



Success story

Coca-Cola Refrescos Bandeirantes

Industry

- Food & Beverage

Solution

- OpenText™ B2B Managed Services



Coca-Cola Refrescos Bandeirantes transforms EDI service with OpenText™ B2B Managed Services

Leading beverage distributor improves communication and provides better sales controls with OpenText B2B integration

Results



Increased reliability of global B2B integration



Eliminated bad data during order processing with business rules



Added full visibility of all files and documents



Gained **real time reporting**

"Our relationship with OpenText was reinforced by this unique project, which addressed our need to monitor the performance of our sales teams and business. We believe in the potential of this deal and we saw results in a very short time."

Odiberto da Silva
IT production manager
Refrescos Bandeirantes





Founded in 1987, Coca-Cola Refrescos Bandeirantes is responsible for the exclusive production, distribution and sale of Coca-Cola products in Brazil. The company also resells brands such as Heineken and other beverages like teas, energy drinks, isotonic and chocolate milk. Coca-Cola Refrescos Bandeirantes is part of Grupo José Alves based in Goiânia and has more than 2,900 employees and another 5,200 indirect collaborators.

Reliable B2B and improved global reach

The partnership between Refrescos Bandeirantes and OpenText began in 2007. As an existing OpenText customer using a legacy solution to send and receive electronic data interchange (EDI) files, the company needed to improve its EDI processes with its retailers and decided to migrate off their legacy system to a solution that enabled a more global reach and more reliable B2B integration. Refrescos Bandeirantes faced issues relating to orders received from retailers that contained invalid purchase orders and a lack of overall visibility into the files used throughout the Accounts Payable process.

To solve these challenges and improve their EDI communications with retailers, Refrescos Bandeirantes selected OpenText B2B Managed Services. Powered by the OpenText™ Trading Grid™—the world's most powerful B2B network—B2B Managed Services enables Refrescos Bandeirantes to better automate and streamline its B2B operations. By migrating to the B2B Managed Services solution, the company no longer needs to manage EDI software in-house, which enables the company to avoid issues with software reinstalls and potential strategic data loss.

For the implementation of OpenText to be in line with Refrescos Bandeirantes' expectations, the teams drew specific targets to classify the main reasons for using B2B Managed Services and identified the profile of which employees would participate in the project. This synergy guaranteed they delivered the services needed and complemented a better organization of internal processes, avoided rework and gave a broad view over the business.

"We managed to avoid all reworks after implementing the project. The tool has a fundamental role, which is to separate external and internal conditions. Not doing so was a challenge that kept us dependent on interventions from our suppliers to complete procedures when interrupted," says Odiberto da Silva, IT production manager at Refrescos Bandeirantes.

Benefits

With the successful deployment of B2B Managed Services, Refrescos Bandeirantes organized the web-based EDI service to provide better management capabilities for data exchange between the company and its distributors. This project is unique because it organized the structure of orders and sales, improving process speeds and providing the company with a more competitive internal system.

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For Refrescos Bandeirantes, EDI processing is now operating under a global platform. This provides file and document visibility through OpenText™ Active Documents and centralizes mapping infrastructure. An important business rule is now in place, which checks all purchase orders received from retailers to avoid the bad data they previously received. A detailed error description is now sent to them via email, which explains the reason for the bad file received from retailers.

Among the benefits for Refrescos Bandeirantes, is it no longer receives invalid invoices and the process is now fully centralized in the OpenText solution. The company has full visibility of all files and documents, real time reports and the process of placing and changing orders is concentrated in the Team Book, a tool used worldwide for management and collaboration.

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With the success of this project, Refrescos Bandeirantes is hoping to continue its partnership to explore new possibilities with OpenText and to adapt and get ahead of new market trends.



About OpenText

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