



## Coca-Cola North America

Title: Customer Harmonization

Subtitle: Master Data Management Initiative

**The Company:** Public global corporation; HQ in Atlanta; a manufacturer of beverage products

**The Opportunity:** Coca-Cola North America (CCNA) has several legacy applications that contain customer information. Each application has its own purpose and supports one or more divisions within CCNA. Inefficiencies occurred when there was not consistent information for a particular customer across these multiple applications. One example is that CCNA support personnel could be sent to the wrong customer address. Another example is that multiple CCNA support personnel could be sent to handle the same customer request. Another example is that wrong products or services were delivered to a CCNA customer. Another example is that customer billing information could often be incorrect.

### The Challenge:

- Disparate legacy applications prevented harmonized key customer information across all CCNA organizations
- Different opinions on which applications and tools meet the needs moving forward.
- No consensus on which applications and processes have negative impacts on requirements.

### The Solution:

- Choose Informatica as Big Data tool.
- Designed and developed Informatica DataMart and utilized MuleSoft ETL to load DataMart from legacy data sources, including Teradata and SAP. Developed and onboarded Customer Harmonization Application as "Golden Record" for all key Customer data

### The Results:

- Improved, consistent, accurate and timely Customer information across CCNA
- Information provided on a near real time basis
- Customer Harmonization Application is now the "Source of Record" for all key Customer Data
- Improved internal CCNA Processes by 35%
- Reduced Inefficiencies within the Operations of CCNA by 25%
- Improved Reporting and Billing to Customers, reducing errors by 75%