

opentext™

SUCCESS STORY

Coca-Cola Amatil

Industry

- Food and beverage

Solutions

- OpenText™ Email2EDI
- OpenText™ B2B Managed Services

Results



Achieved 100-percent accuracy rate when processing email orders



Enabled the promotion of four staff members to other important functions



Improved order accuracy



Sped up order processing and extended order cutoff times

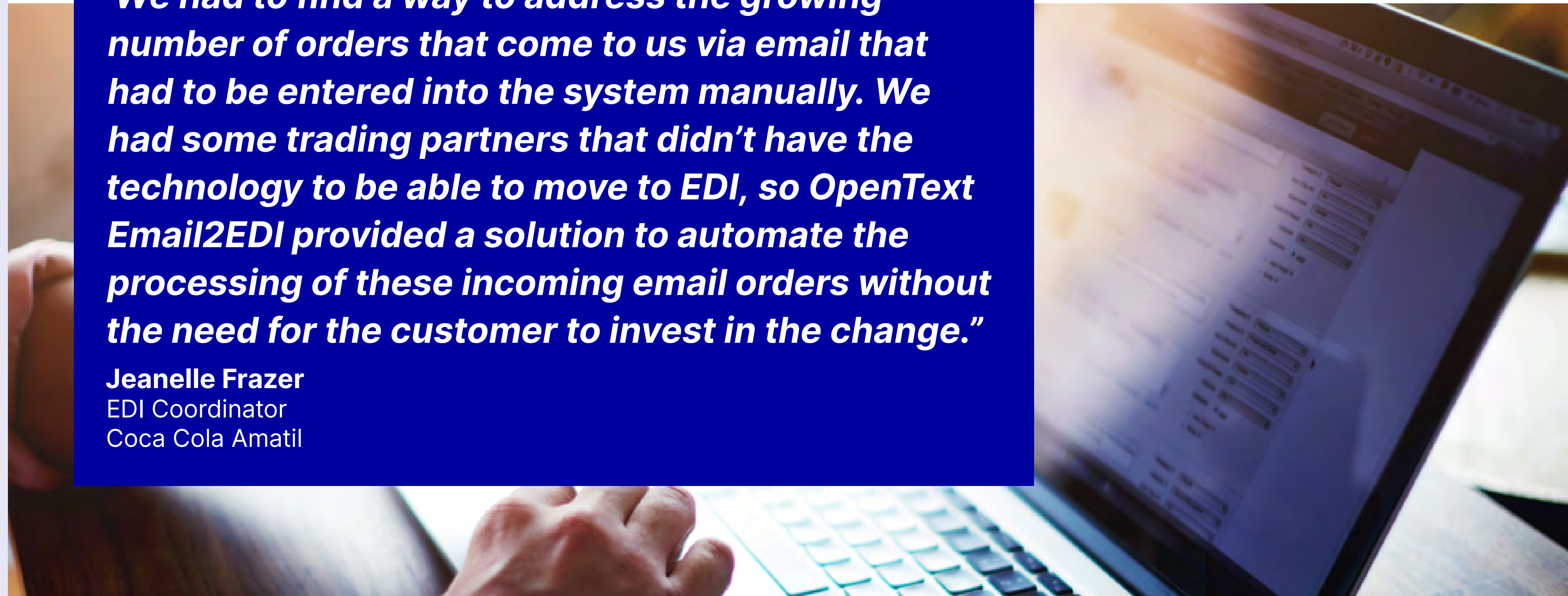


Coca-Cola Amatil automates email order processing

Multinational beverage distributor leverages OpenText technology to improve customer order accuracy and sales execution

“We had to find a way to address the growing number of orders that come to us via email that had to be entered into the system manually. We had some trading partners that didn’t have the technology to be able to move to EDI, so OpenText Email2EDI provided a solution to automate the processing of these incoming email orders without the need for the customer to invest in the change.”

Jeanelle Frazer
EDI Coordinator
Coca Cola Amatil





Coca-Cola Amatil (CCA) is one of the largest bottlers of non-alcoholic, ready-to-drink beverages in the Asia-Pacific region and one of the world's top five Coca-Cola bottlers. The company operates in six countries—Australia, New Zealand, Indonesia, Papua New Guinea, Fiji and Samoa—and employs 13,356 people, reaching 270 million consumers through more than 740,000 customers.

Serving the needs of a diverse customer base with varying business-to-business (B2B) technology capabilities, Amatil needs to be able to work with customers ranging from major grocery retailers to the local corner store.

Amatil has been an OpenText™ B2B Managed Services customer for more than 10 years. About 50 of Amatil's largest trading partners do business through EDI via the OpenText B2B platform. From an order method perspective, EDI is the lowest cost, so Amatil investigated how to automate its non-EDI orders.

Jeanelle Frazer, EDI coordinator at Coca Cola Amatil, described the challenge they faced, ***"We had to find a way to address the growing number of orders that come to us via email that had to be entered into the system manually. We had some trading partners that didn't have the technology to be able to move to EDI, so we looked for a solution to automate the processing of these incoming email orders without the need for the customer to invest in the change."***

The company was receiving about 90,000 email orders per year and an account specialist had to process each one following the individual rules and agreements for that account. This was an inefficient use of resources.

To address, Coca-Cola Amatil implemented the OpenText™ Email2EDI solution. Part of the OpenText™ Business Network, Email2EDI converts inbound emails with PDF attachments into data that automatically populates into Amatil's back-end system. Email2EDI is supported by OpenText™ Capture Center, the most advanced document and character recognition technology available, which can transform faxes and emails with attached documents and images into machine-readable information. Being able to access accurate information about both EDI and non-EDI transactions in their business systems, such as SAP and the OpenText™ Trading Grid™, Amatil also gains increased visibility over its trading partner community.

Email2EDI ensures 100-percent adoption rates because trading partners do not need to change from their familiar processes in order to comply, which is the case with many other trading partner enablement solutions. Amatil's non-EDI trading partners can continue using their existing email-based order processes, with Email2EDI automatically populating back-end systems with data shortly after receiving the email.

Amatil benefitted immediately after implementing Email2EDI, including achieving a 100-percent accuracy rate when processing incoming email orders. ***"Our Hyper-Care team monitored every order for the first four weeks, checking every product and quantity. When we went live, we were expecting an accuracy rate of around 95 percent, which would gradually increase as the system learned, but we actually achieved a 100-percent rate,"*** said Ms. Frazer.

"Previously, we required our customers to send in their orders by 2:00 pm to give the team enough time to process them before the end of the day. With this new automation, we can now accept orders until 5:00 pm."

Jeanelle Frazer
EDI Coordinator
Coca Cola Amatil



Amatil started its deployment of Email2EDI by automating email processing for eight trading partners who sent about 15,000 email orders per year. The company then expanded its deployment from Australia to its New Zealand operations. **“Since we went live with OpenText Email2EDI, we’ve fully automated processing of thousands of email orders in Australia. Two of our original accounts also trade with CCA New Zealand. It made sense to include them, as their PDF order template was identical,”** said Ms. Frazer.

By being able to process orders more efficiently, the company has also been able to help its customers by extending order cutoff times, as orders can be fully processed in minutes. **“Previously, we required our customers to send in their orders by 2:00 pm to give the team enough time to process them before the end of the day. With this new automation, we can now accept orders until 5:00 pm,”** said Ms Frazer.

By automating email orders, Amatil eliminated the possibility of data entry errors, which could lead to delays and extra costs to find and fix the problem. **“With automated and accurate order entry, there are downstream benefits. If we deliver the wrong stock, there are return and administration costs and delays for our drivers. Now we have 100-percent accuracy through the EDI system. We also have accurate data for out-of-stock products, discontinued lines and any customer errors. Previously, we relied on the team to write down any errors and follow them up at the end of the day. Now we can run a report and know nothing has been forgotten,”** said Ms. Frazer.

Another advantage of Email2EDI, is that Amatil’s trading partners required no training to do anything differently with their orders. In fact, the project went live a few weeks before Christmas and caused no interruption to Amatil serving its customers. Some customers even remarked that they had noticed fewer errors over the busiest period of the year, after implementation.

The company cites the exceptional support received from the project team at OpenText and its knowledge of Amatil’s systems as one of the keys to the project’s success. Amatil will continue to strive for new ways to streamline order processing and partner with OpenText to support them with new solutions and services as the company continues its digital transformation journey.



About OpenText

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