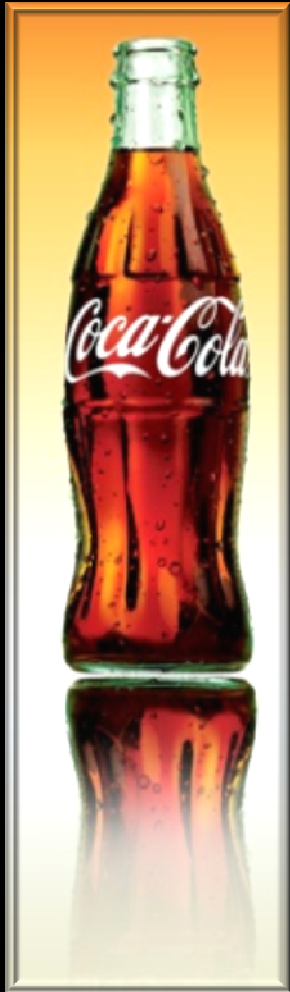


# *Coca-Cola Enterprises*



**Supply Chain Visibility  
and Real Time Value.**

**Kevin Flowers**

***Director, BIS Enabling Technologies***

***September, 2009***



# Coca-Cola Enterprises

Over **\$21** Billion Annual Revenue

**74,000** Employees  
(over half are mobile)

**523** Facilities

**2 Billion** Physical Cases


**55,000** Vehicles



*Coca-Cola Enterprises*


# About Us

## Strong Brand Portfolio




**SPARKLING DRINKS**

- COCA-COLA CLASSIC
- DIET COKE
- COCA-COLA ZERO
- SPRITE
- SPRITE ZERO



**JUICE DRINKS**

- MINUTE MAID JUICES TO GO
- MINUTE MAID LIGHT LEMONADE
- CAPRI-SUN
- FIVE ALIVE
- FUZE
- CAMPBELL'S V8



**ENERGY DRINKS**

- FULL THROTTLE
- ROCKSTAR
- TAB ENERGY
- NOS
- VITAMINENERGY




**SPORTS DRINKS**

- POWERADE
- POWERADE OPTION
- AQUARIUS
- VITAMINWATER




**WATER**

- DASANI
- EVIAN
- CHAUDFONTAINE
- SMARTWATER



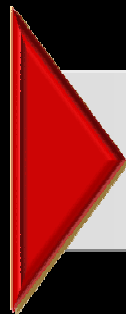
**COFFEE DRINKS**

- COCA-COLA BLAK
- GODIVA BELGIAN BLENDS
- CARIBOU COFFEE



**TEA**

- NESTEA
- NESTEA COOL
- GOLD PEAK
- ENVIGA
- FUZE



**Largest nonalcoholic bottler in the world**

**16%**

**The Coca-Cola Company's total global volume**

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**Transformation  
Merchandisers:**

**10,500  
Merchandisers**

**Paper Based  
Process**

**Time Keeping a  
Opportunity**

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Merchar		User Itinerary		ROSARIO	LANDO J.	2NR 726	
#	Outlet Name	Phone	Street Address	City	Time In	Time Out	Miles
Sunday 1/8/2005							
1	PUBLIX #0031	305-591-2145	9755 41ST ST NW	MIAMI	8:26	10:36	150 0.0 Cassa X
Comments:							
2	PUBLIX #0655	305-597-8299	1075558TH ST NW	MIAMI	10:45	12:30	90 2.4 X
Comments:							
3	WINN DIXIE #0280	305-591-0780	1050541ST ST NW	MIAMI	1	2:15	70 1.8 X
Comments:							
4	SEDANOS #33	305-716-2884	1079058TH ST NW	DORAL	3	4:10	100 1.2 X
Comments:							
							5.4

Objectives:  
 Clock In/Out  
 Daily Locations  
 Real Time  
 Strategic Results



# Making an Impact

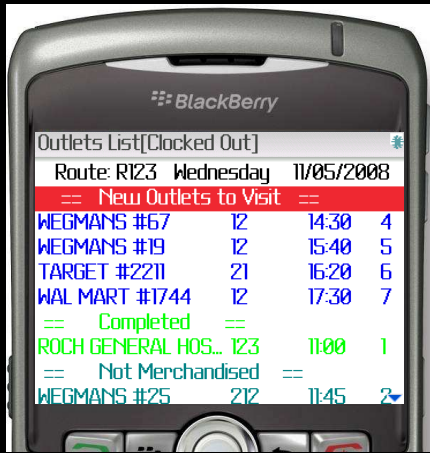


## New Era for merchandising resources:

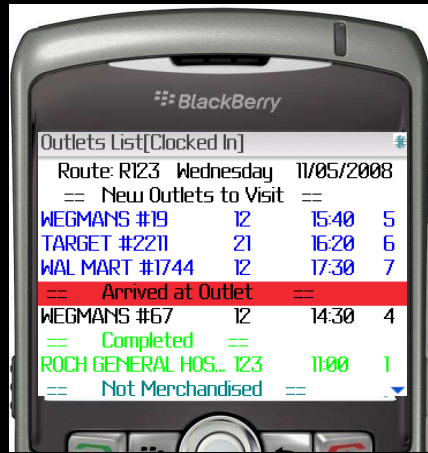
- Transform verses replacement
- Provide Connection to the Company
- Dynamic Resource Management
- Leverage Real Time Mobility

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# iCCE Merchandiser



**Route Detail**



**Arrived at Outlet**



**Survey**



**Start-End Shift**

## Functionality

### Mobile User

- Event Tracker
- Message Alert/Queue
- Time at Outlet
- GPS Tracking
- Visit Detail
- Start-End Shift
- Start-End Break
- Survey per Outlet
- Outlets Services

- Assignment changes
- Mileage calculations
- Start shift visibility
- Outlet total per resource
- Completed outlets
- Total time
- Total cases
- On schedule alerts
- Surveys per outlet
- Messaging to/from resource
- Assignment monitoring
- Re-assignment analytics

### Mobile Management

# The Value of Visibility

AMP Management Center - Mobile Merchandiser - Routes Summary - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://gwvyqa01.mm.antennasoftware.com/ccomercdev\_mmr/routes\_summary.php

Change Password | Logout

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AMP MANAGEMENT CENTER

Mobile Manager AMP Studio Reporting Manager Connection Monitor Mobile Merchandiser

Quick View Manage Outlets Messages History Survey Templates Administration AMPower Alert

Logged in as: antadmin

## Routes Summary

Division: [New England](#)  
 Sales Center: [All](#)  
 Outlet Group: [All](#)

Status: [ALL](#) (Completed, Arrived, Not Merchandised)  
 Merchandiser: [ALL](#) (Kelley James, Feliciano Johnny, Lee Porter)

Refresh Interval: 5 minutes (Refresh Now, Default View, Full Screen)

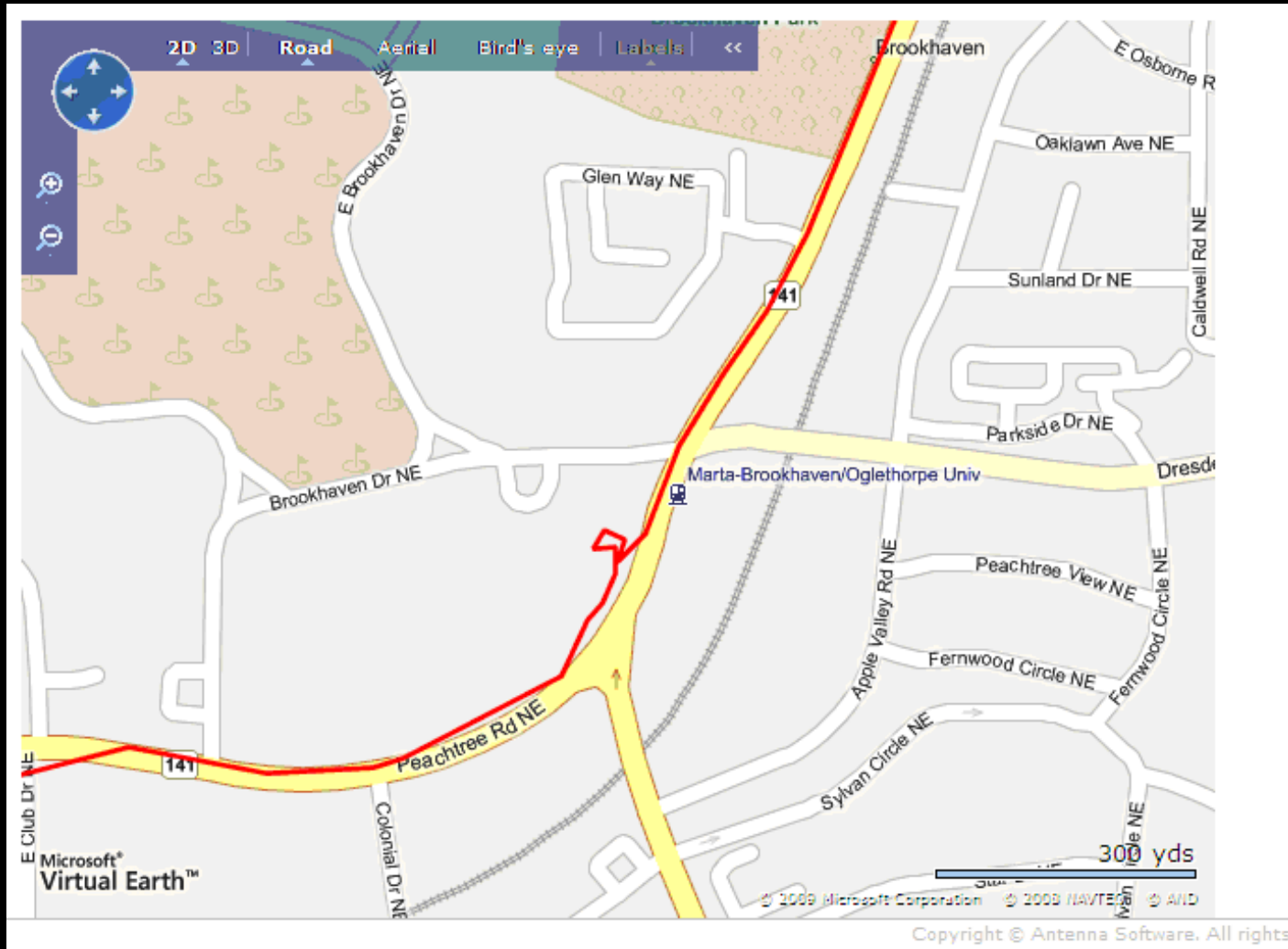
Send Message

Select	Route #	Outlet group	Sales Center	Merchandiser	GPS/Mileage Calculation	Start Shift	End Shift	Last/Current Outlet	Total Outlets	Completed Outlets	Messages	Deviation Time	Total Time	Total Service Time	Total Cases	LBS
<input type="checkbox"/>	R06	Matt Lis	Naugatuck	Masso Miguel	89	10:00 AM	4:00 PM	A&P #074	4	1	0(0)	67	60	45	59	<<>>
<input type="checkbox"/>	R01	Maspeth South	Maspeth	Feliciano Johnny	87	11:00 AM	1:00 PM		3	0	0(0)	35	0	0	0	<<>>
<input type="checkbox"/>	R02	Matt Lis	Naugatuck	Kelley James	123	9:30 AM	1:30 AM		3	0	6(0)	21	60	45	59	<<>>

3 item(s).  
 Last Updated: 11/04 13:21

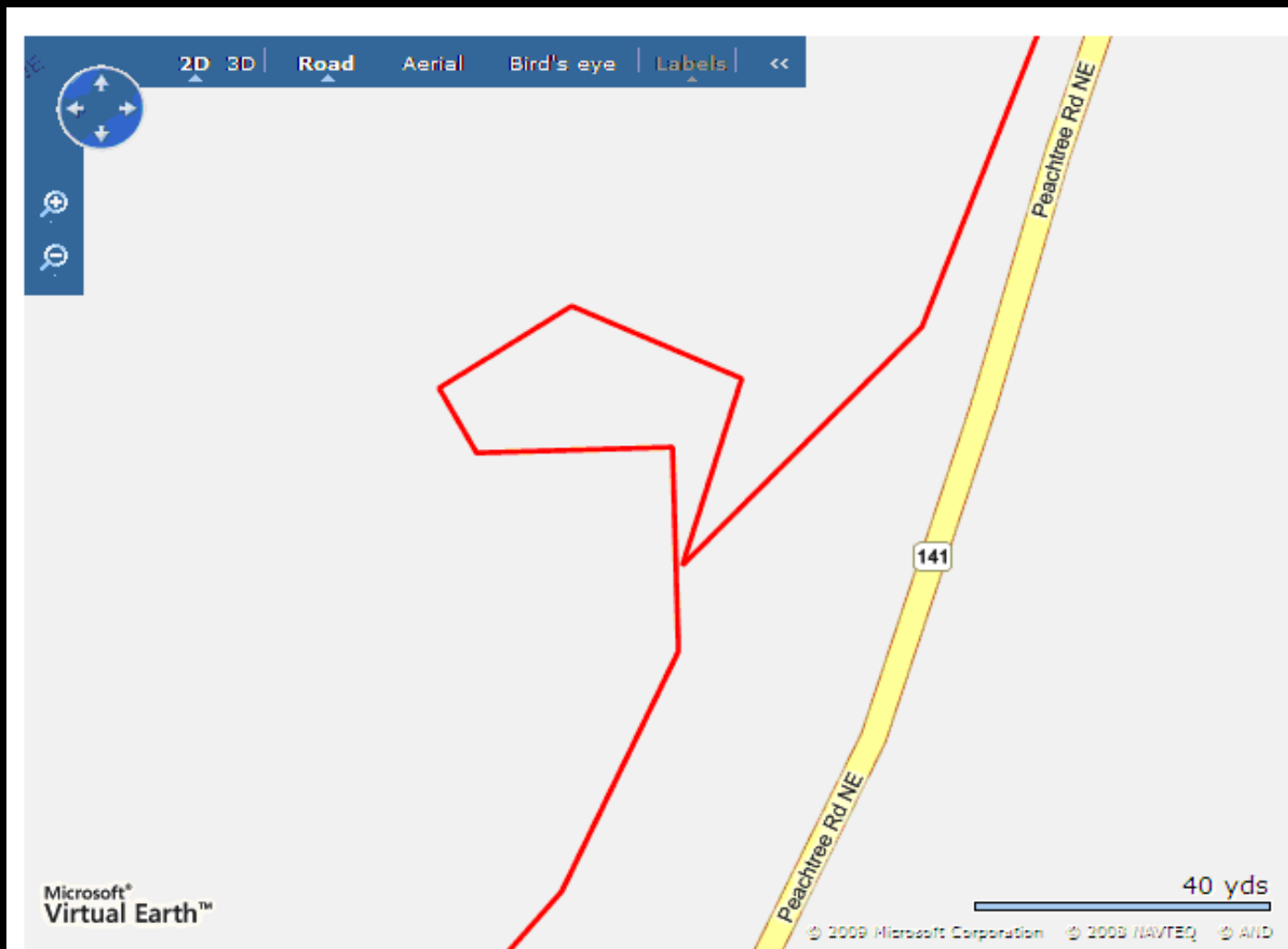


# Geospatial - Awareness



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# Geospatial - View



# Geospatial - Management



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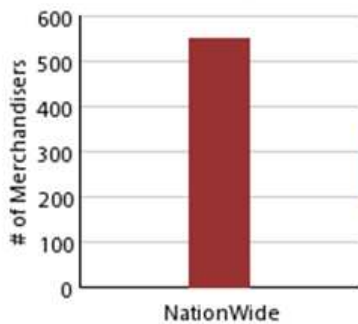
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# This is not your Father's Supply Chain



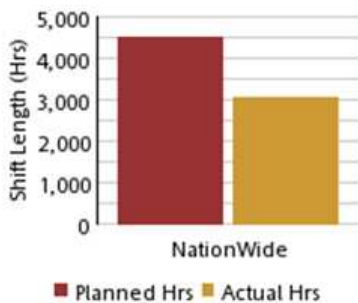
# Real Time Analytics – Real Time Value

Merchandisers currently on shift



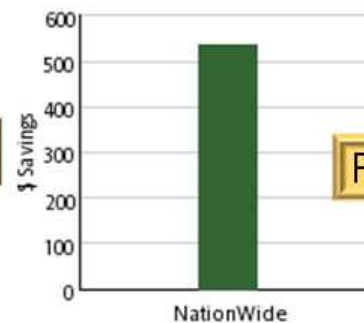
Nationwide Count: 549

Shift length (Planned vs Actual)



Planned VS Actual: 3,049

Daily \$ Savings from 1-800 calls

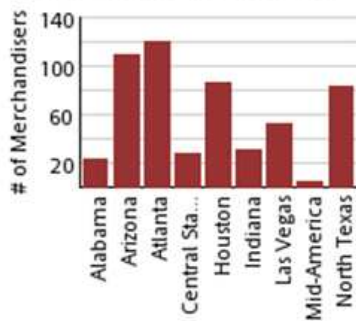


Real Time Savings: \$535.60

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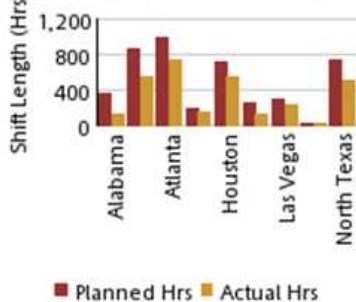
# Business Process Management

Merchandisers currently on shift



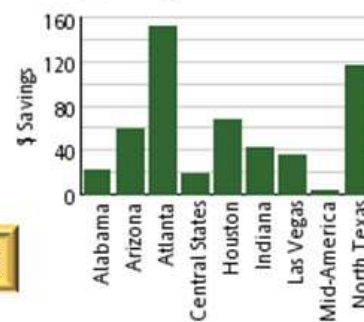
Active by Location

Shift length (Planned vs Actual)



Planned VS Actual: 3,049

Daily \$ Savings from 1-800 calls



Savings by Location:

Las Vegas \$35.36:

# Moving Forward



# Derailers

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Strategic  
Plans

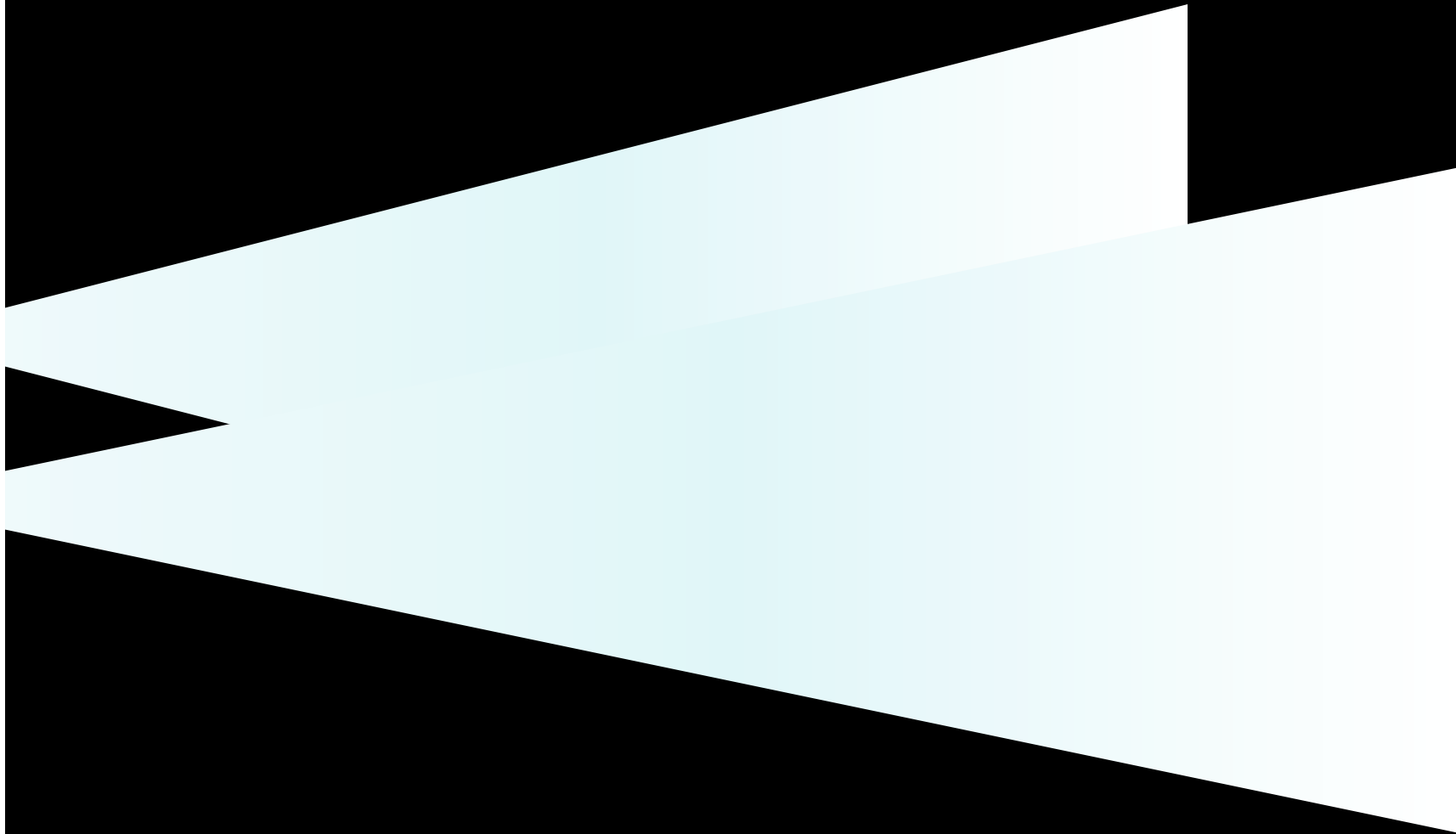


Strategic  
Results

Why Not?

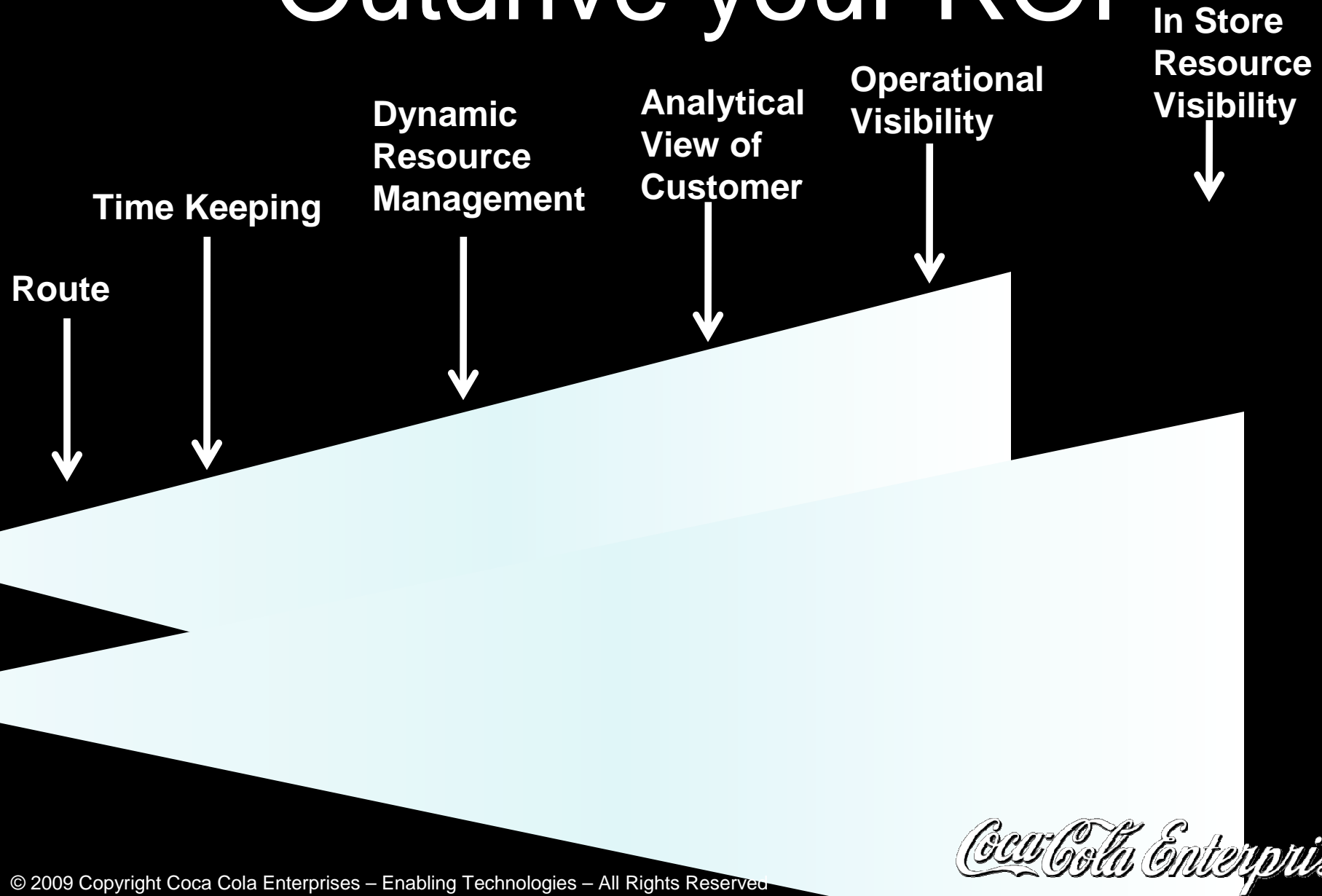
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# Out Drive your Headlights



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# Outdrive your ROI



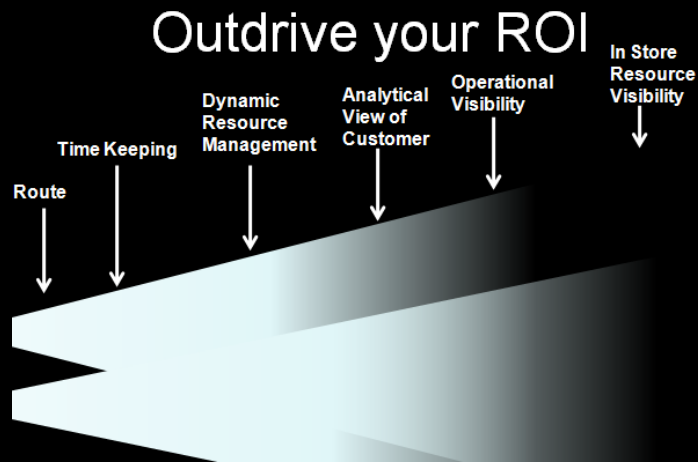
SUM (Tactical)  $\neq$  Strategic

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# What is impacting your Supply Chain?



SUM (Tactical)  $\neq$  Strategic

Strategic  
Plans



Strategic  
Results



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# Moving Forward – Your Transformation

You will learn more by doing than thinking

Avoid debates that prevent getting started

Real Time – A significant Value  
Opportunity

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**Thank you.**

