



Coca-Cola Femsa, S.A. de C.V.
Mexico City, Mexico
www.coca-colafemsa.com

Industry:

Consumer/Retail/Distribution

Annual Revenue:

US\$4.724 billion

Employees:

55,000 including outsourcing

Oracle Products & Services:

Oracle Database

"We chose Oracle for its flexibility, performance and market leadership." – Gilberto Gonzales, Systems Control Manager, Coca-Cola Femsa, S.A. de C.V.

Coca-Cola Femsa, S.A. de C.V. Achieves High Performance with Oracle Database

Coca-Cola Femsa, S.A. de C.V. is the largest bottler of Coca-Cola trademark beverages—such as Coca-Cola, Sprite, Fanta, Lift—in Latin America. Coca-Cola Femsa is one of the international company's largest producers, accounting for nearly 40% of regional soft drink sales and occupying the No. 2 spot in sales worldwide in 2003. Coca-Cola Femsa has operations in Mexico, Guatemala, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Brazil, and Argentina. Besides bottled water, bottles beer and other beverages in some of those places, the company counts with 30 plants at Latin American countries and attend more than 1,500,000 retails in the region.

Challenges

- Boost performance of application server infrastructure
- Assure the availability of the new enterprise resource planning system
- Choose a database that allowed the centralization of data from all countries

Solution

- Implemented Oracle Database, integrating information from the company's Latin American operations onto a single central processor, one of the largest operations in the world
- Reduced order generation from two days to a few minutes
- Improved the flexibility of the database; enlarged the database from 10 terabytes to 15 terabytes without changing hardware
- Standardized the way in which satellite applications from the company's SAP ERP system (including customer relationship management, business warehouse, strategic enterprise management and enterprise portal), making communication with the database easier and facilitating access by 8,000 users