



COCA-COLA REFRESHMENTS: CONNECTED TO THEIR REMOTE WORKFORCE

A PEGA PLATFORM CASE STUDY

Business Goals

- Attain higher levels of business agility and competitive advantage by increasing effective management, distribution and delivery of beverages
- Take a strategic enterprise approach to mobility that would enable its merchandisers and managers to run a real-time event driven business

Results

- Eliminated \$2.5 million annually in telecommunications expense
- Saved \$2.25 million in fuel charges first year
- Reduced mileage reimbursement expenses by \$5 million per year



The Coca-Cola Company, ranked in the world's top 10 private employers, is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands.

Pega Mobility Supports:

- 10,000 field merchandizing agents
- Android mobile devices with geotracking and push notifications
- Real-time schedule changes and workflow adjustments
- Mobile time and expense management

“We want to be really connected to our remote workforce because that's our front line. They touch the customer every day, whether it's a salesperson, a driver or a merchandiser, any ability we can put in the hands of these people, these great resources, makes their lives a lot easier.”

Kevin Flowers, Coca-Cola Refreshments



Vision: Mobility Turns CCR's Employees into "Human Mobile Offices"

More than half of Coca-Cola Refreshments' (CCR) 100,000+ employees are mobile. Mobility provides strategic differentiation and is a key component to transforming the company into to a real-time, event-driven enterprise.

Through mobility, CCR ushers in a new age of real-time collaboration that produces greater efficiencies, higher value and growth, in addition to changing the way its employees work.

To reach higher levels of business agility and competitive advantage, they could not rely on traditional technologies to deliver business information. CCR ensures that field employees function as "human mobile offices:" untethered, yet, connected. This approach enables real-time responsiveness and high levels of productivity, while making their jobs easy and intuitive.

Execution: A Real-Time Solution Powered by a Flexible Mobile Platform

Merchandisers are the individuals who travel from store to store, designing and setting up product displays for Coca-Cola. Pega Mobility allows CCR to quickly and easily design, build, deploy and manage the mobile merchandising and timekeeping applications.

CCR takes advantage of Pega Mobility's on-demand deployment option for end-to-end management and guaranteed delivery of transactions over wireless networks. It also uses Mobility Manager's Web-based console, which drastically improves management's ability to track the activity of merchandisers in the field.

With Pega Mobility, managers communicate in real-time with their merchandisers and merchandisers can get the most efficient use of their smartphones – making their jobs easier than ever.

As a result, both parties are better able to react to schedule changes and other work-flow adjustments. The flexibility that this has created for merchandisers has led to improved organizational effectiveness and merchandiser happiness.

Outcome: The Refreshing Results

Pega Mobility helped CCR take a strategic enterprise approach to mobility enabling its merchandisers and managers to run a real-time event-driven business. In the process, it realized the dividends of increased productivity, cost savings and real-time responsiveness imperative to CCR.

- **Better Business Intelligence** – Data coming back in real time offers CCR management high visibility into field activities and effectiveness of resources for real-time operational intelligence.
- **Improved Agility & Efficiency** – CCR is seeing a significant reduction in travel trips for merchandisers. Management can also more deftly adjust to schedule changes dynamically by reallocating resources on demand enabling greater synergy throughout the supply chain.
- **Productivity** – Management can now measure performance and is more reactive and proactive in addressing any issues. CCR benefits from the open line of communication and the mobility initiative has served as a catalyst

for deploying further next-generation, real-time mobile applications using a strategic mobility platform.



ABOUT PEGASYSTEMS

Pegasystems develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available in the cloud or on-premises, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale.

