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SE&C
Success Stories: Coca-Cola
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Software Engineering & Consulting
The Best Are Attracted to Us

BOLT-ON DEVELOPMENT AND CUSTOMIZATION

Developing ABAP Code Extensions for the Beverage Industry

SAP R/3 is a very powerful enterprise tool, but it wasn't designed to handle the specialized needs of many types of major businesses, as Coca-Cola discovered.

Coca-Cola is the world's largest producer of beverages with annual sales of $9.5 billion The company has been an SE&C client since 1997, when the need came up for a solution to expand their SAP R/3 functionality to accommodate their high-volume, international requirements.

In most manufacturing enterprises, "returns from customers" are a small part of the overall operations and manufacturing management, and SAP R/3 functionality handles returns with limited functionality.

But in the beverage bottling industry, there is a critical relationship between, beverage sales, bottle returns and inventory. The number of bottles on hand must constantly be balanced against sales and warehouse storage capacity. It is essential that there is never a shortage or oversupply of bottles.

In this case, the solution was as complex as the problem. The only viable options was to build additional extensive SD (Sales and Distribution) capabilities into Coca-Cola's R/3 system by writing new ABAP code. Writing new code is usually not our first choice among other options, but we have plenty of experience in it across many industries.

Just 24 months of development were required for the core bolt-on functionality, which worked to spec on its first release. During this period, SE&C also supervised development of robust, easy-to-use functionality for Coca-Cola's MM (Materials Management) and PP (Production Planning) modules for complete control of the company's supply management.

These bolt-on enhancements today are propelling Coca-Cola's worldwide ability to meet its demand for bottled beverages as an integral part of its enterprise system capabilities.

SE&C provides the most seasoned SAP R/3 consultants and the most efficient recruiting process in the business.

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