



CASE STUDY 2022

OVERVIEW

Coca-Cola Bottlers Japan Inc. (CCBJI) is Japan's largest bottler and one of the world's largest in scale, delivering Coca-Cola products to over 100 million customers across Japan. **CCBJI** produces and supplies approximately 90 percent of the Coca-Cola system's products in Japan. Among the 225 or more bottlers currently manufacturing and selling Coca-Cola brand products globally, CCBJI is both one of the largest Coca-Cola bottlers in Japan and the world in terms of sales revenue.

CCBJI requires large-scale service parts planning to support installation repair, refurbishment, and quality checks across more than a million Coca-Cola product vending machines installed across Japan. Additionally, CCBJI needs advanced demand and inventory management to minimize excess inventory.

 **BOTTLERS JAPAN INC.**

**Coca-Cola Bottlers Japan Taps
ketteQ to Integrate Service Parts
Planning**

CHALLENGE

CCBJI's planning technology was missing core capabilities, including accurate parts substitution chains, prioritization for parts usage, and other key forecasting functions that could advance and refresh planning accuracy for parts needs.

Much of **CCBJI's** parts inventory planning reporting was manual and spreadsheet-based. Responsibility for parts ordering was decentralized. Technicians placed their own orders, based on their individual expertise and knowledge. There also was a lack of transparency regarding spare parts availability within the entire network.

CCBJI needed procurement planning that addressed a large network of inventory stocked at both a central distribution center and at the many technician locations that were recommending purchase orders.

CCBJI planning technology was missing the key forecasting functions to advance and refresh planning accuracy for parts need.



“The proximity, reach, density, and complexity of our vending operations were pushing us to look at solutions,” said **Rajeev Mall, CIO of CCBJI**. Across Japan, CCBJI has 698,000 vending machines and a workforce of 1,100 engaged in

planning and servicing the machines. Vending accounts for 40% of CCBJI's sales in the market. “The challenge was creating a tech platform that could drive growth in this area. It was about a change in both technology and mindset.” “This a co-partnership between ketteQ, Genpact, and CCBJI. We are learning what partners can do for us and the power of partners to help bring in the best technology and processes. It's a good match.”

RESULT

CCBJI was able to improve parts planning productivity overall and make better-informed business decisions, resulting in better product availability and higher revenues and profits.

CCBJI saw a reduction in system-wide inventory and an increase in the availability of parts at technician locations, along with faster resolution time for work requests. Repair technicians increased productivity thanks to better on-time availability of spare parts and the deferment of new parts purchases. CCBJI also was able to decrease the write-off of parts.

ketteQ also established a complex part chaining system prioritizing the use of repaired/refurbished parts over new parts, resulting in increased revenue. Manual and spreadsheet-based planning was replaced with automated workflows, giving CCBJI sharper forecasting capability and end-to-end visibility across the entire parts and repair technician network.

SOLUTION

ketteQ's Service Parts Planning software and Demand Planning and Forecasting solution were the right offerings for ketteQ's first client in Japan. **ketteQ** implemented its service parts planning solution to help CCBJI better plan demand and manage inventory across a vast supply chain network.

ketteQ's solution considered **CCBJI's** multi-echelon parts distribution network, including over 600 technician locations supplied by a central parts distribution center. The solution deployed ketteQ's unique planning capabilities in service parts planning, including the ability to fulfill parts requests using repaired or refurbished parts, instead of new parts, thereby minimizing new buys.

ketteQ's capability to solve large-scale planning problems and create seamless, accurate demand forecasting for tens of thousands of parts in hundreds of locations.

The deployment highlights **ketteQ's** capability to solve large-scale planning problems and create seamless, accurate demand forecasting for tens of thousands of parts in hundreds of locations. With a platform built on Salesforce and AWS, **ketteQ** was able to offer significantly improved workflows and data analytics to help **CCBJI** greatly improve forecast predictability.

To learn more about our products and services, visit us
 ketteq.com/contact.

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