



Fusing Digital and
Trade Strategies
to Drive
Mutual Growth

*“Taking your TPM TPO
and Advanced Analytics
Capabilities to the Next Level”*



Coke
one

CONATM
SERVICES LLC



spring

Accelerating Growth from HQ Strategy to Field Force Execution

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Director, Enterprise Architecture



The Coke One North America Salesforce Automation Project



- **Coke One North America (CONA)** is a common set of processes, data standards, manufacturing and customer solutions tailored for North America
- In **June of 2015**, CONA embarked on a project to **replace their existing Salesforce Automation and Merchandising solutions**

CONA has implemented a solution to help accelerate growth well into the future



Future-Proof

- Solution is configurable and provided **many requirements out of the box**
- Cloud-based apps can be **continually updated**
- Apps are **built to scale** to a large number of users
- Cloud-based apps **updated with frequent capability releases**



Mission-Critical

- Spring apps are **fully integrated to CONA backend systems**
- Apps are **stable and reliable**
- **Focus reps on highest value-add activities**



Innovative

- The roadmap is **focused on innovation** to achieve:
 - **Business efficiency**
 - **Actionable insights**
 - **Better usability and flexibility**
 - **Lower Total Cost of Ownership (TCO)**

CONA was experiencing many challenges with the existing field sales solution



Existing application was extremely 'heavy' and required SQL Server on every field rep device



Field devices were heavy, clunky and expensive



Frequent, expensive integration issues



Orders weren't flowing from the off-line client to the ERP



User interface was cumbersome, confusing & did not flow



No visibility into field rep activities

CONA had three primary business goals

Improve the end-to-end sales & retail execution user experience

Provide actionable execution insights for closed-loop customer interactions

Enable continuous improvements to our business:

- Identify opportunities to **increase sales**
- **Focus account managers** on highest value-add activities
- Prescriptive insights to **uncover missed opportunities**

The undertaking for CONA was BIG, and posed many challenges



Needed **buy-in** from 6 bottlers to select one vendor



Each bottler had **different requirements**



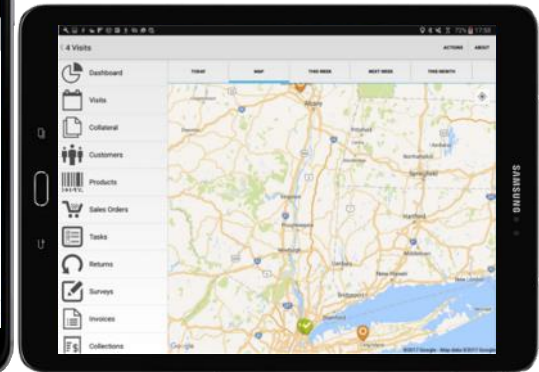
The solution **must work for all bottlers**, supporting the nuances of each of their processes



The solution **must be scalable** to over 20,000 users

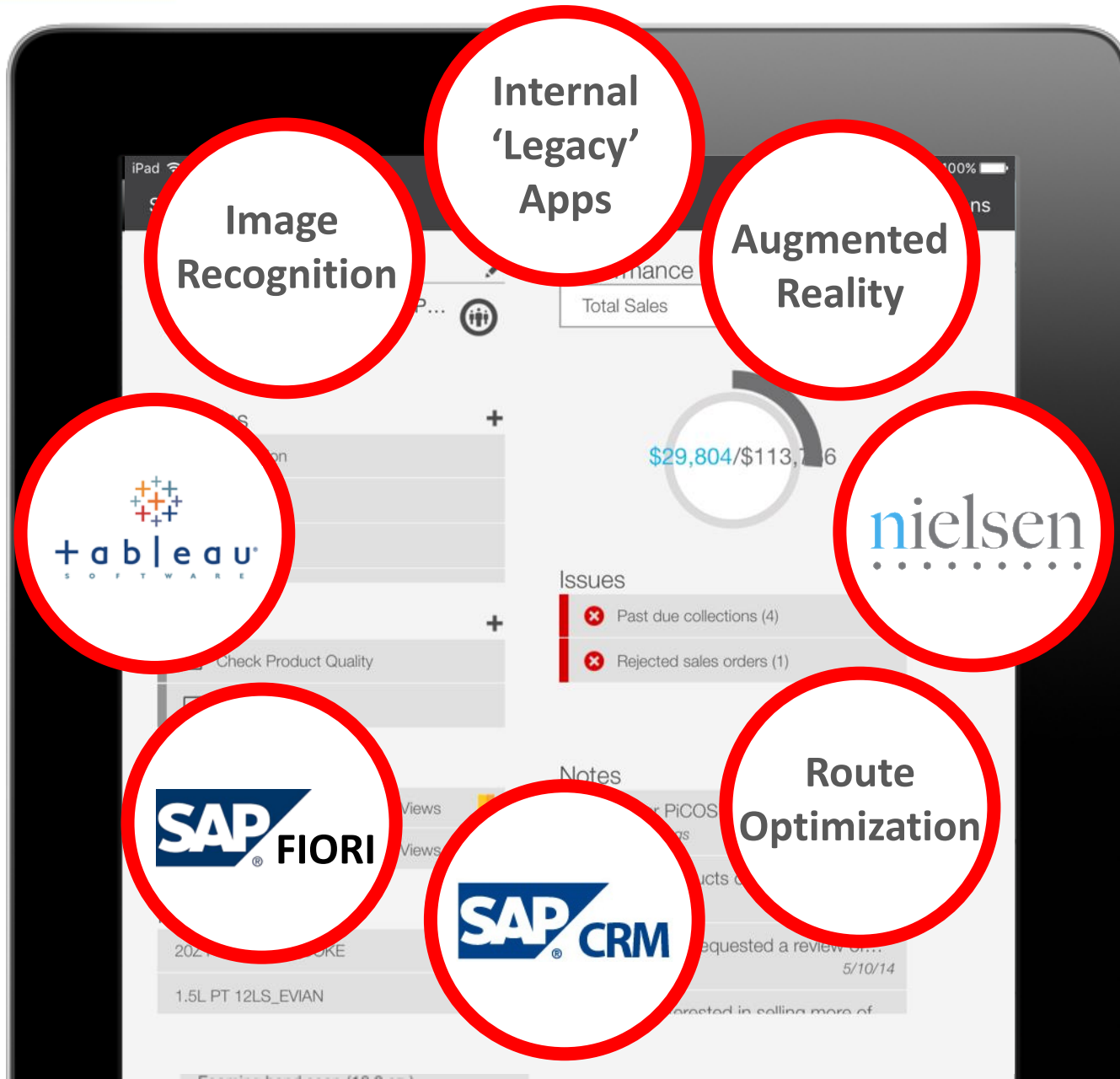


The app needed to be flexible enough to offer a different UX and OS for each bottler

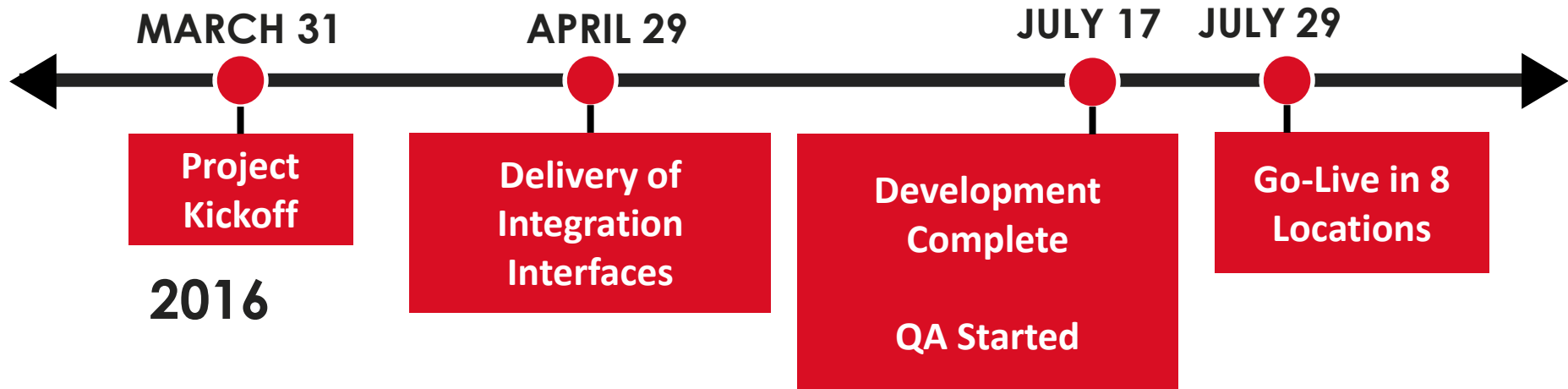


Needed mobile solutions for multiple operating systems:
Android | iOS | Windows

The goal was to have a mobile 'hub' from which all apps can be accessed



CONA selected Spring and was able to implement & roll out Phase 1 in 4 MONTHS



480 users rolled out in < 1 week

Key decision criteria for Spring:

1. Salesforce Automation focus, not a customer platform selection
2. Configuration instead of customization
3. Total Cost of Ownership

It has been one year since the project started...

DEPLOYMENT TO DATE



**SITES
DEPLOYED**



**BOTTLER
PARTNERS**



DAILY ROUTES



ACTIVE USERS



**SHIP-TO
CUSTOMERS**

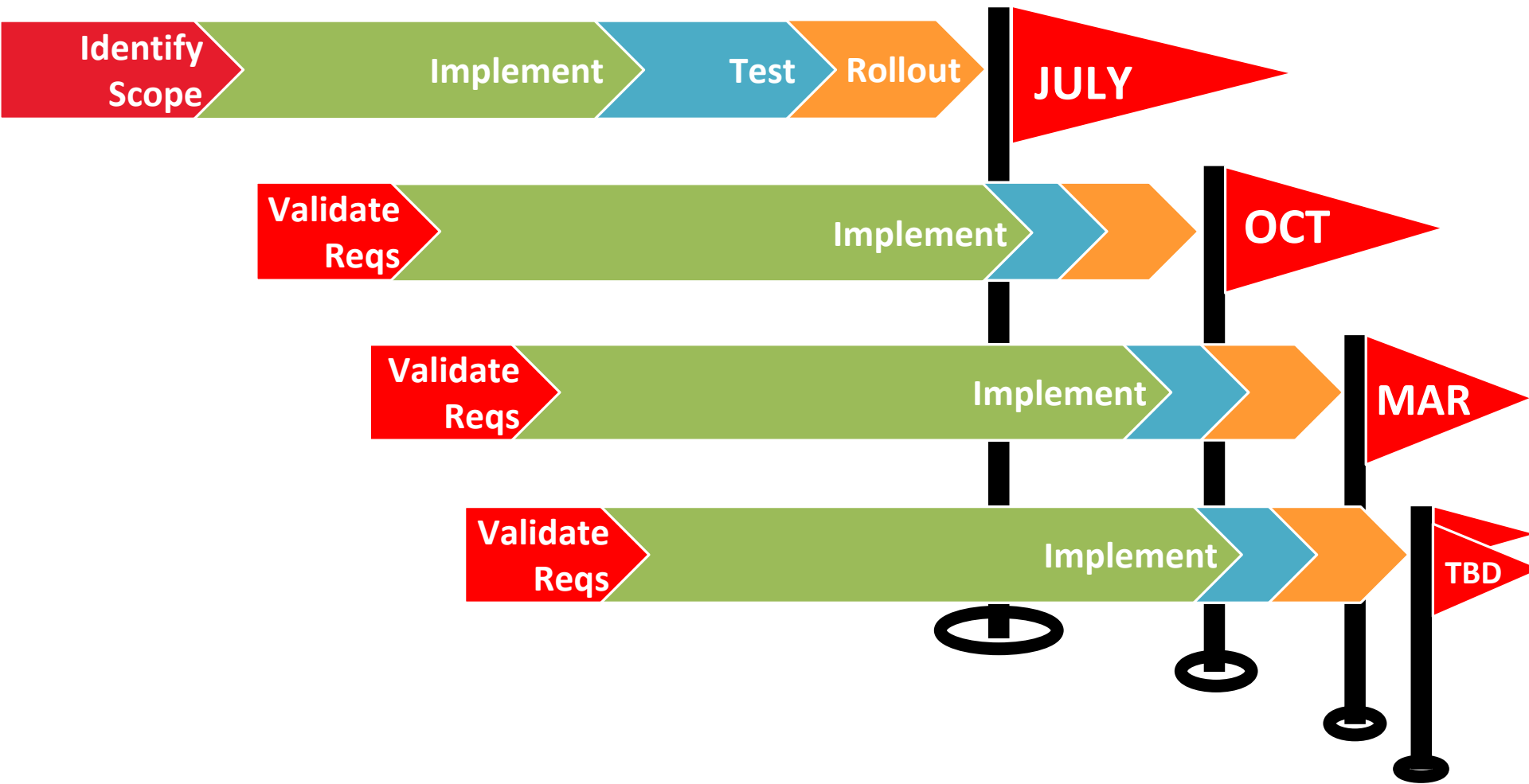


DELIVERIES









**EQUIPMENT
SERVICE ORDERS**

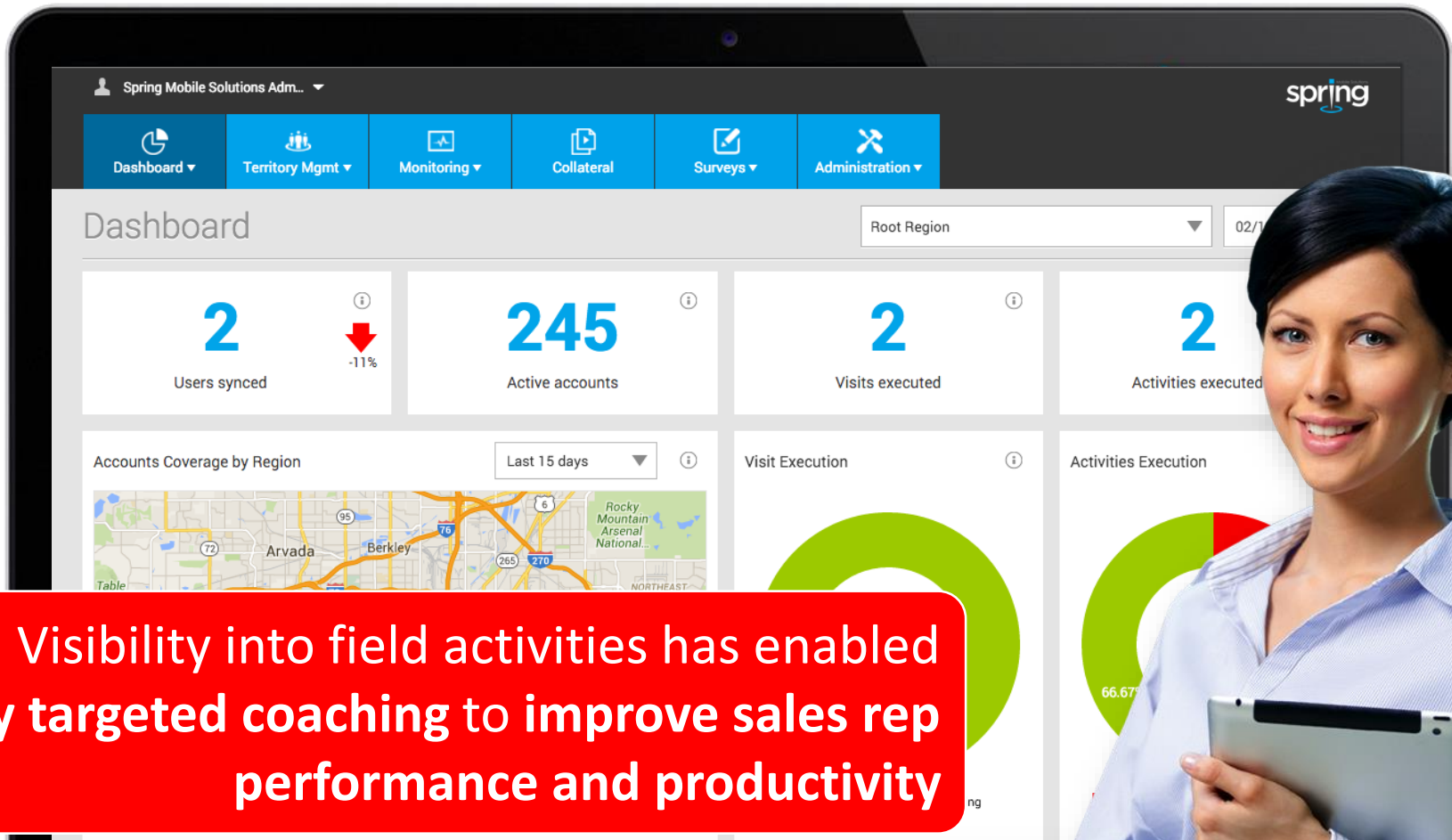
Phased rollout, adding users and additional capabilities with each release



Previous issues have been completely resolved

-  New sales force automation app takes less than **6.4 MB on the device, with 20 – 150 MB of data**
-  Bottlers can now use **lightweight iOS and Android mobile devices** and run the app on old PCs until they are EOL
-  Integration issues have been **eliminated**
-  Orders can be taken **off-line**, and will flow directly to **SAP** as soon as Internet connection is achieved
-  The user interface is **intuitive and clean**, and requires **minimal training**
-  We now have **complete visibility** into field rep activities

Benefits have been significant for HQ



Visibility into field activities has enabled very targeted coaching to improve sales rep performance and productivity

Insight into executional gaps has enabled us to improve our business, which results in increased revenues

We are now able to answer key questions and turn them into coaching opportunities

Are our reps visiting the outlets we asked them to visit today and placing their orders on-site?

Are reps hitting their stop times?

How much time is spent in each outlet?

What is the strike rate on orders relative to how we have routed our reps?

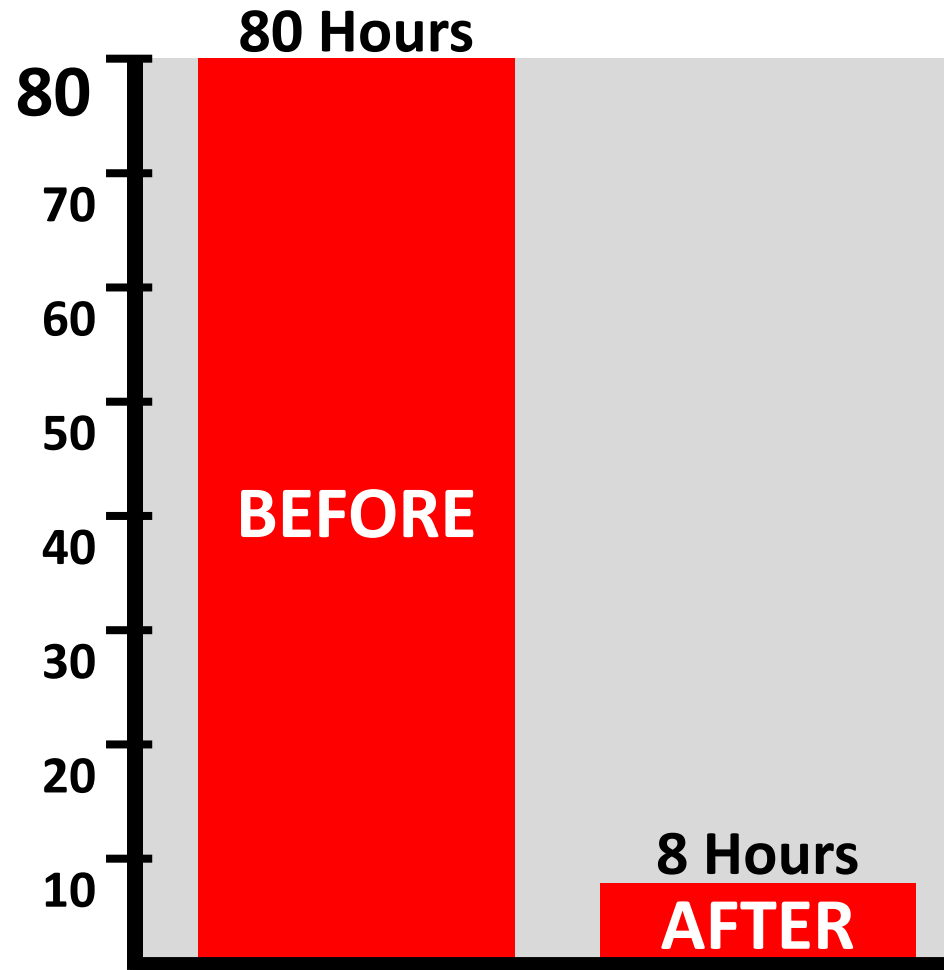
Of the visits we scheduled, how many are actually generating orders?

Who is leveraging the sales aids?

Training time has been reduced

TRAINING TIME

90%




TRAINING TIME

Equipment costs have been reduced

EQUIPMENT COSTS
80%




BEFORE



\$3,000
PER UNIT

AFTER



\$600
PER UNIT

TOTAL SAVINGS **\$24.2M**

Order synch times are significantly less

**SYNCH
TIME**

95%

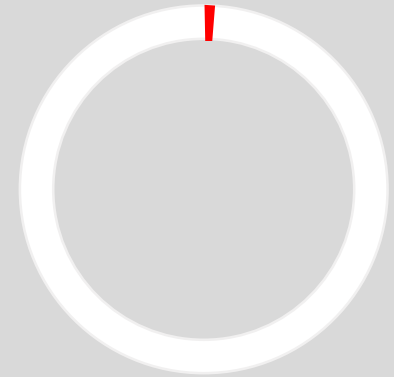


BEFORE



~2 HOURS

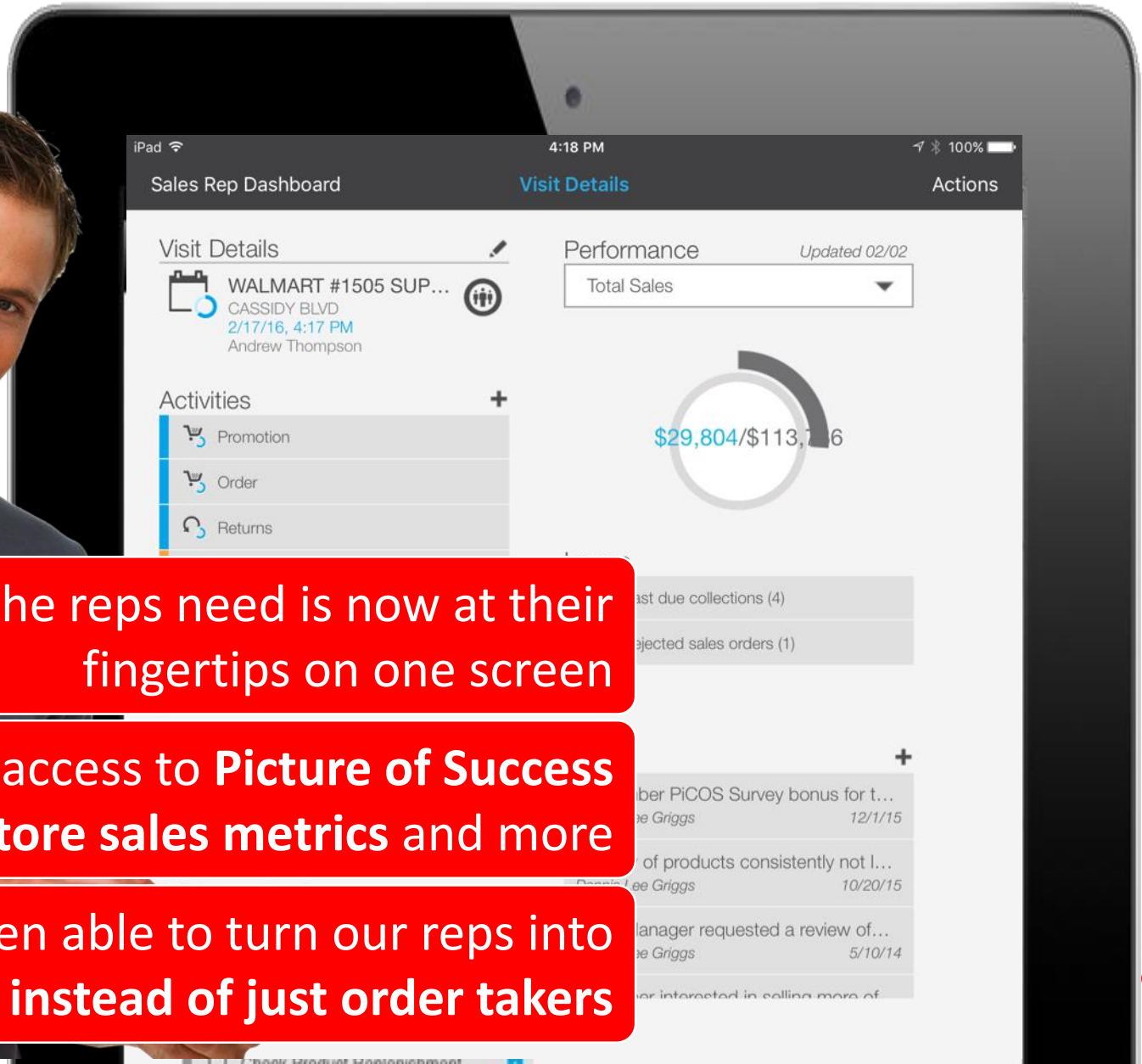
AFTER



5-7 MIN



Even more benefits have been realized in the field



Everything the reps need is now at their fingertips on one screen

Reps now have access to **Picture of Success documents, store sales metrics** and more

We have been able to turn our reps into **sales people instead of just order takers**

Order entry time has been reduced

**ORDER
ENTRY TIME**

35%



APP SPEED & RESPONSIVENESS

Savings of **9 minutes** per store

INTUITIVE USER INTERFACE

Usability of the application has **simplified the process** significantly

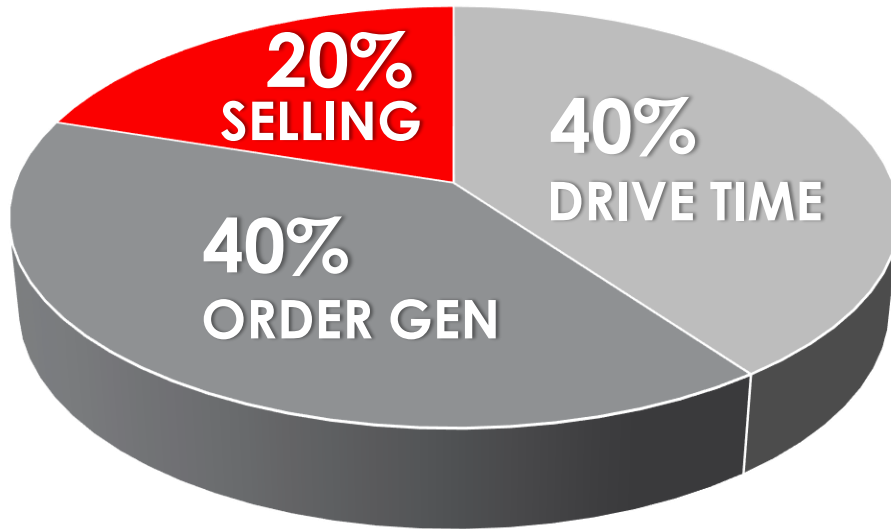
SUGGESTED ORDERS

Saves reps **1 to 1.5 hours** a day by **auto-creating orders** based on:

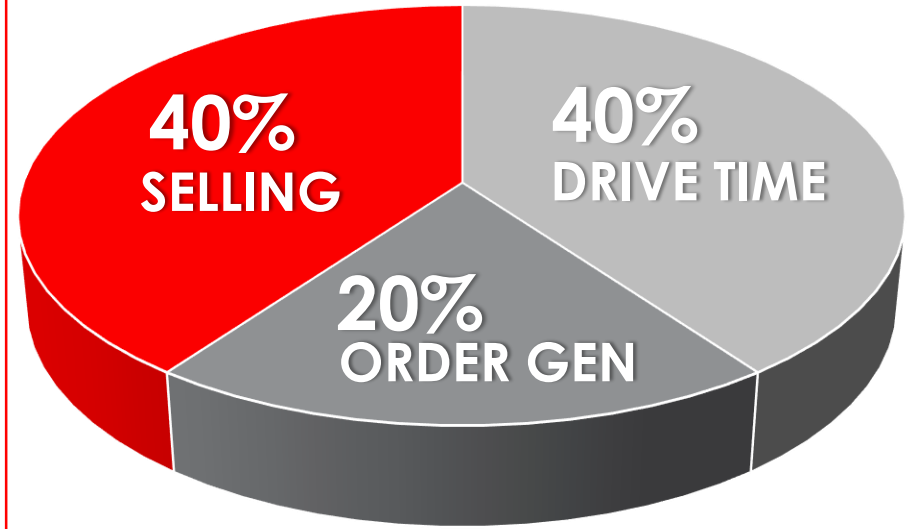
Order History
Shop Floor Needs
Back Room Needs




Productivity has increased, resulting in less order taking and more selling

BEFORE



AFTER



-  Selling
-  Order Generation
-  Drive Time

User acceptance is up and change management has been remarkably easy



“The app is much less intimidating and easy to learn and use.”

“The devices are much lighter and easier to use in the stores.”

“Training was a non-event!”

100%
New Visit

Sep 06

06 Tuesday
September

SHOPNSAVE-JACK

PAYLESSUPERMK
9:30 am - 11:00 am
Planned

JACKSONVILLE-322...

\$8,806.72

84%/85%
Visit Compliance

21%

SUPERTARGET-JACKSONVILLE-32...
3:30 pm - 5:00 pm
Planned

WINNDIXIE-ZEPHYRHILLS-33542 - ...
5:00 pm - 6:30 pm
Planned

LUCKY-JACKSONVILLE-32207 - 54...
6:30 pm - 8:00 pm
Planned

SUPERTARGET-JACKSONVILLE-32...
8:00 pm - 9:00 pm
Planned



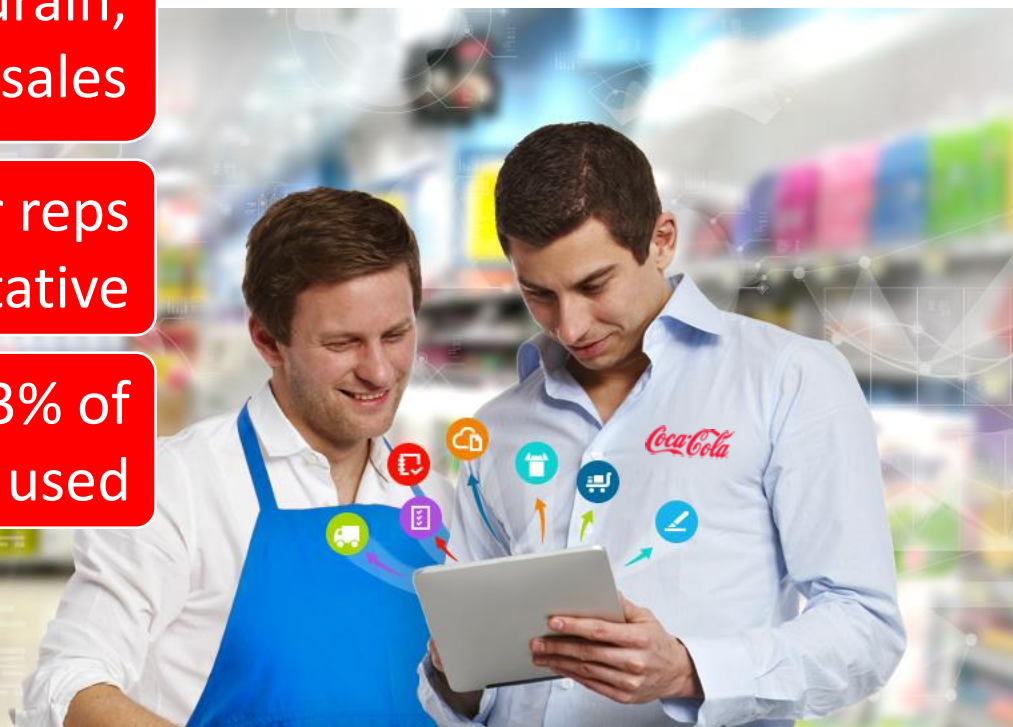
We have increased the ability to influence outlet-level dialog with store managers

This is fundamental to our business for revenue growth

Now reps have easy access to business review metrics, such as drain, growth areas, & specific product sales

This has made our reps more consultative

Previously, only 13% of selling tools were being used



Growth acceleration is happening already... only ONE YEAR after vendor selection



Speed of Delivery
(4 Months)



**Reduced Order
Synch Times**



Increased Revenue
(Rep Performance)



Cost Savings
(Equipment & Training)



Less Support Calls
(Ease of Use)

Questions?

