-Cola Hellenic aimed to optimize its world

- More satisfied customers
- Better cost control, based on better decisions in routes and loads
- A more transparent and structured decision process

The solution

In 28 countries, Coca-Cola Hellenic has already implemented the ORTEC supply chain optimization solutions for the beverage industry:

- ORTEC Route Scheduling
- ORTEC for SAP ERP
- ORTEC Warehouse Execution for SAP WM

The results

- + More efficient costs structures
- + Time savings in planning
- + Cost savings by cutting back mileage due to route optimization
- + Time reduction per shipment
- + Improved planning quality
- + More secure decision making processes
- + Expected improvement in R.O.I.



Industry:

Consumer Packaged Goods

About Coca-Cola

- Coca-Cola Hellenic is one of the largest bottlers of non-alcoholic beverages in Europe
- CC Hellenic operates in 28 countries and serves a total population of more than 550 million
- 28 countries
- 136 brands
- 2.1 billion unit cases
- €839 m EBITDA
- 38,089 employees
- 71 plants in operation
- 366 warehouses & distribution centers
- 18,000 vehicles fleet
- 84,000 suppliers



Results in the optimized world of Coca-Cola Since the implementation of the ORTEC supply chain planning and execution optimization solutions, CC Hellenic profits from more efficient cost structures, optimized time- and route processes as well as improved planning quality.

A further benefit for CC Hellenic comes from more secure decision making processes, resulting from the ORTEC SAP embedded implementation, which are based on data directly from SAP that is consistent and current in all planning phases.

Atanas Atanosov, Shared Services at CCH, explains the decision for ORTEC as follows: "Since ORTEC best-of-breed optimization solutions are available both in a SAP embedded as well as in a non-embedded version, it is possible for CCH to implement the same functionalities uniformly in every country. In addition to excellent functionalities, this standardization of logistics processes represents decisive cost and services advantages for CCH."

Cut back on mileage

"ORTEC solutions have considerably shortened the time our customers need for planning. Another goal of this project was to cut back on mileage and consequently on driving time per shipment. ORTEC's software applications have also enabled the achievement of these goals, as well. In view of rising fuel prices the shorter stretches will bring about substantial improvement in Return On Investment," explains Stefan Huntemann, Managing Partner at ORTEC.

Tapping into the full potential of existing optimization possibilities

Since not all 28 countries of the CC Hellenic Group had an existing SAP system landscape, at project begin, ORTEC first implemented the Windows-based ORTEC solution for route planning. The first operational implementation with the introduction of ORTEC Route Scheduling took place 2007 in Greece, followed by Italy, Romania, Serbia, Croatia and in Poland. Using order, customer and vehicle specific

restrictions of the respective orders, the route planning solution determines the ideal routes. The calculation is based mainly on order- and vehicle data, information about the loading stations, vehicle costs and transport tariffs, as well as working, driving and resting times of the drivers.

The result is a route plan in tabular or cartographic form, tailored to the CC Hellenic fleet, which also includes among other things information about route kilometers, transport and planning costs, as well as the possible delivery times. In the course of the route planning, different delivery variations are considered, such as single or multi day planning, return transports, third party businesses or two-step cross-docking transports.

Since the technical requirements are met, ORTEC Route Scheduling is replaced by the advanced SAP add-on ORTEC for SAP ERP with its modules for pallet and load space optimization and route planning along with ORTEC Warehouse Execution for SAP WM, a warehouse control and picking system. In the meantime, this has been achieved in 28 countries. The modules can be adapted to customer needs and used individually as desired. All modules of the SAP-embedded version directly utilize data of the SAP ERP system and do not require interfaces.

What are the extra, measurable results in the optimized Coca-Cola world?

1. Better financial results: lower costs thanks to better utilized trucks and less mileage
2. Improved management quality: faster, better, more transparent and credible decisions
3. More satisfied customers as a result of reduced time per shipment and considerably shortened time for planning
4. A more sustainable world: CO₂ savings