



Quinnox Helps Distributor with new Major **Beverage** Partnership

One of the biggest privately-owned companies in the U.S. benefits from a team of SAP specialists with deep expertise in the beverage business re-franchising model.

Customer

The 12th largest privately held company in the U.S. delivers a wide variety of food and beverage items to retailers around the world, including some of the biggest global brands.

Challenge

With a new agreement with one of the biggest beverage companies in the world, this distributor needed to align with and add on to existing SAP technologies and efficiencies.

Solution

Quinnox leveraged deep expertise on two fronts – SAP knowledge and capabilities and nearly a decade of supporting the beverage company's re-franchising business systems.

Results

Quinnox helped set up IT operations using SAP technologies to improve processes and ensure success with their new beverage partner.

For more information, visit

<http://www.quinnox.com>

A new partnership demands specialized expertise in re-franchising business model

One of the largest beverage distributors in the U.S. scored a big “win” when a partnership was struck with one of the world’s largest beverage company in early 2014. Picked for their ability to drive strong brands in mature markets, this distributor was seen as a valuable new partner that would help drive their beverage business forward, especially in the Midwest.

As part of the new partnership agreement, there was an understanding that the distributor would have to interface with a more integrated SAP-based technology platform, helping to foster better collaboration and drive greater efficiencies for all parties. Supporting an evolving operating model was another aspect of the partnership.

Quinnox had an already well-established relationship with the world’s largest beverage company since 2007, supporting a pre- and post-divestiture project, and emerging as their subject matter expert and “go to” resource for their SAP technology landscape efforts. The ongoing engagement also included a re-franchising business model to help support all business processes for distribution and sales in North America, as well as enabling other support operations like HR, finance and other mission-critical functions. Their business deal for refranchising was structured in such a way that this beverage company required refranchises to use this model. Quinnox was the lead expert partner in supporting this system.

With so much at stake, the family-run distributor company approached Quinnox for a better understanding of how best to support their new partner, and ensure their technologies, systems and process integrated seamlessly with the beverage company’s ecosystem.

Collaborative business model a foundational element of company’s vision

A key to successful partnership with the global beverage company was participation in the re-franchising business model. Quinnox played an integral role in developing this model for the North American markets, successfully creating a modern, agile, customer-focused system operating model that could balance both national and local capacity.

In quick time, the new operating model was shown to be able to enable a consistent and positive experience for customers, as well as improve operational efficiency in several key areas. The Quinnox team created the model with the future in mind, focusing on redistribution of territories, creation of a national product supply, an evolved governance model, and greatly increased cost-effectiveness.

This enabled impressive results in four major areas that allowed the beverage company to:



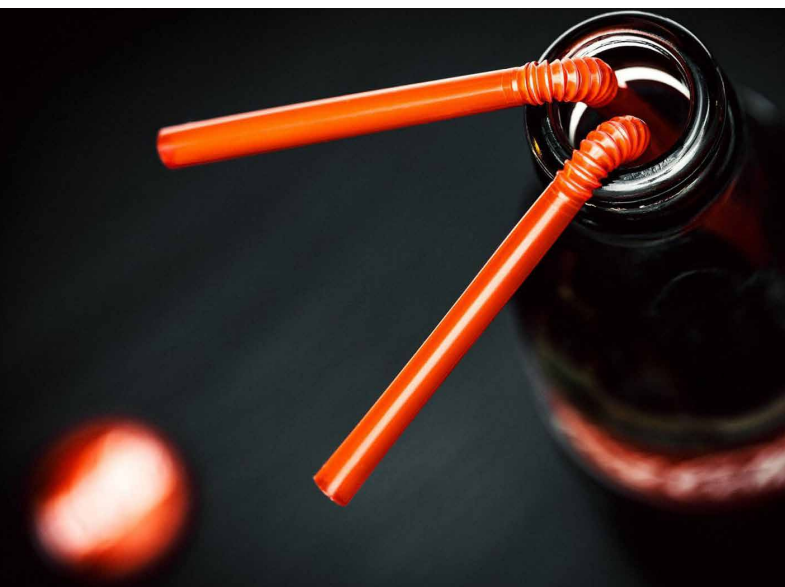
Enable consistent, positive experience for customers that span bottler territories

Increase supply chain efficiency through system-wide inventory visibility to improve cross company replenishments



Drive favorable business economics through process and spend efficiencies, such as optimized trade spend

Drive favorable IT economics by rationalizing capital investments and reducing on-going cost of operations



In fact, the new model helped enhance collaboration so well that it was found to positively impact activities that accounted for 80 percent of the beverage company spend in re-franchising. It was these types of advantages and more that led the family-run distributor company to team with Quinnox to ensure success with the new global beverage company partnership

Comprehensive discovery work leads to an integrated partner solution

Understanding that Quinnox had the “inside track” with the beverage company as the subject matter expert with their re-franchising business model, the distributor contracted a team to help. With an initial emphasis on thorough discovery in order to understand how the existing beverage company’s system could be best integrated and used for the new distributor, an expert Quinnox team with deep SAP expertise and the beverage company’s re-franchising business model began the process. This foundational work focused on key business and enabling functions, and lasted approximately five months through the end of 2014.

The discovery included an analysis of the technology landscapes of both companies. Systems and modules required for refranchising were identified, as well as distributor systems that could be embedded into the beverage company’s landscape, such as fleet management. By early 2015, Quinnox helped the distributor define the entire technology landscape required for refranchising. Within four months, the project went live. In addition, the Quinnox team was expanded to add expertise in warehouse inventory management and customer relationship management.

Overall, the Quinnox solution included

- Evaluation and discovery of specific resources, such as infrastructure systems, needed by the distributor for a successful partnership
- Optimization and integration of the new IT business needs into the existing environment
- Solution and process consulting in the supply chain, warehouse and distribution space
- Program management
- Functional support in SAP ECC, warehouse and inventory management, SAP CRM, and Accenture CAS

In addition, in order to ensure the successful implementation of the solution, the Quinnox team collaborated with various internal IT groups, external groups for the beverage company’s processes and solutions, as well as deployment and support teams. Other needed collaborations included various business teams of functional groups: sales, merchandising, warehouse operations, distribution, settlement, finance and HR.

Helping to manifest partnership results with the world's largest beverage company

The Quinnox team had unmatched experience and deep insight into the original and primary intent of the beverage company's re-franchising business model, which helped the distributor bring their new agreement to a successful start. The original intent focused on three primary objectives:



Provide a common face to the customer, enabled through common processes and systems



Drive leverage of IT spend through common systems



Provide common back office and reporting

With the help of an expert integrations team with specialized knowledge of the SAP landscape and unique experience in supporting the re-franchising business model, Quinnox was able to help the distributor successfully integrate technologies and processes.

Other important results for this engagement include



Helped set up IT operations for a newly formed company that distributes and sells 45 million cases of beverage products annually



Provided unique insight and knowledge to the distributor for a better understanding of the beverage company's systems



Went live on time, with no business interruptions

About Quinnox

Quinnox is a NIMBLE and AGILE technology-driven business services enablement partner to forward-thinking enterprises. We drive digital business value, enable industry platforms and solutions, and simplify business processes. Quinnox has engaged in several major verticals, with expert teams that have highly specialized industry experience in financial services, manufacturing, and retail and consumer goods. As a midsize company, we focus on helping customers benefit and gain a competitive advantage from our "sweet spot" in unmatched expertise and enhancing the customer experience.



Quinnox

accelerate success



Quinnox is a Nimble and Agile Technology Driven Business Services Enablement Partner for Forward Thinking Enterprises. Our Customers Consider us their Most Relevant Partner for Driving Digital Business Value, Enabling Industry Platforms and Solutions, and Simplifying Business Processes. We Accelerate Success for our Customers with our Technology Consulting, Solution and Services.