

## CASE STUDY



[www.peninsulabeverage.co.za](http://www.peninsulabeverage.co.za)

### ABOUT COCA-COLA PENINSULA BEVERAGES

Coca-Cola Peninsula Beverages is a provincial soft drink bottling operation in the beverage industry that holds the rights to manufacture and distribute the products of the Coca-Cola Company within the Western and Northern Cape provinces of South Africa.

### INDUSTRY

Beverages, manufacturing and distribution.

### BUSINESS CHALLENGE

Multiple data silos, lengthy and complex manual reporting processes, the business found it difficult to easily report on data between their various systems.

### SOLUTION

Implemented data virtualisation with the Denodo solution.

### BUSINESS IMPACT

- Massive data processing improvements – from 8 hours just for one day's data, to under 30 minutes to process an entire month's data
- Simplified the complexity of extracting data from their ERP, and linking it to the data from their other systems and tools
- Automating complex reporting, replacing labour-intensive manual processes
- One point of contact for data consumers to consume data from all sources in the business, i.e. SAP, Salesforce, Journey etc.
- Data that was manually prepared for monthly distribution is now available automatically on a daily basis

## iOCO uses Data Virtualization to save Coca-Cola Peninsula Beverages significant time and money in their data integration, reconciliation, reporting and analytical processes

### The Business Challenge

#### *Multiple data silos, lengthy and complex manual reporting processes*

As the business grew over the years, Coca-Cola Peninsula Beverages implemented a number of systems and tools to assist in various business processes. This resulted in multiple disparate data sources in various locations (physical and virtual), which required lengthy and costly ETL solutions and extensive manual workarounds in order to extract meaningful information and reconcile this data to their ERP systems. To unlock the value from their vast data sources, the Peninsula Beverages needed fast, user-friendly access to integrate and report on data from various sources to optimally manage its business within an economically challenging environment.

*Typical daily update processes could take up to eight hours just for one day's data, and that could fail – leaving the business without up-to-date reporting.*

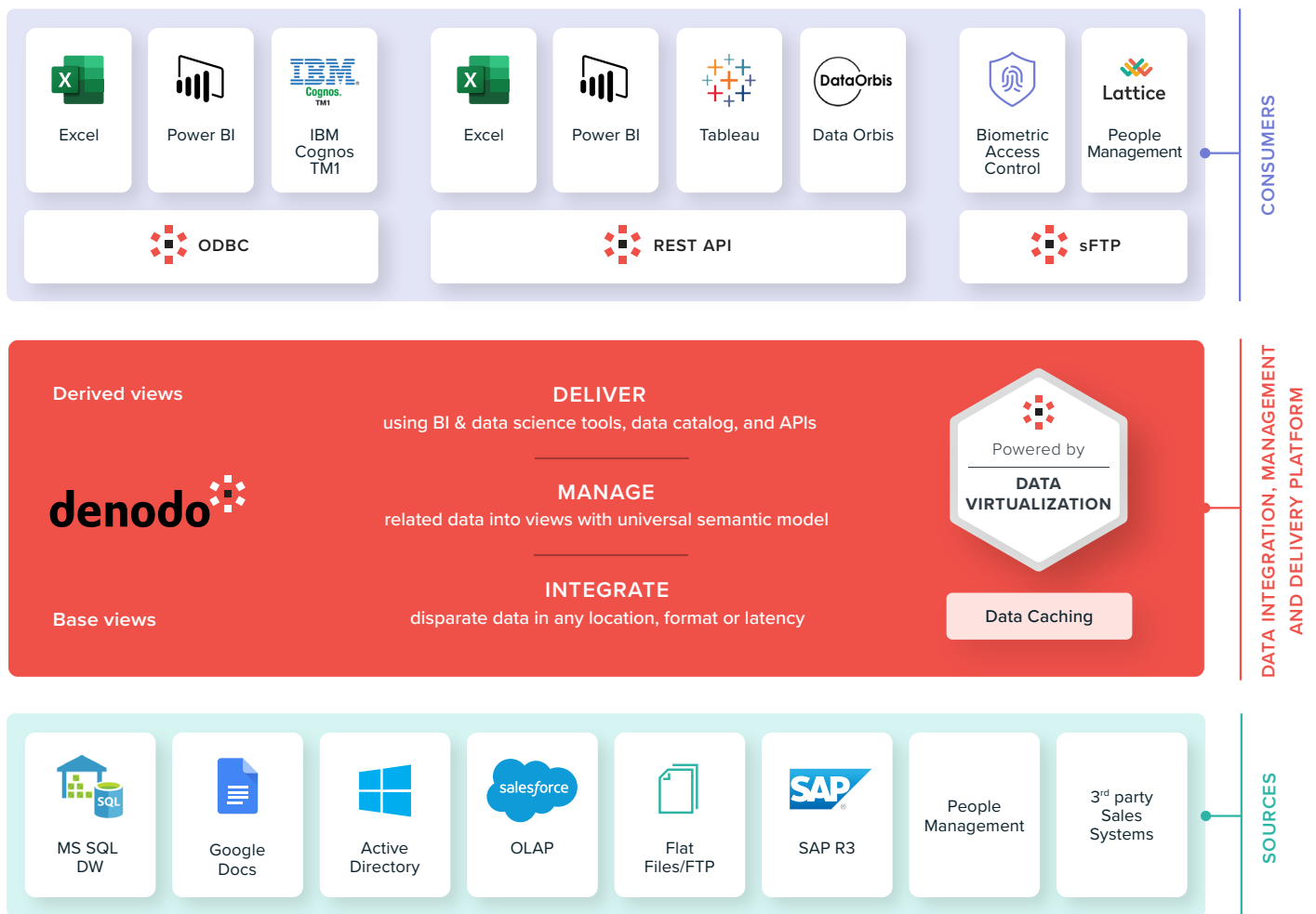
### The Solution

The Coca-Cola Peninsula Beverages selected Denodo as their partner of choice to create a logical data fabric – to unlock the value of their data. By introducing Denodo, the company was able to make use of information from its multiple data sources without having to move data and re-house it through ETL processes in a legacy data warehouse manner. The various data sources required were connected to Denodo, and through the Virtual Dataport tool development was done to quickly and easily create powerful views, combining information from these sources – ultimately providing access to real-time information. This empowered Business Intelligence function of the Peninsula Beverages to fully maximize on the virtualized approach focusing on speed to market and the ever changing business needs.



*“The introduction of Denodo has allowed us to better understand how data is being used within our organization, which has resulted in us identifying similar data sets being used across multiple departments. Using the same data source within Denodo has removed the need to reconcile data across those different departments and also sped up the turnaround time for making this data available by introducing automation”*

- Bernhard McGregor, BI Manager at Coca-Cola Peninsula Beverages



**Figure 1:** Organizational Business Intelligence Landscape at Coca-Cola Peninsula Beverages

## The Achieved Benefits

Through Denodo, more ready-to-consume information is available than ever before and development times for complex reporting have been slashed. From automating the day-to-day reporting in minutes as opposed to hours, through to more complex integration and reporting requirements, Denodo has generated great benefits and cost savings. The Coca-Cola Peninsula Beverages now has a “one-stop shop” for their data needs, regardless of the data source or the required output.

## iOCO

Established to simplify the ICT services offering of the EOH Group, iOCO is Africa’s leading integrated technology services company, with the largest concentration of skills on the continent. As a Level 1 B-BBEE end-to-end ICT managed service provider and Cloud systems integrator, iOCO operates with over 20 years’ experience. Its team of more than 4500 specialists delivers Open Digital Integrator, Enterprise Applications, Data and Analytics, Compute and Platforms, and Manage and Operate solutions to over 1000 customers.

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## denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo’s customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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