

» CUSTOMER SUCCESS STORY

# COCA-COLA HBC

TECHNOGROUP ENSURES  
HIGH PERFORMANCE

## INITIAL SITUATION

- + MOST FAMOUS BRAND IN THE WORLD
- + MAJOR EUROPEAN BOTTLER FOR COCA-COLA PRODUCTS
- + OVER 1,000 EMPLOYEES

## IT

- + IBM SERVER HARDWARE
- + CISCO NETWORK COMPONENTS
- + SAP SOFTWARE
- + 33 VIRTUAL SERVERS
- + 30 PHYSICAL SERVERS

## CHALLENGE

- + OPTIMISING PRODUCTION PROCESSES
- + SECURING LOGISTICAL PROCESSES
- + PREVENTING FAULTS
- + QUICKLY FIXING FAULTS

## SOLUTION

- + THIRD-PARTY HARDWARE MAINTENANCE
- + ONE SINGLE PROVIDER
- + MULTI-VENDOR EXPERTISE FOR ALL EQUIPMENT





**DRINKS FOR EVERYONE: OVER 500 DIFFERENT PRODUCTS | COCA-COLA**



**MAJOR EUROPEAN BOTTLER FOR COCA-COLA PRODUCTS | COCA-COLA**



**CLEAN AND TIMELY: PERFECTLY COORDINATED PROCESSES | COCA-COLA**

# COCA-COLA HBC – MORE SWISS THAN YOU THINK

## PROFESSIONAL MAINTENANCE FOR SMOOTH PROCESSES

### THE INITIAL SITUATION

Coca-Cola was invented in 1886 and established a Swiss subsidiary in 1936. It is one of the most valuable brands in the world – and certainly the most famous. Every day, around 1.6 billion people in over 200 countries and five continents quench their thirst with Coca-Cola products.

Coca-Cola HBC Switzerland is part of the

Coca-Cola Hellenic Group, the world's second largest bottler of Coca-Cola products and the largest in Europe.

Coca-Cola employs over 1,000 people in Switzerland – and over 90% of its beverages for the Swiss market are produced locally. Around 95% of all ingredients are sourced from Swiss suppliers. Coca-Cola generates around

1.2 billion Swiss francs for the Swiss economy along its entire value chain.

Its Swiss headquarters in Brüttisellen near Zurich is where all departments are located, including production and distribution, marketing and sales, public affairs, finance, human resources, legal and IT. Over 350 people work there.

## THE IT

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The head office in Brüttisellen also houses the company's IT infrastructure and data centre. Its server hardware is made by IBM, its network components are developed by Cisco, and its core software is provided by SAP. Its server farm in Switzerland includes 33 virtual servers and 30 physical servers. The local IT department is directed by Richard Gysi and consists of an on-site support technician, an infrastructure specialist and an IT support trainee. As the Country IT Service Desk Manager, Richard Gysi has been responsible for all IT service operations at Coca-Cola HBC Switzerland for the past 12 years.

The entire front office is covered by the on-site support service, where four specialists provide installation and support for all end-user devices (PCs, laptops, scanners, iPads, terminals). The help desk for first-level support has been outsourced to ATOS in Istanbul, which is the first point of contact for all IT users in Switzerland. All central requirements of the local IT team are covered by the shared services in Sofia, which manage IT tasks and projects for all 28 countries and offer third-level support. The main data centre of the Coca-Cola Hellenic Group serves 28 countries. It is based in Vienna, where the central servers are located (SAP, Lotus Domino). The programmes are tailored specifically to the applications of Coca-Cola HBC, including the programmes used to manage inventories, print delivery notes, plan routes for trucks and record the working hours of drivers and staff.

## THE CHALLENGE

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Gysi describes the process requirements at Coca-Cola HBC: "Logistics is obviously a key issue for a company like ours. A manufacturing company's processes are complicated enough as it is – purchasing and stocking raw materials, precisely mixing ingredients, controlling temperatures and bottling – and then logistics are thrown into the mix for good measure. The current stocks of raw materials can be viewed at any time right up to the creation of the finished product, such as Diet Coke, and our forklifts are controlled by scanners". All truck drivers have an on-board computer (tablet), which is connected to the headquarters in Brüttisellen. The aim of this intelligent solution is to optimise routes, reduce loading times, enable direct communication with the head office and ultimately ensure happy customers. These complicated processes would only be half as effective if the central computer could not be accessed

by 160 sales representatives across Switzerland. The sales representatives are given iPads to access the headquarters and current data via the Swisscom network, enabling them to quickly retrieve all customer enquiries and optimise their customer service.

The company's IT specialists have taken all the necessary precautions to make sure its IT system meets all requirements and to prevent any production downtime that might be caused by IT faults, broken scanners in the incoming goods department and forklift areas, or the inability to load trucks due to unavailable IT.

## THE SOLUTION

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Coca-Cola HBC Switzerland decided to have all its hardware serviced by Technogroup around two years ago. The company had been drawn to Technogroup after hearing about its high performance and happy customers – and they were not let down. "We thought we couldn't go wrong with Technogroup – and we were right. They've offered a one-stop shop for all our needs, ensured personal communication in all situations and always solved our problems. That's the attitude we were looking for", explains Gysi.

# KEEP IT RUNNING

## TECHNOGROUP

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Technogroup is the market leader for third-party maintenance (TPM) in the D/A/CH region – and Evernex is the European market leader. Technogroup is a one-stop shop for services and consulting, covering all important IT systems in data centres. Companies in different sectors can utilise

Technogroup's comprehensive service packages to prevent faults, fix their hardware and affordably extend the service life of their IT systems. Some of the company's additional services include IT monitoring, network services, refurbished hardware and IMAC services. Technogroup and Ev-

ernex are the number-one provider of spare parts for all major manufacturers in Europe.

[www.technogroup.com](http://www.technogroup.com)  
[www.evernex.com/de](http://www.evernex.com/de)

# ABOUT COCA-COLA HBC AG

The Coca-Cola Hellenic Group supplies over 581 million people with beverages in 28 countries. The company is based in Steinhausen (Zug) and listed on the Main Market of the London Stock Exchange.

Coca-Cola HBC Switzerland operates three separate production facilities in Switzerland. The bottling companies purchase huge quantities of sugar, bottles, labels, marketing materials and services. There are two production sites in Dietlikon near Zurich and Bolligen near Bern, where Coca-Cola, Fanta, Sprite and Nestea are produced and distributed across Switzerland. The production facility in Vals, in the Canton of Grisons, was opened in 1961; Valser mineral water is bottled there at the St. Petersquelle and St. Paulusquelle springs. Ever since the Valser production site was bought by Coca-Cola in 2002, it has been used to produce mineral water distributed under the Valser Classic, Valser Naturelle and Valser Silence brands.

Coca-Cola, Fanta, Sprite and Nestea have become synonymous with consistently high quality standards – and end consumers, restaurants and major supermarkets have also come to expect clean and timely deliveries. The polite handling of problems and complaints is another top priority. The company conducts regular customer surveys to optimise its communication and service. These high standards also apply to the IT department, as it provides key services at Coca-Cola.

A key aspect of the company's philosophy is its corporate social responsibility, where Coca-Cola HBC has defined seven core areas: consumer welfare; employees; water; energy and climate change; packaging and recycling; supplier relationships, and social commitment. While many people recognise Switzerland as one of the world's leading countries for recycling, not many people know Coca-Cola is playing a central role by optimising its packaging and increasing its percentage of recycled PET with less than 10 g of waste per litre of drink.

These initiatives also create opportunities to save energy, because only half as much power is required to produce recycled PET compared to new PET. This cuts costs by 50 % – and the company is aiming to increase its percentage of recycled bottles to at least 25 % by 2015. Coca-Cola Switzerland has even set a sustainability record, as 3 g have been shaved off the weight of its 500 ml PET bottles by shortening the bottleneck and optimising the use of materials. This might not sound great at first, but it means a truck load now contains 57 kg less PET packaging – that's great news for those loading and unloading trucks at the customer's end and reduces CO<sub>2</sub> emissions in transit. But Coca-Cola Switzerland is still striving for more improvements, as reflected by its water management: 27% less water is now required to produce one litre of drink compared to the figures recorded in 2001. At the same time, it is running an initiative for professional source

protection with the aim of identifying all environmental and social hazards and risks related to a bottling station's water consumption. Coca-Cola Switzerland is aiming to further reduce its consumption to 1.5 litres of water per litre of drink by 2020.

It also wants to make savings in the areas of energy and climate change. Although 11% less energy is now required to produce 1 litre of drink compared to the figures recorded in 2001, the company has identified opportunities to save even more energy. By 2020, it wants to reduce its energy consumption per litre of drink by a further 28 % compared to 2011.

Last but not least, the Swiss company is also committed to social projects. It is particularly worth mentioning its commitment to a healthy and active lifestyle, supporting a large number of activities as part of its "Live Positively – Get Active" initiative, such as around 100 just-for-fun tournaments, the Coca-Cola Junior League, the Toasted Sports Taster Weekend and a large number of regional projects at its production sites.

<http://coca-colahellenic.com>



[www.technogroup.com](http://www.technogroup.com)

