



CASE STUDY

Innovation On Tap

Coca-Cola Bottling Company Consolidated boosts new product offerings and customer service levels with support from JDA

OBJECTIVE

Improve its ability to manage dramatic sales volumes, maintain customer services levels, as well as provide better visibility into demand.

SOLUTIONS

- JDA® Demand
- JDA® Collaborate
- JDA® Fulfillment

REAL RESULTS

- Increased volume of new product offerings by 300 percent
- Reduced inventory levels by 50 percent
- Realized a 15 percent increase in customer service levels
- Won “Sam’s Club Supplier (Soft Drink) of the Year” award for best in retail sales, growth margin, markdowns and in-stock percentage
- Improved view of financial and operating results

Meeting the fickle demands of consumers is a daunting challenge, particularly in the beverage industry where new product introductions and categories are constantly created, crowding shelves and heating up competition. The ability to gain one view of demand is commonly difficult in this time-sensitive environment. Leveraging the proper tools to help manage dramatic sales swings, release new products and boost customer service levels is critical to driving top-line growth and competitive advantage.

These challenges hold particularly true for Charlotte, N.C.-based Coca-Cola Bottling Company Consolidated (CCBCC), the second-largest Coke bottler in the United States, with 6,000 employees and \$1.4 billion in annual revenue. CCBCC serves areas in 11 Southeastern states covering about 18 million potential consumers for CCBCC, a major challenge when it comes to releasing new products, according to Brett Frankenberg, director of supply chain planning, CCBCC. “Consumers are constantly checking out new products,” said Frankenberg. “To meet their needs, we have embarked on a path of sustained innovation.”

Frankenberg said CCBCC has enjoyed major growth through new products not just because of the liquid inside of the cans but because of the packaging itself. But different shapes, sizes, flavors and colors of packaging result in a growing number of stock-keeping units that need to be managed on a real-time basis. To provide better visibility into demand, manage dramatic sales volumes and maintain customer service levels, communication with both marketing and sales teams on a daily basis is imperative.



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Brett Frankenberg
Director of Supply Chain Planning
CCBCC

“As we took on more suppliers and their specific packaging constraints it became imperative that we optimize our sourcing patterns,” said Frankenberg. “A higher degree of micro-marketing at the channel and chain-store level complicates matters further as each side fits into different package categories.”

Integrated systems that drive real results

To unravel this complexity, CCBCC set out to upgrade its demand planning, collaboration and transportation management capabilities. The company considered solutions from a multitude of technology vendors before choosing JDA Software.

“All pieces of JDA’s functionality work in concert with each other,” said Frankenberg. “I don’t know where deployment would be without JDA Demand. We use an integrated system to drive real results.”

By using JDA’s scalable Intelligent Fulfillment™ solutions, Frankenberg explained that the volume of CCBCC’s new product offerings increased by a staggering 300 percent. CCBCC would not have felt comfortable embarking on such an ambitious new product-offering schedule had it not been for JDA’s robust technology.

“JDA’s products provided clear financial and operating results while improving our capability and capacity. It has enabled us to take on the future. If you’re not enabled, you start missing opportunities by hurting customer service levels on one end and product obsolescence on the other,” he said.

CCBCC has also reduced inventory levels by up to 50 percent while increasing customer service levels by 15 percent. The company also won “Sam’s Club Supplier (Soft Drink) of the Year” award, given for best-in-class performance for retail sales, growth margin, markdowns and in-stock percentage.

“Our day-to-day environment brings us much closer to our customers than other business models in other industries,” said Frankenberg. “A lot of people talk about collaboration but we’re actually doing it and we certainly would not be as successful without the help of JDA.”

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