

Coca-Cola Hellenic Bottling Company cuts product launch cycles by 56% with Winshuttle



Coca-Cola
Hellenic Bottling Company

WINSHUTTLE®



Introductions



Björn Alexanderson

Territory Manager

WINSHUTTLE®

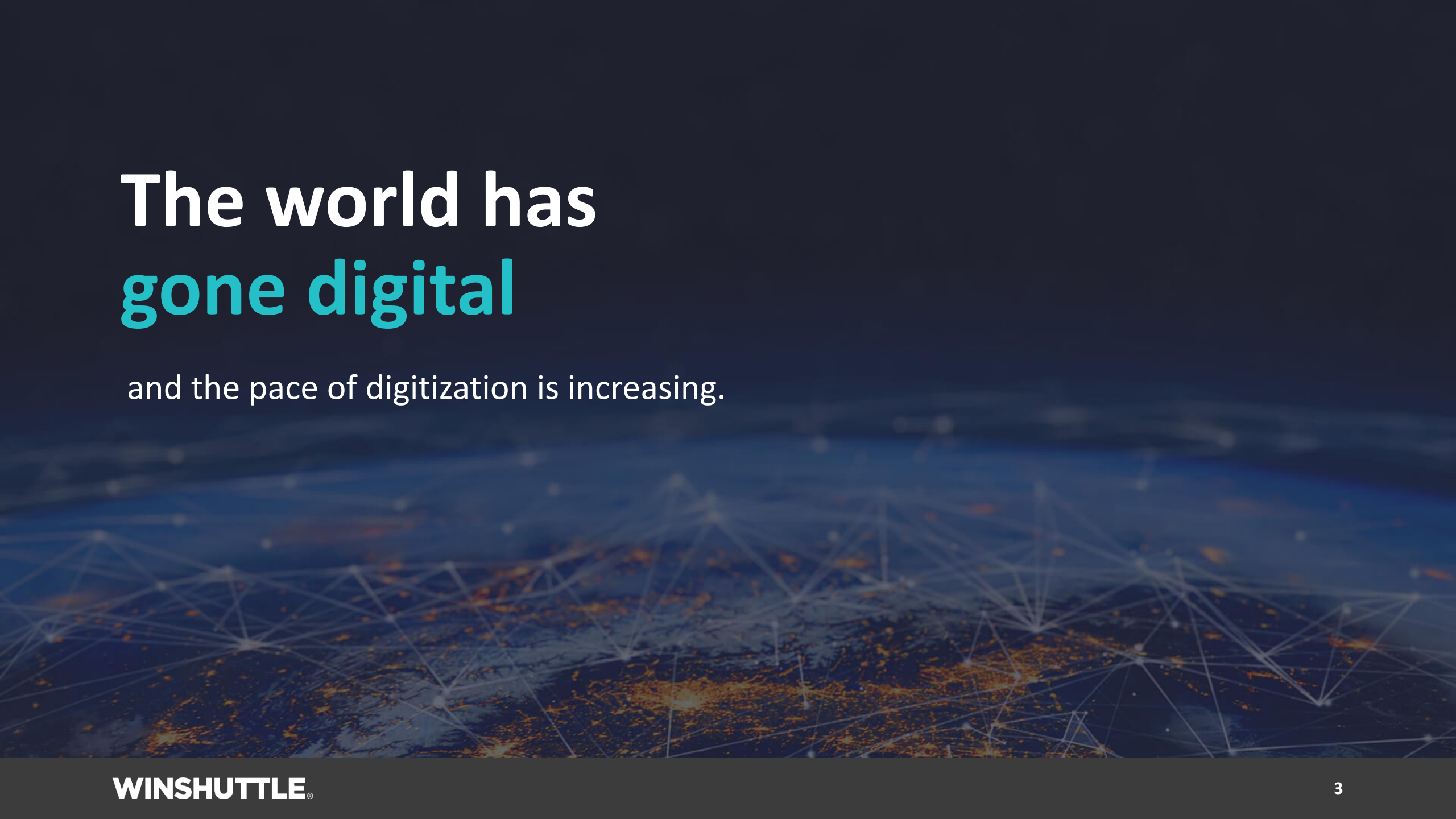


Georgi Nenchev

Applications Manager & Solutions Architect



Coca-Cola
Hellenic Bottling Company

The background of the slide features a dark blue globe with a network of white lines and orange dots overlaid, representing digital connectivity. The text is positioned in the upper left quadrant.

The world has gone digital

and the pace of digitization is increasing.



80%

of leaders have seen DX
efforts accelerate during
the pandemic

KPMG 2020 CEO Outlook COVID-19 special edition



67%

are likely to invest more
technology than they
are in people.

**67% OF GLOBAL CEOS AGREE
WITH THIS STATEMENT:**

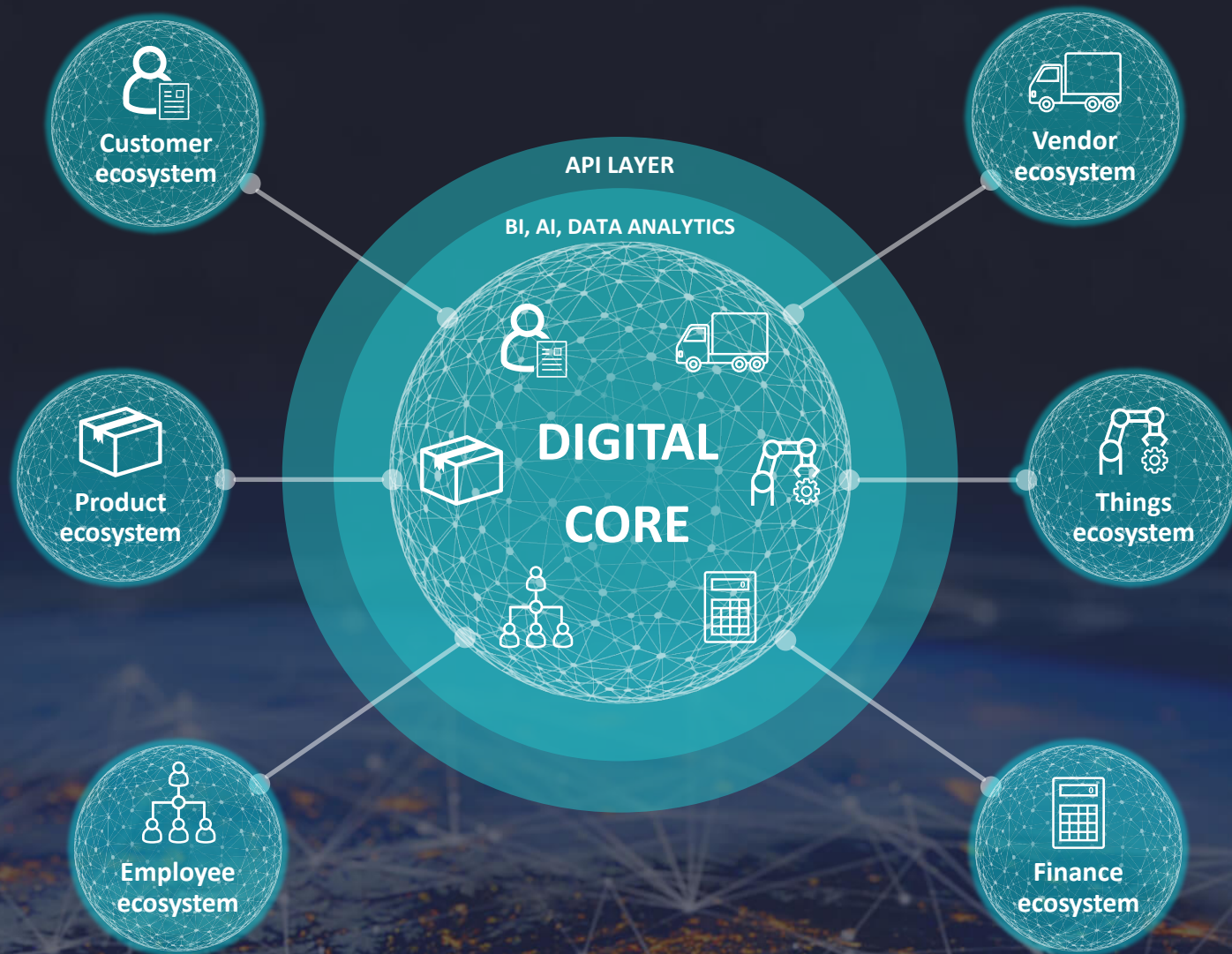
“Acting with agility is the new
currency of business; if we are
too slow, we will be bankrupt.”

KPMG's 2019 CEO Outlook

Today your critical
business data is more
dispersed than ever.



You need to get
trusted data where it
needs to go, **fast.**



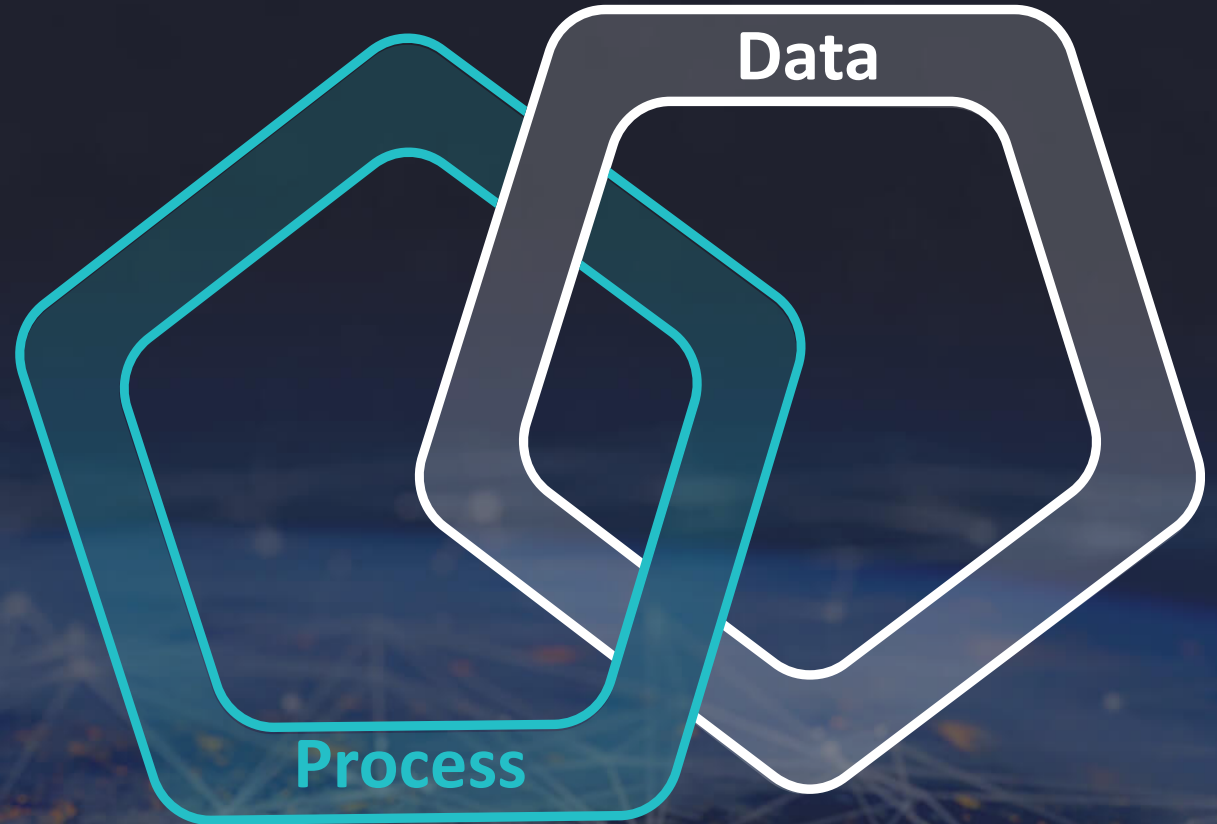
Tackle process **and**
data together.



Process and data are interdependent

- Product launches
- Product data management
- Customer onboarding & management
- Vendor onboarding & management
- Financial accounting

and more...



Challenges



Coca-Cola
Hellenic Bottling Company

Slow, inefficient processes and inflexible tools

48

days on
average

20

workflow steps
on average

7

different legacy
tools



**Delayed
product
launch times**

About CCHBC

Headquartered in Zug, Switzerland



Coca-Cola
Hellenic Bottling Company

28

countries

615 MILLION

potential customers
in three continents

>200 BRANDS

thousands of
products

>2.5 BILLION

cases sold
annually

About the BSS team

BUSINESS SOLUTIONS & SYSTEMS

- IT services organization responsible for introducing new technologies
- establishing centralized processes
- BSS is a meeting point where technology and processes are blended to create a competitive advantage for CCH
- implementing automation across countries

About me

MASTER DATA APPLICATION MANAGER AND ARCHITECT

- responsible for establishing the architecture
- managing applications within master data
- identity management



Background

Organic growth, acquisitions and dynamic marketplace

300,000

Launch volume
annually

Outdated
disparate
systems

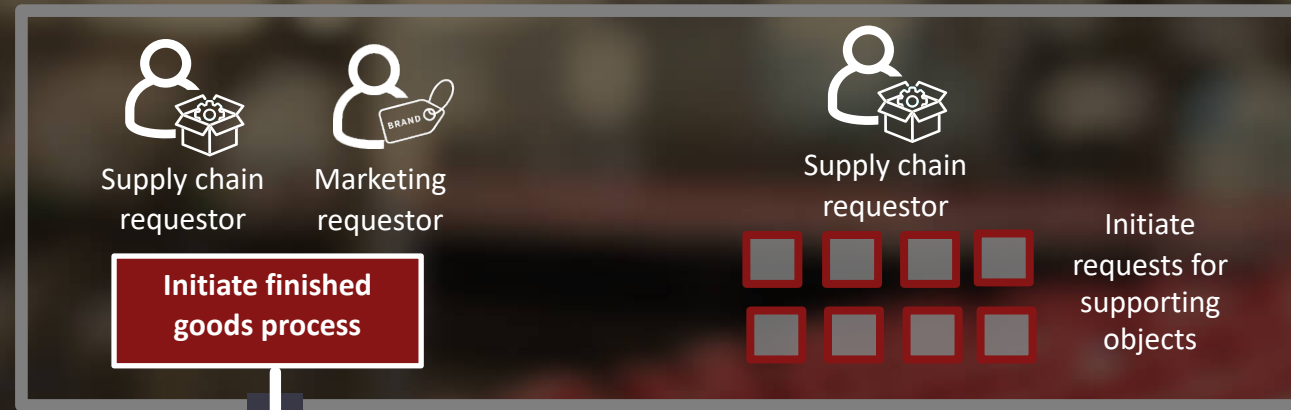
Differing
product line
and regional
needs



Main targets for a centralized process

- ☒ Reduce average cycle time to 20 days
- ☒ Harmonize processes across countries
- ☒ Make modifications easy
- ☒ Synchronize data with SAP in real time
- ☒ Get end-to-end visibility

1 CHOOSE PROJECT TYPE FROM LANDING PAGE



2 DEFINE PROJECT SCOPE

- Country
- Production type
- Material type

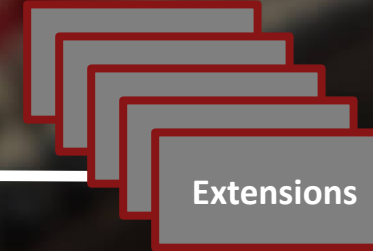
3 COLLECT CENTRALIZED MATERIAL DATA

4 COLLECT DATA FOR SUPPORTING OBJECTS



Global material data

EXTEND TO PLANT, SALES ORG., VAL. & WAREHOUSE



Data collected at plant level

Data collected at plant level

Only for Finished Goods

*Multi-line item objects for single plant

**Single-line items objects for multiple plants

Data collected at plant level

Our landing page

Used by supply chain, marketing, distribution, quality, finance, accounting, procurement, planning or BSO master data teams to kick off processes.





MDM Platform
Next Level of Automation

Change

Mass

Create

☐ Finished Goods	☐ Semi-FG and RAW
☐ NewCO	☐ Marketing Materials
☐ CAM Spare Parts	☐ FM Spare Parts
☐ PM Spare Parts	☐ WorkCenter
☐ Additive Costs	☐ BOM
☐ PA & MR	☐ PIR
☐ Routing	☐ Warehouse Extend
☐ Mat Suppress	☐ Production Version
☐ Mat Temp Unblock	



MDM Platform
Next Level of Automation

CreateChangeMass



User Access



Status BW Report



Static BW Report



Dashboard

Tailored forms

This form is used to kick off a new launch.

The solution uses logic to determine workflow steps and data collected based on project scope.

The screenshot displays the Winshuttle Complete Form interface for Coca-Cola Hellenic Bottling Company. The form is titled "Create / Extend Finished Good" and is divided into several sections:

- Project Scope:** Includes fields for Requestor Name (Istvan Lotz), Request ID, Country (dropdown), Start Date (2019-02-08 15:41:54), Due Date, Request Type (dropdown), and Priority (Medium). A dropdown menu for "Production Type" is open, showing options like "CP - Domestic Sales/ Country Produced", "DI - Domestic Sales/Intercompany Toll-filling/Co-packing", "EC - Export/ Country Produced", "ET - Export - Toll-filling/Co-packing", "IP - Domestic Sales/ Intercompany Purchased", "PG - Domestic Sales/ Purchased", "SP - Spirits", "SR - Spirits Re-packed", "TC - Domestic Sales/Toll-filling/Co-packing", "VE - Vending", and "VH - Hot Vending".
- Material Search:** Includes a "Create Material" button and a "Material Name / Number" field.
- Material Number:** A field for entering the material number.
- Material Pricing Group:** A field for entering the pricing group.
- Beverage Product Code Search:** A section for searching for a beverage product code.
- Basic Data:** Includes fields for Base Unit of Measure (dropdown), Purchasing Value Key, Old Material Number, Gross Weight, Net Weight, Weight Unit, Volume, Volume Unit (M3), and Temperature Condition.

The interface is running in a web browser, and the Windows taskbar is visible at the bottom.

Solution highlights

- ☒ End-to-end SAP product launch automation
- ☒ One set of solutions for all countries
- ☒ Centralized and decentralized data collection
- ☒ Extensive data stewardship features
- ☒ Tailored, role-based forms
- ☒ Granular control over user permissions

Solution stats

1

solution with
35 linked
processes

48+

Material
types

7

SAP controlling
objects

28

countries

500+

plants

2000+

workflow
participants

Results

56%

average reduction
in launch cycle
time

48 days → 21 days



One cohesive, flexible solution across regions with direct integration to multiple SAP systems



An agile launch platform to keep pace with business changes



Accurate, centralized SLA tracking and billing



Improved product data quality



Predictable, auditable, and repeatable processes

Lessons learned

- ✓ Take an agile approach
- ✓ Build a scalable infrastructure set up
- ✓ Involve business users early in the project with frequent feedback



W Evolve

How it works

WINSHUTTLE®

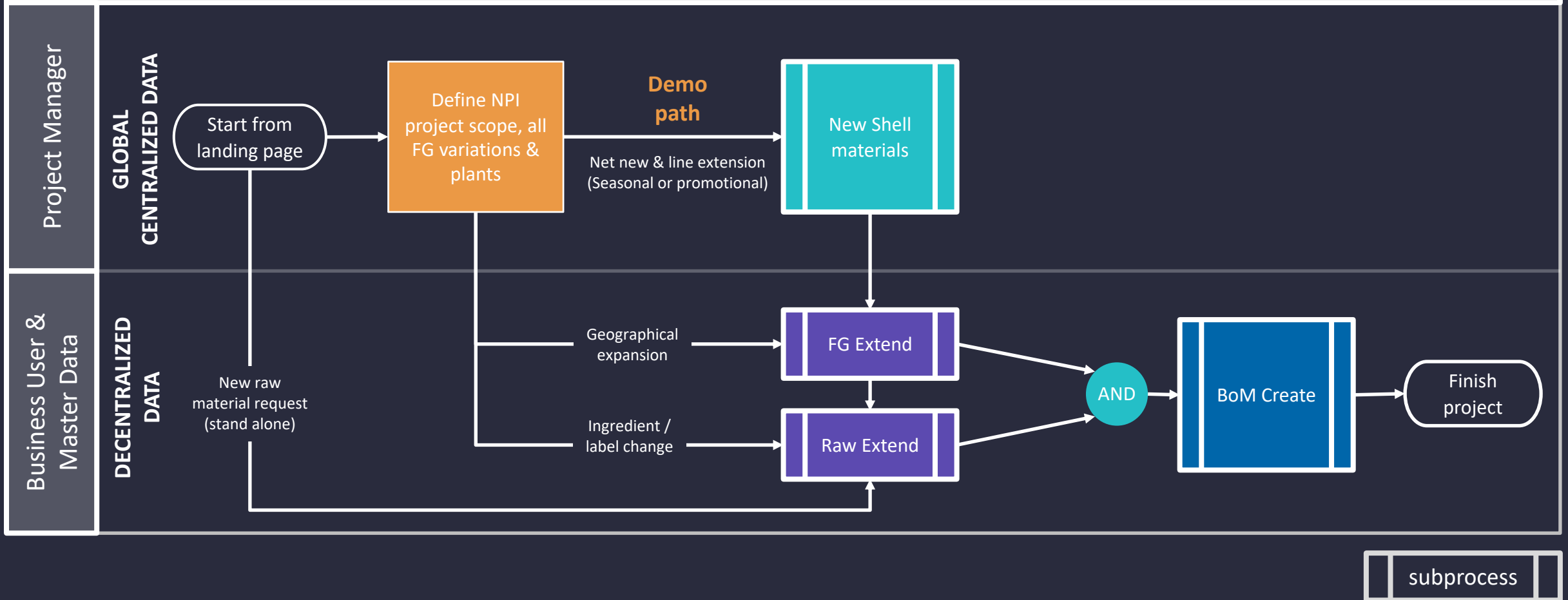
NPI Project launcher

Shell Materials

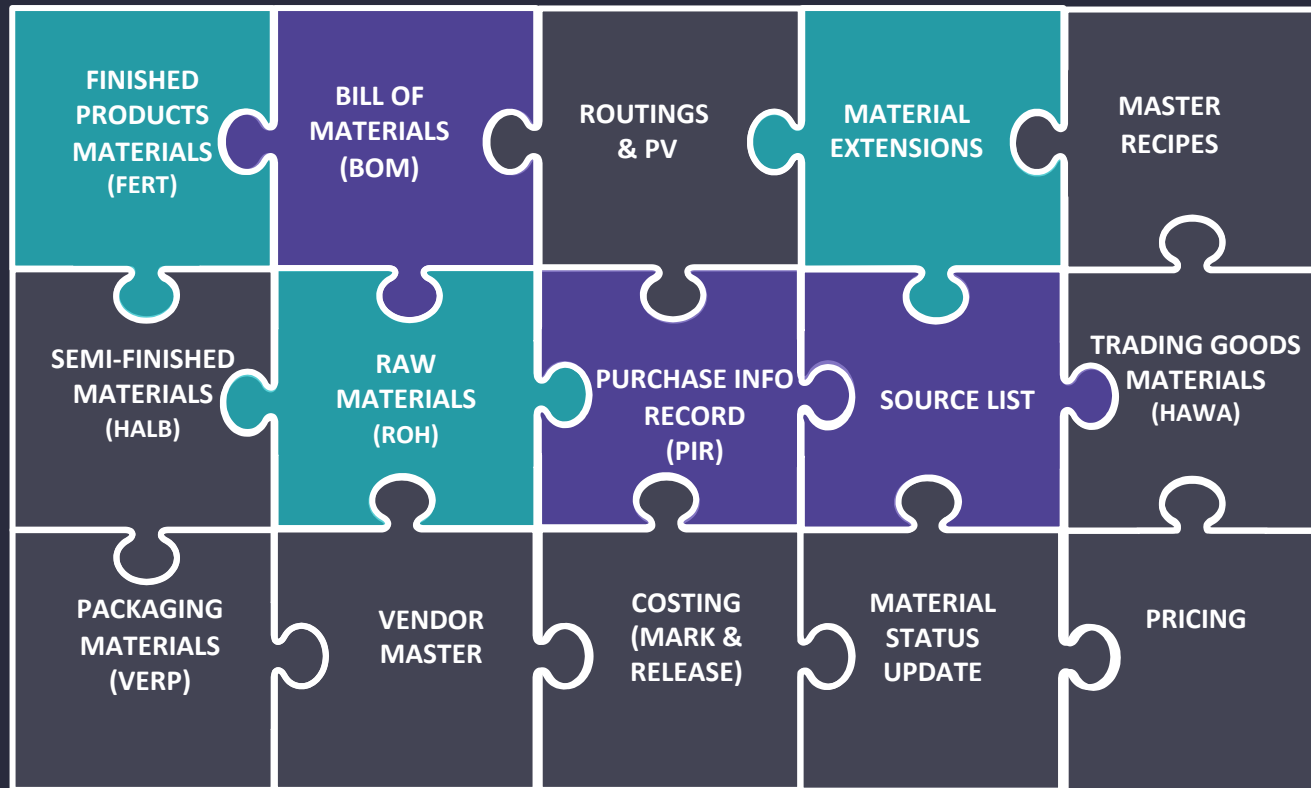
Material Plant Extend

BoMs

NPI Solution Workflow Overview – main process and subprocesses



Modular, strategic product launch platform



- ✓ Start with the data objects that make sense for your business
- ✓ Expand over time
- ✓ Meet the needs of any organizational structure type
- ✓ Supports high complexity and volume



Improve data management across your SAP landscape



Financial
Accounting



Controlling



Sales and
Distribution



Materials
Management



Plant
Maintenance



Asset
Management



Project
Systems



Production
Planning



Quality
Management



Human
Resources

Trusted by the biggest brands around the globe

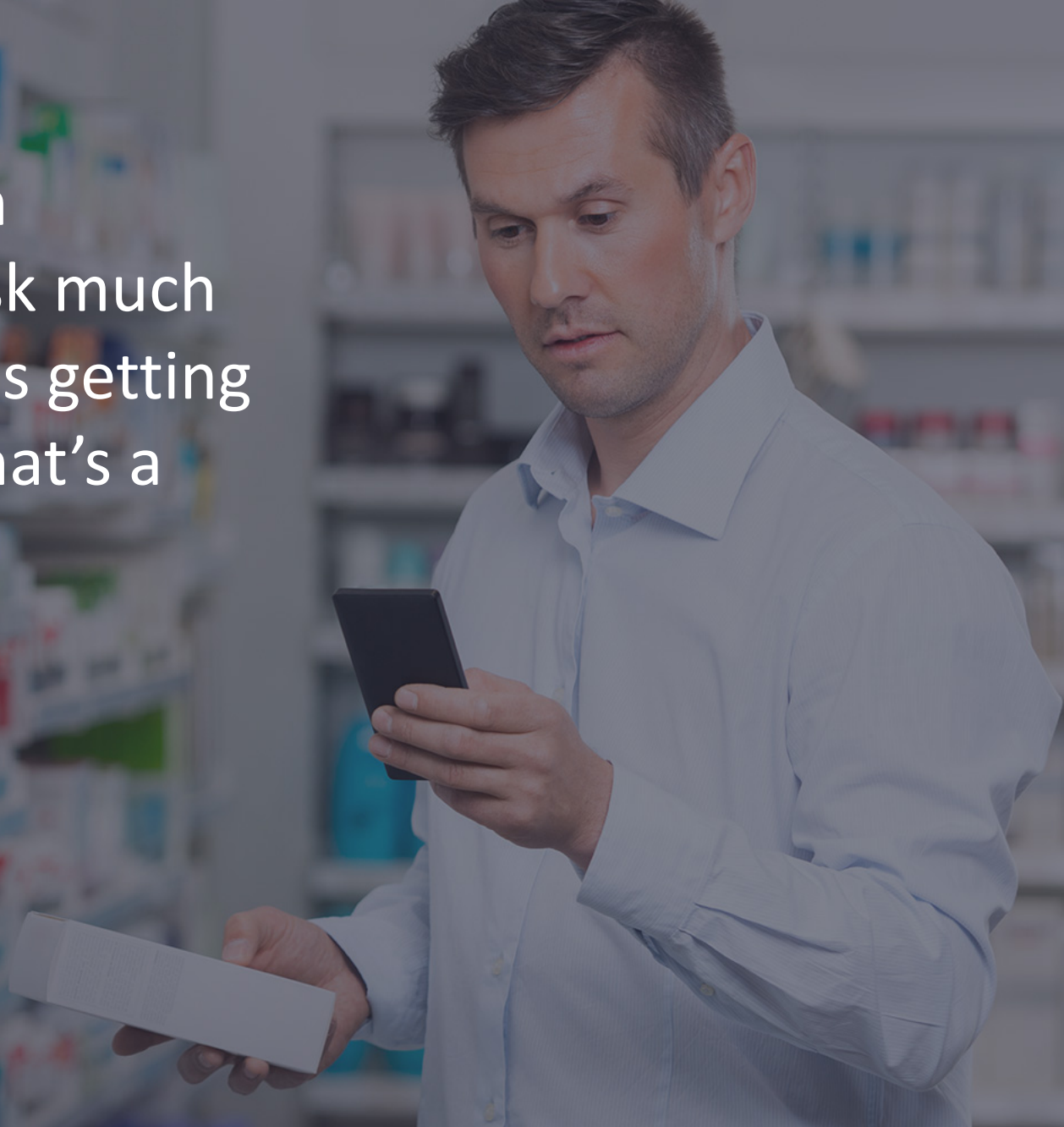
Thousands of enterprise customers in almost every industry.

Auto	Apparel	Oil & Gas	Food & Beverage	Consumer Products	Retail	Pharma	Chemical	Technology
								
								
								
								
								

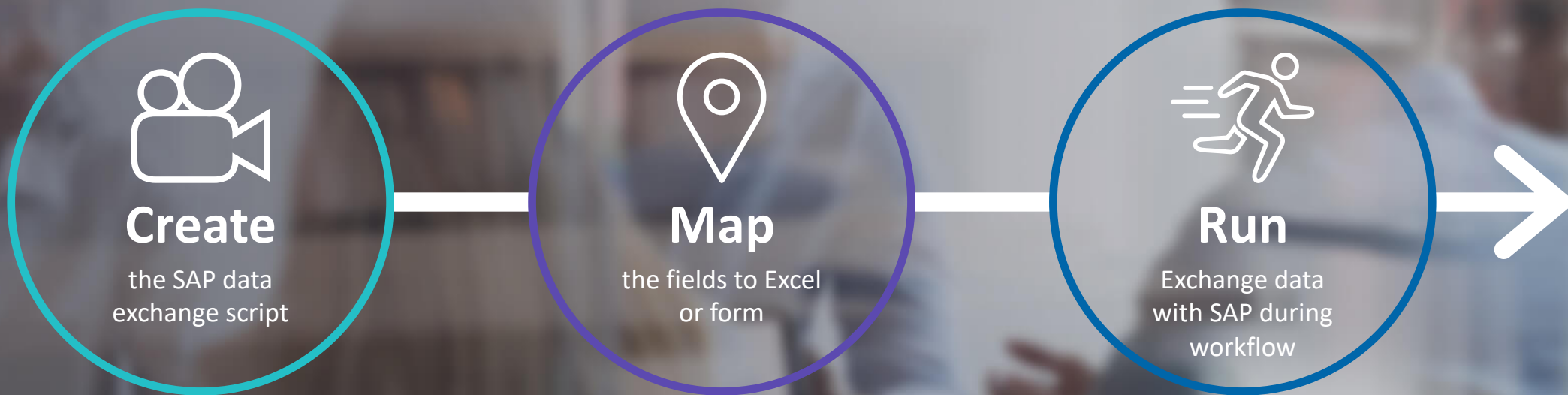


With Winshuttle, we can accomplish the same task much more rapidly. That means getting to market faster—and that's a massive benefit for us.

Director of Business Applications
Pharmascience Inc.



Build SAP data exchange scripts in 3 easy steps



W Studio



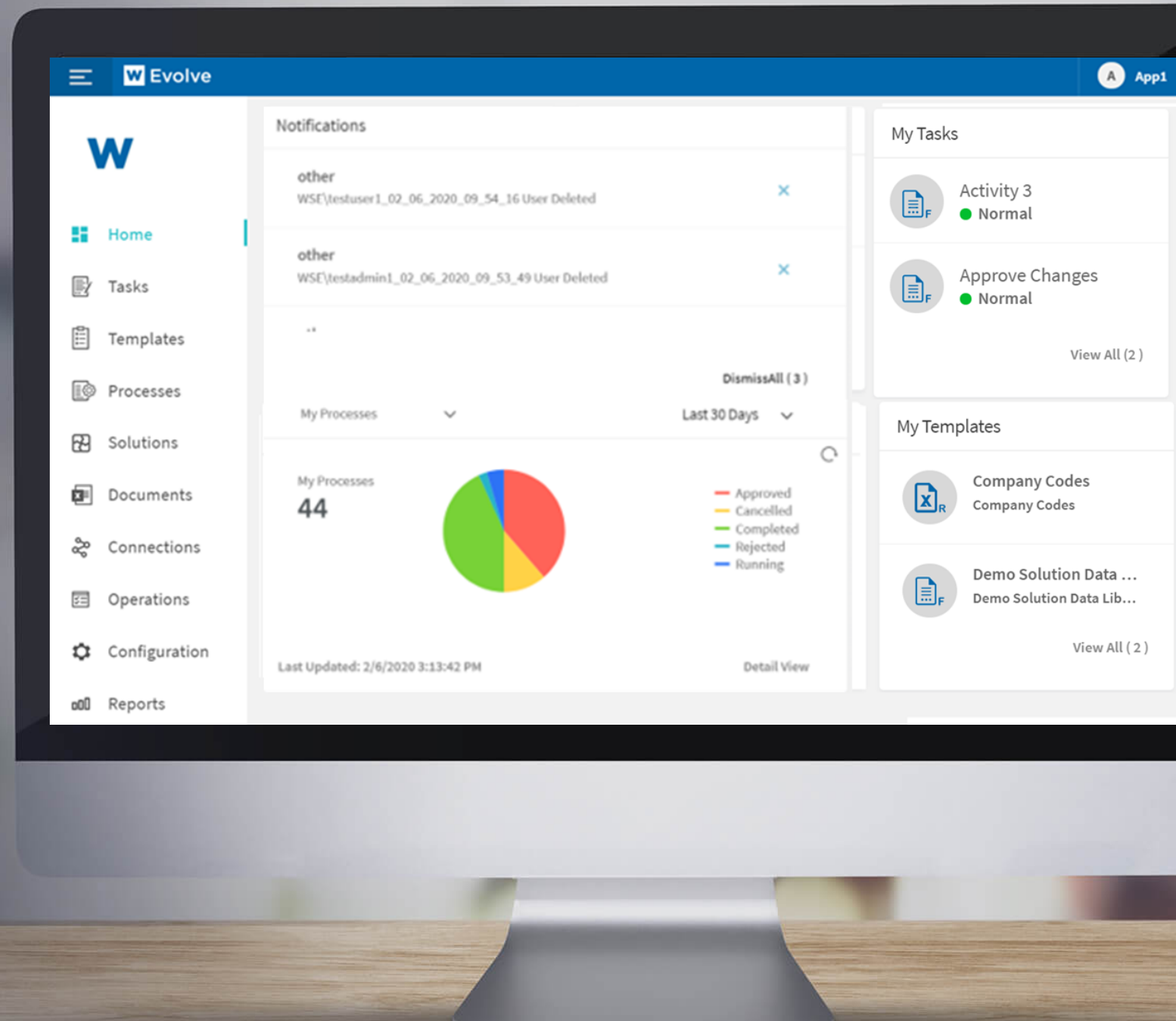
“ It allows you so much flexibility to build in data governance, and route correctly to your business users. It provides business ownership capabilities that make the process very simple and allows users to easily get the work done on time.

Data Integrity Manager
Kellogg

Build solutions, fast

Modern, intuitive user interface

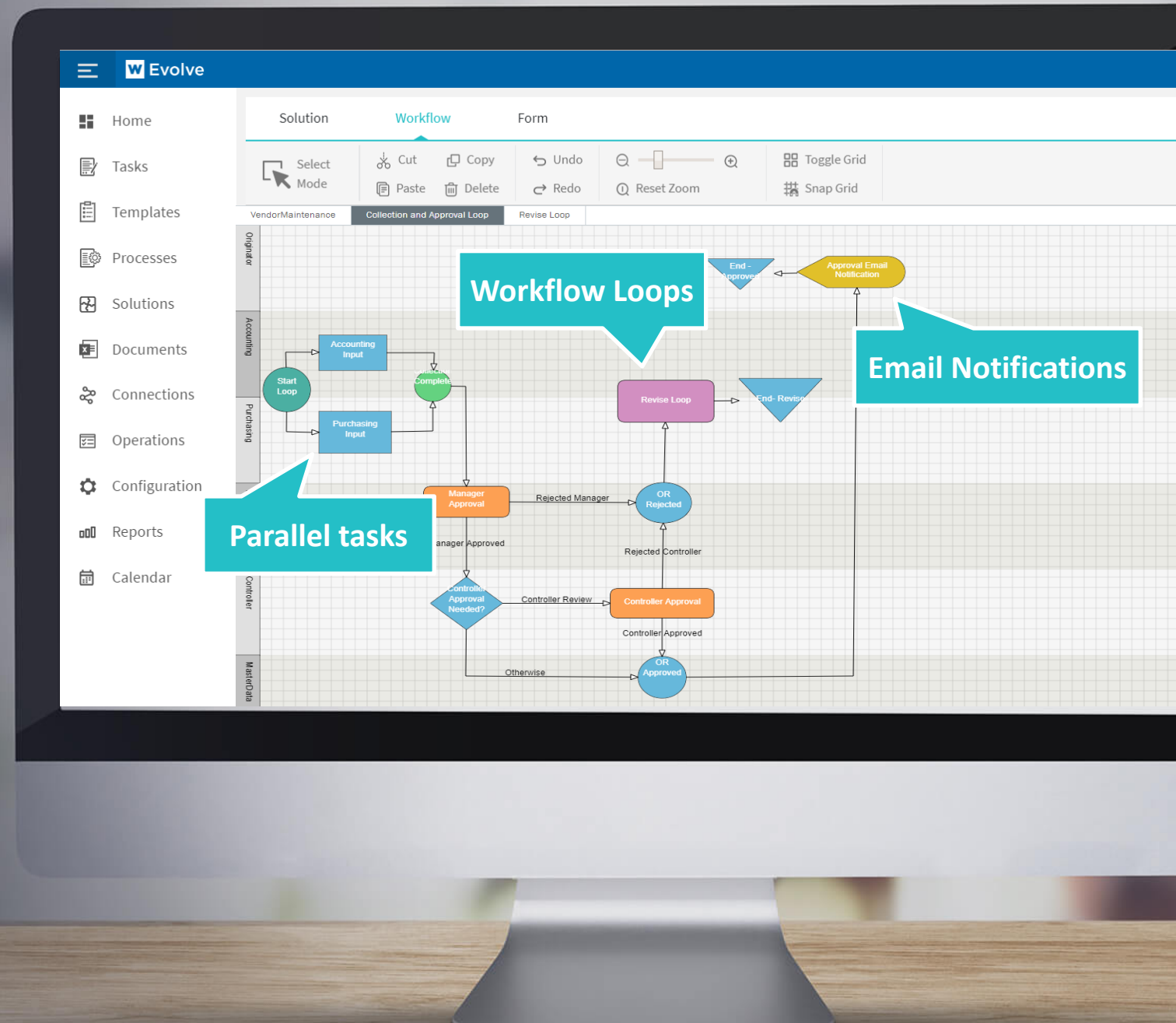
- Use a single-page application based on responsive Angular UI
- Get a consistent experience across browsers
- Rollout form solutions optimized for tablets and mobile devices



Reduce cycle times & improve compliance

Enterprise-grade workflow capabilities

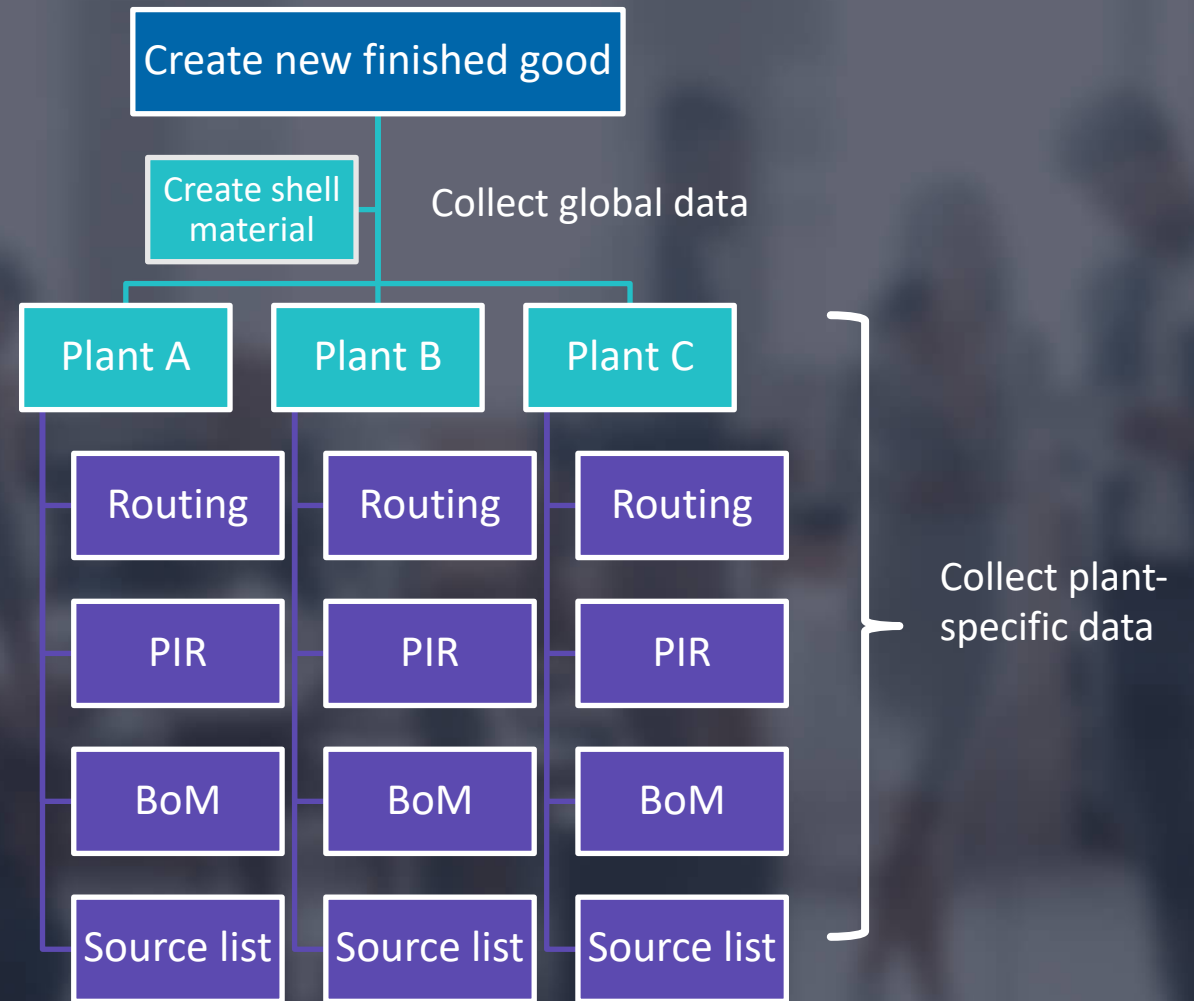
- Create parallel or sequential tasks
- Create workflow loops
- Setup task, approval, and past due, reminder, and escalation email notifications
- Utilize bulk task reassignment and out-of-office functions
- Collect supporting documents



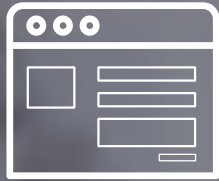
Streamline complex processes

Dynamic process linking

- Automate complex multi-layered processes
- Streamline data collection across data objects and business units
- Handle centralized and decentralized data in one solution



Choose the right front-end tool for your workflow process



Standard
web form



Form with
SmartTable



Excel
workflow

LOW

Number of records

HIGH



The background of the image is a blurred industrial scene. It shows a series of cylindrical metal parts arranged in a row on a surface. Above them, a large, dark, curved object, possibly a part of a machine, is visible. Bright sparks are being generated from the interaction between the machine and the parts, creating a dynamic and energetic atmosphere. The lighting is warm, with a yellowish-orange glow from the sparks.

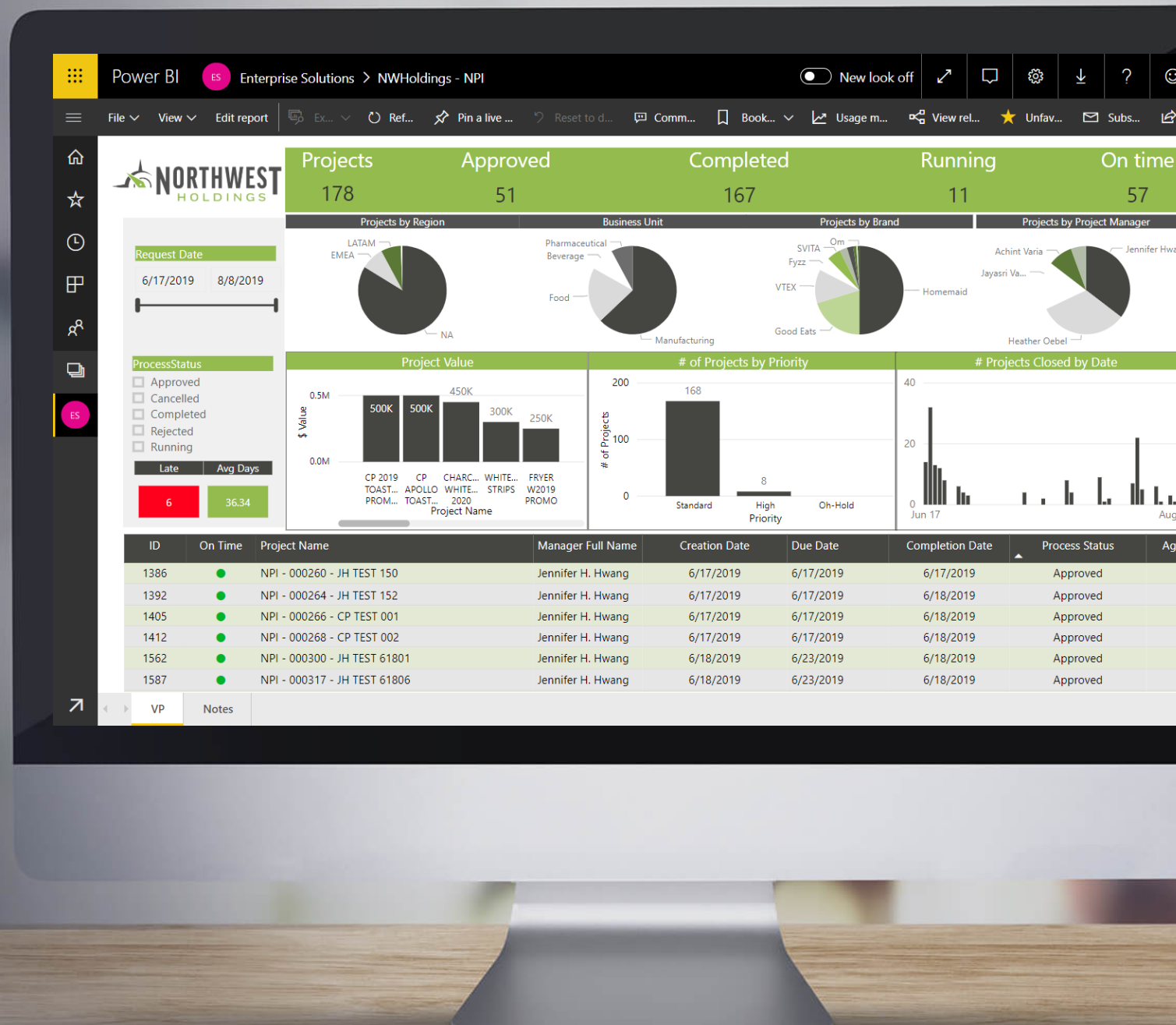
“ The key reason we went with Winshuttle is the ability for us in the business to have the tools and flexibility to change scripts without having to rely on IT. We recommend Winshuttle for master data management, you will see productivity benefits almost immediately.

Master Data Manager
Rockwell Automation

Get more visibility

Process dashboards & reporting

- Develop dashboards and reports for process participants and management with your tool of choice
- View status of in-process projects to keep projects on track
- View historical data to continuously improve processes



Make audits easier

Audit trails for processes & data

- See at a glance who did what and when with SAP
- Quickly get to data files exchanged with SAP

← Back to All Reports | Transaction Usage Report

Last Refreshed On : 2/7/2020 4:39:14 PM

Export to Excel

Email/User	SAP User	SAP System	SAP Client	Date ↑	Manual Upload ...	Shuttle Upload ...	Time Saved
WSDT\Autouser1	wsuser3	W6R	800	1/31/2020 11:04 ...	00:00:16	00:00:01	00:00:15
WSDT\Autouser1	wsuser3	W6R	800	1/31/2020 3:58 PM	00:00:00	00:00:00	00:00:00
WSDT\Autouser1	wsuser3	W6R	800	1/31/2020 4:08 PM	00:00:16	00:00:01	00:00:15
WSDT\Autouser1	wsuser3	W6R	800	1/31/2020 4:12 PM	00:00:16	00:00:01	00:00:15
WSDT\Autouser1	wsuser3	W6R	800	2/3/2020 3:13 PM	00:05:32	00:00:01	00:05:31
WSDT\Autouser1	wsuser3	W6R	800	2/3/2020 3:16 PM	00:05:32	00:00:01	00:05:31
WSDT\Autouser1	wsuser3	W6R	800	2/3/2020 3:19 PM	00:00:27	00:00:01	00:00:26
WSDT\Autouser1	wsuser3	W6R	800	2/3/2020 3:20 PM	00:05:32	00:00:04	00:05:28
WSDT\Autouser1	wsuser3	W6R	800	2/3/2020 3:51 PM	00:00:16	00:00:01	00:00:15
WSDT\Autouser1	wsuser3	W6R	800	2/3/2020 4:00 PM	00:05:32	00:00:01	00:05:31

1 2 3 10

Benefits



Faster processes



More scale without
adding headcount



Greater agility



Participant &
management visibility



Higher data quality

Let's continue the conversation...



Contact us

Set up a 30-minute personalized demo

SE: +46 709 20 94 74

bjorn.alexanderson@winshuttle.com



Watch an NPI demo

winshuttle.com/npi

Or talk to our partners

bouvet

adsotech

S⁵ Consulting

WINSHUTTLE®



SAP® Certified
Integration with SAP® S/4HANA

Microsoft Partner
Gold Application Development
Gold Collaboration and Content