



CONA Services supports Coca-Cola bottlers' growth with SAP HANA migration to Microsoft Azure



We chose Capgemini clearly because they understood our business needs and our ways of operating. And also, they have a good pool of complementary resources and experts, which made a perfect team for us."

Reinhard Meister
CEO, CONA Services

Every day, the world consumes almost 2 billion beverages produced by the Coca-Cola company. The company's global network of bottling partners plays a huge role in making that happen. In 2006, the company launched the Coke One global program to better align bottlers' data processes and to collaborate more effectively.

Following the success of the initial project, Coke One recognized the need to better serve the North American market and created the Coke One North American (CONA) solution, which is now supported by CONA Services, a Coca-Cola IT services company.

Better solution for the bottlers

CONA Services manages the solution specifically to support bottlers in North America. Just like the bottlers it serves, CONA constantly evolves. CONA Services set out to find the ideal cloud foundation for its existing SAP HANA-based IT platform.

CONA Services opted to migrate its existing SAP HANA applications to Microsoft Azure, working closely with Capgemini, SAP, and Microsoft to complete one of the biggest migrations of its kind.

“We chose to migrate to Azure for three main reasons: cost, strategy, and speed,” says David South, Director of Architecture at CONA Services. “As we started looking at the migration, we saw a big cost advantage of moving to Azure over the cloud we currently used. We’d gain strategic advantages from our relationship with Microsoft and the capabilities it brings – especially in analytics. And the speed was all about how quickly we’d get new capabilities in Azure and could act on them.”

The major move to Azure

CONA Services lifted and shifted nine landscapes, five of them physical, to Azure. The project involved disaster recovery with multi-tier SAP HANA system replication, a production SAP Business Warehouse (SAP BW) on SAP HANA in a scale-out 7+1 node configuration (1 master node, 5 subordinate nodes, plus 1 failover node). All of this operated with a database size of more than 12 terabytes and 40 Azure Virtual Machines running the SUSE Linux Enterprise Server 12 operating system.

To tackle the project and help keep platform downtime at a minimum for its bottlers, CONA Services worked closely with its partners. Capgemini planned the complex migration. Expert consultants mapped out and managed crucial elements of the move, working with key stakeholders from Microsoft and SAP to ensure that the shift went as seamlessly as possible.

“We saw a real commitment from both Microsoft and Capgemini,” says CONA Services Chief Executive Officer Reinhard Meister. “Everyone worked long days and long nights with us to make the delivery happen – and I think that’s unique. I have never seen the same level of commitment from partners as I saw from Capgemini and Microsoft on this project.”



A better digital future for bottlers across North America

The monumental migration was completed in just seven months from initial planning to full production. The entire CONA platform now runs on Azure, making it easily accessible and scalable for bottlers and distributors.

The new CONA Azure platform handles roughly 160,000 orders a day, which represents an annual \$21 billion of net sales value. The company's bottlers use it to help them improve operations, speak the same technical language, and thrive in the digital age of bottling.

"The really important thing is that our North American bottlers can help realize Coca-Cola's total beverage strategy," says Meister. "CONA Services is an important component in bringing bottlers into the digital age. We're looking forward to supporting that, with further help and input from partners like Microsoft and Capgemini."



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Director of Architecture
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Technology and services

- Microsoft Azure

Capgemini accreditation

- Microsoft Azure
- Award-winning member of Microsoft Partner Network
- Azure Expert Managed Services Provider
- Cloud Solution Provider
- 14 Microsoft Gold competencies

Gold

Microsoft Partner

Azure Expert MSP



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