

OSAPIENS CASE STUDY

From Bottlenecks to Bottling Brilliance:

How Coca-Cola HBC Transforms Operations with the osapiens HUB



Company:

-  Beverages
-  33,000 Employees
-  10.81 billion € annual turnover

Products:

osapiens HUB for Distribution

Results:



Operational efficiency increased by 30% with digitized proof of delivery system



Higher customer satisfaction



Financial and operational transparency

the ESG platform
to **make an impact**

Find out more about the cooperation
between the Coca-Cola HBC and osapiens.





”This digitization is expected to yield a **30% boost in efficiency** for the daily operations team, reducing errors, accelerating invoicing, and significantly improving cash flow.“

VITO ALCIBIADE
DIGITAL PLATFORM MANAGER,
COCA-COLA HELLENIC

The Company

Operating within a high-volume distribution network, Coca-Cola Hellenic Bottling Company (Coca-Cola HBC) faces numerous operational challenges. With millions of deliveries each year across multiple countries, the company sought to overcome issues related to proof of delivery, cash handling, real-time tracking, and seamless ERP integration. This case study explores how implementing the osapiens HUB has enabled Coca-Cola HBC to streamline processes, enhance financial security, and improve customer satisfaction, ultimately setting a new standard in sustainable and efficient distribution management.



Key Takeaways

Through the implementation of the osapiens HUB, Coca-Cola HBC achieved substantial improvements in its distribution processes, including:

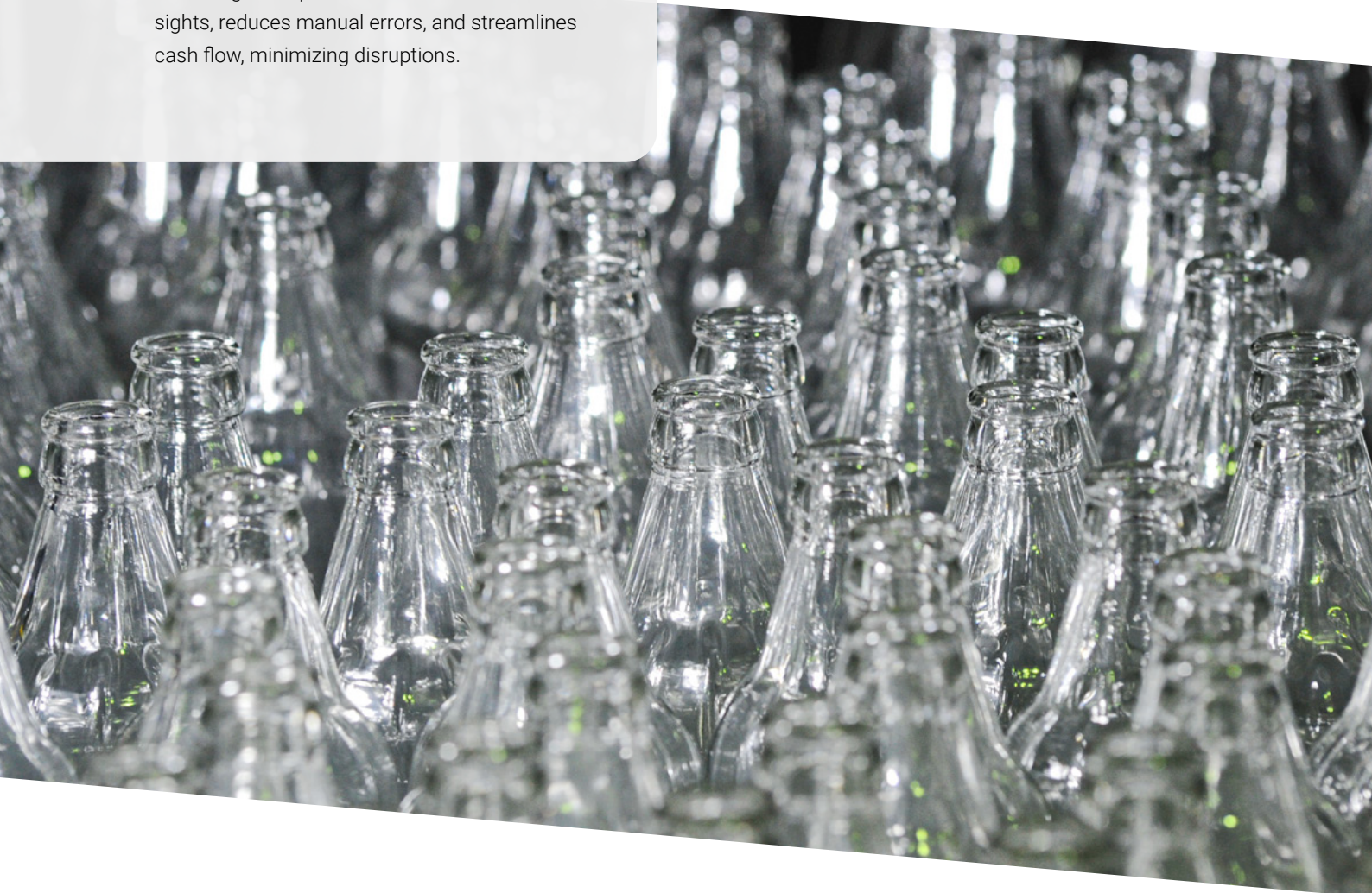
- ▶ **Efficiency Gains:** The digitized proof of delivery system increases operational efficiency by 30%, enabling faster invoicing and better resource use.
- ▶ **Enhanced Customer Satisfaction:** Real-time tracking and cashless payments boosted Coca-Cola HBC's Net Promoter Score (NPS) by 4 points, improving transparency, speed, and customer loyalty.
- ▶ **Financial and Operational Transparency:** ERP integration provides real-time financial insights, reduces manual errors, and streamlines cash flow, minimizing disruptions.

How Coca-Cola HBC Streamlines Operations with the osapiens HUB

osapiens HUB for Distribution

Coca-Cola HBC is the exclusive bottler and distributor of beverages for The Coca-Cola Company in 28 markets, covering a vast area from Ireland to Nigeria. With a strong and diverse portfolio that includes sparkling beverages, juices, waters, sports and energy drinks, teas, coffees, and premium spirits, the Coca-Cola Hellenic Bottling Company meets a wide range of consumer tastes with premium options, and sustainable packaging.

As Coca-Cola HBC continues to grow, it faces the challenge of optimizing distribution efficiency, securing financial transactions and ensuring real-time visibility across its extensive footprint. To address these challenges, Coca-Cola Hellenic implemented the osapiens HUB—a





comprehensive platform designed to enhance operational efficiency, financial security, and customer satisfaction:

1. Proof of Delivery and Invoice Processing

With over 8.5 million annual deliveries, managing proof of delivery and invoicing through paper-based methods created a significant bottleneck. The manual system required more than 350 employees, increasing the risk of errors, causing invoicing delays, and impacting cash flow. This labor-intensive approach was not only costly but also lacked the agility needed for a high-volume distribution network.

2. Cash Handling and Financial Security

Managing cash payments within the distribution process posed financial and operational challenges. Cash handling introduced security risks, slowed down transaction processing, added complexity to reconciliation, and increased the possibility of errors in financial reporting. Coca-Cola Hellenic needed a solution to improve the efficiency and security of financial transactions.

Cashless Payment and Financial Efficiency

The osapiens HUB enabled Coca-Cola Hellenic to integrate secure, real-time cashless payment options within

its distribution processes, significantly reducing the need for cash handling and enhancing financial transaction security. By connecting with banking systems, the platform allows customers to make payments using credit cards and other digital methods, directly addressing a major pain point. This integration not only improves financial efficiency but also boosts customer satisfaction by making transactions quicker, more convenient, and reducing potential financial risks.

3. Real-Time Delivery Tracking

For both Coca-Cola Hellenic and its customers, understanding the exact location of delivery trucks is essential. Without real-time tracking, delivery schedules became unpredictable, fuel costs were higher than necessary, and route optimization opportunities were missed. Customers needed greater visibility and flexibility in delivery scheduling to support their own operations.

Stay on Track: The Key to Delivery Precision

With the osapiens HUB's real-time tracking capabilities, Coca-Cola Hellenic can monitor the exact location of delivery trucks, which enables optimized route planning, reduces fuel costs, and helps avoid delays. Customers benefit from a tracking portal that allows them to monitor deliveries in real-time, enhancing transparency and communication. This feature has proven especially valuable for smaller customers who need flexibility and visibility in their delivery schedules.

4. ERP Integration and Mobile Accessibility

Coca-Cola Hellenic's ERP system required a seamless integration to ensure that all data was accessible and updated in real time. Additionally, with operations spanning ten countries, it was crucial to provide employees with mobile access, even offline, to improve efficiency and flexibility across the distribution network.

Seamless ERP Integration with Mobile and Offline Access

The osapiens HUB seamlessly integrated with Coca-Cola Hellenic's ERP system, including compatibility with SAP, enabling real-time data synchronization across all regions and operations. This integration not only ensures up-to-date and accessible data but also improves operational efficiency in key areas.

With the Direct Store Delivery (DSD) and Last Mile Distribution (LMD) solution, the delivery process is streamlined through a user-friendly mobile application and portal. By eliminating manual tasks, automating route planning, delivery execution, and settlement, the solution significantly boosts delivery accuracy and overall performance. Its seamless integration into SAP ERP ensures that all processes—from route optimization to final settlement—are perfectly aligned with the company's core systems.

Additionally, with its robust mobile capabilities, employees can access the platform remotely, even offline, which is particularly valuable across the 10 countries where it is currently deployed. The app-based approach reduces hardware dependencies, allowing for flexible device use and ensuring consistent data flow, ultimately enhancing both efficiency and customer satisfaction in last-mile delivery.

Conclusion

The osapiens HUB has enabled Coca-Cola Hellenic to revolutionize its distribution processes, achieving greater efficiency, transparency, and customer satisfaction. By embracing digital solutions and building a collaborative partnership with osapiens, Coca-Cola Hellenic is leading the way in sustainable, customer-focused logistics. This partnership not only addresses current operational challenges but also positions Coca-Cola Hellenic to adapt and thrive in a regulatory landscape that increasingly emphasizes sustainability and transparency.

Why osapiens?

- ▶ **Agility and Innovation:** osapiens is an agile partner committed to delivering innovative solutions that align with Coca-Cola Hellenic's strategic goals and evolving industry demands.
- ▶ **Seamless ERP Integration:** The osapiens HUB integrates effortlessly with existing ERP systems, including compatibility with SAP, ...
- ▶ **Mobile and Offline Accessibility:** The osapiens HUB's mobile solution offers flexibility and supports offline access, allowing employees to operate efficiently across different regions and reducing the dependency on end terminals.

You have questions?

Feel free to contact us
for more information

[Find out more](#)





osapiens supports global companies from various industries in establishing sustainability within their organizations and positioning themselves for the future. To achieve this, osapiens develops holistic software-as-a-service solutions that create transparency and sustainable growth along the entire value chain, fulfill legal ESG requirements, and automate manual processes. osapiens aims to not only strengthen companies economically but also promote human rights and ecologically sustainable and responsible corporate governance as the global standard.

The company utilises its cloud-based technology platform, the 'osapiens HUB', and innovative technologies such as artificial intelligence to support companies in seamlessly implementing and automating compliance with international and national ESG laws and guidelines, including CSRD, EUDR, and CSDDD. The osapiens HUB facilitates responsible sustainability reporting. It is constantly evolving and expanding to incorporate new solutions for changing ESG regulations, as well as solutions for improved transparency and efficiency.

osapiens was founded in Germany in 2018 and currently serves over 1,500 customers worldwide. The company is headquartered in Mannheim and has offices in Berlin, Cologne, Munich, Madrid, Paris, Amsterdam, London, and Maine (USA). osapiens employs over 350 people from 60 countries. In 2022, osapiens was honoured with the German Founder Award in the 'Rising Star' category.

the ESG platform to **make an impact**



1700 + Customers
60 + Countries
350 + Employees
60 + Nationalities

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