



Coca-Cola Bottling Company United, Inc. (CCBCU) is the third largest bottler of Coca-Cola products in the United States.

**HQ:** Birmingham, AL

**Industry:** Consumer Packaged

**Revenue:** \$2 Billion

**Prior system:** BPC



*"SandPoint has been an exceptional partner for almost 15 years, consistently taking the time to understand our business. Their dedication has guided us through major system changes as well as creating innovative new systems, ensuring the best user experiences and sound technological solutions."*

## CASE STUDY

# Coca-Cola United Optimizes Planning with SAP Analytics Cloud (SAC) & BlackLine

## THE NEED FOR A CLOUD SOLUTION

As the volume of daily margin data grew, CCBCU's system became inefficient, impacting performance, planning, and reporting. Plus, with BPC nearing end-of-support, it was time for a modern, scalable solution.

## SANDPOINT SOLUTIONS

**OPEX and Finance:** Enabled higher-level data entry to generate detailed reports. Implemented driver-based planning for operational expenses (e.g., fuel) and used an allocation engine to distribute costs across cost centers.

**Workforce Planning:** Created a model for hourly, salaried, and daily compensation, including overtime, holidays, and job-specific plans. The model supports planning for both existing employees and open positions, incorporating growth and benefit assumptions for personnel expense calculations.

## ADDED IMPACT WITH BLACKLINE

SandPoint implemented BlackLine's Reconciliations, Tasks, and Variance modules to centralize financial close processes, improving visibility for management and auditors, streamlining task tracking, and enhancing KPI reporting for month-end close.

## RESULTS

- Automated system management, including upgrades, with no internal oversight required.
- Reduced data entry time.
- A cloud-based solution for flexible, accessible use, eliminating on-premise infrastructure management.