Case Study

Babylon-Enterprise Unifies and Optimizes Information Access for CBC (Coca-Cola Israel)

Company
Coca-Cola Israel, formally The Central Bottling Company.

Industry/Market
Bottled and canned soft drinks

Challenge
To enable company-wide sharing of information from the disparate enterprise applications used by the company' subsidiaries and divisions.

Solution
Babylon-Enterprise automatically extracts the most frequently needed data from information systems and formats it for unified delivery through Babylon-Enterprise. The information is updated daily and made accessible to users according to security profiles.

Benefits
♦ Employees have quick and easy access to essential business information.

♦ Purchasing operations have become more efficient.

_____

"Employees are extremely pleased with how quick and easy it is. The information they need is immediately available. They don't have to enter queries or wait for a system to respond with results."

Moshe Katz, Manager,
IT Operations and Logistics
Coca-Cola Israel

About Coca-Cola Israel

The Central Bottling Company (CBC), commonly known as **Coca-Cola Israel**, is a privately-owned company that holds the exclusive franchise for Coca-Cola products in Israel.

Through acquisitions in recent years, CBC has evolved into a "total beverage company," a group of Israeli companies engaged in the manufacture, marketing and distribution of soft drinks, fruit drinks, tea, mineral water, beer, wines and alcoholic beverages. In addition to Coca-Cola Israel, the group includes **Tara** Dairy Cooperative, **Carlsberg** Israel (IBBLS) beer manufacturer and importer, **Prigat** (Gat Foods) juice manufacturer, **Neviot** bottled water company, and **Mashkar** vending machine company.

In 1988 CBC's bottling plant in Bnei Brak Israel became the world's first Coca-Cola bottling plant to introduce a computerized information system to ensure optimal use of equipment, materials and manpower. The system has since been adopted by a number of Coca-Cola bottling plants in other parts of the world.
(Source: Coca-Cola Israel)

Company Expands, Needs to Unify Purchasing Operations Information

As a result of CBC's expansion, management sought a means by which the companies and divisions within the group could share business information. The purchasing departments were particularly in need of a solution.

With each new subsidiary or division, the CBC group had acquired a different ERP system. Coca-Cola had a SAP R/3 Purchasing module in place; Carlsberg was using Baan ERP; and Tara and Prigat were each using legacy ERP systems.

Unifying and exchanging information from these various systems posed a significant challenge.

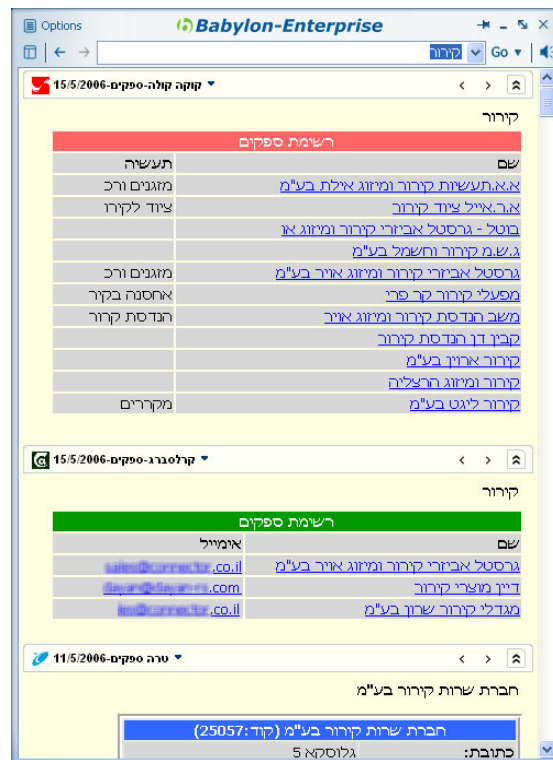## Babylon-Enterprise Enables Information Consolidation

After visiting Babylon-Enterprise installation sites and hearing customer recommendations first-hand, CBC decided to conduct a Babylon-Enterprise pilot program at Coca-Cola. The success of that trial led to a deal for a Babylon-Enterprise solution that now encompasses Coca-Cola, Tara, Carlsberg and Prigat.

CBC employees identified the most frequently needed information in their enterprise. Babylon-Enterprise tools automatically extract and format the targeted data from CBC's information systems for unified delivery through Babylon-Enterprise. The information is updated daily and made accessible to users according to security profiles.

The solution gives CBC employees access to essential purchasing and inventory information in a single click. They do not have to switch to or search in ERP or CRM applications to get the information they need.

"Employees are extremely pleased with how quick and easy it is," says Moshe Katz, Manager of IT Operations and Logistics at CBC. The information they need is immediately available. They don't have to enter queries or wait for a system to respond with results."

Babylon-Enterprise has improved efficiency of purchasing operations throughout CBC. The group's companies can share information about vendors, manufacturing equipment, product ingredients, packaging materials, and just about any item or service ever purchased by a CBC group member.

In just one click, authorized employees from the subsidiaries and divisions of the CBC group can securely access and share information about vendors, manufacturing equipment, product ingredients, packaging materials, and just about any item or service ever purchased by a CBC group member.

Looking Ahead

Babylon-Enterprise currently also gives CBC employees instant access to contact details for their Israeli colleagues at Coca-Cola and Carlsberg. The company looks forward to the eventual implementation of Babylon-Enterprise for purchasing operations at Neviot and Mashkar, and the possible expansion of the Babylon-Enterprise solution to other business units as well.