



# Case Study



## BACKGROUND

Coca-Cola FEMSA is the largest franchise bottler in the world by sales volume. The company produces and distributes trademark beverages of The Coca-Cola Company. With more than 100,000 employees, approximately 4 billion unit cases are sold through millions of points of sale per year. Operating 66 manufacturing plants and 328 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all of its stakeholders across the value chain.

## CHALLENGE

Coca-Cola FEMSA needed a solution to span across Sales, Service, and Marketing scenarios with an emphasis on mobility and offline access for their mobile workforce. From a sales perspective, Coca-Cola FEMSA was looking to increase their field operation's efficiency and automation, increase distribution at all retail locations, and facilitate faster time-to-value for their presellers. For service, Coca-Cola FEMSA was looking to provide visibility into service tickets reported by customers, support master data and prospection processes by an integrated service request practice, and fully integrate their sales process during retail execution. Finally, Coca-Cola FEMSA was looking for a marketing solution

that would provide a powerful and flexible platform to perform complex segmentation processes, including strategic and tactical segmentation for determining pricing and portfolio labels and granular segmentation for their promotions and targeted initiatives.

## HOW ECENTA HELPED

SAP Mexico chose ECENTA as an extension of its project team to support the implementation and integration process. ECENTA collaborated with SAP and Coca-Cola FEMSA on the complex project to determine the right processes and created custom integrations inside and outside the SAP solution suite

### CLIENT

Coca-Cola FEMSA

### SCOPE

Implementation of a commercial digital platform to boost sales and retail execution

### PRODUCTS

SAP Marketing Cloud  
SAP Sales Cloud





## HOW ECENTA HELPED (Continued)

that could handle high-volume transactions and multi-millions of activities per week.

With its out-of-box integration to SAP ERP backend, support for online/offline mobility across sales and service processes, and a modern architecture built in the cloud. SAP's portfolio of solutions was an optimal fit for Coca-Cola FEMSA's digital commerce initiative.

Strategic segmentation was executed in SAP Marketing Cloud leveraging its powerful HANA database to generate target groups. Targeted initiatives were identified to include tasks and activities that a pre-seller would need to execute as part of a customer visit. Feedback and answers were collected in surveys and used for further analysis and evaluation so that Coca-Cola FEMSA can address needs ad-hoc and adjust its marketing strategy accordingly.

## RESULTS

- Delivered private cloud edition for high-volume segmentation highly sophisticated target groups
- Supported targeted initiatives executed in SAP Sales Cloud
- Managed customer information, visit and route management as well as activities
- Integrated tightly into SAP and non-SAP applications
- Utilized SOAP and OData
- Supported high-volume transactions of 8M+ activities

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