



# Driving Business Goals for Coca Cola Bottling United using Technology Transformation

HOW HAPPIEST MINDS  
IMPLEMENTED AUTOMATION  
WITH AGILITY

Coca-Cola Bottling Company United Freestyle Product Order Processing for freestyle vending machine depends on cartridges that are delivered to countertop it. The order processing flow starting from Order Placement to Order Delivery and tracking/updating Invoice/s in the Account Payable system were manual and prone to errors as well. Hence, it was not scale-able to fulfill more orders being a legacy application and with no APIs available for integration.

## The Solution

Full Automation of the end-to-end order processing leveraging Microsoft Power Automate / Technology Transformation Platform to increase productivity and reduce manual tasks / effort and errors.

CRM Agent enters an order into CRM system, leveraged Azure Data factory to bring the data to Bot application DB which is Azure SQL

Power automate BOT reads the data from Azure SQL and creates PO in SAP System and then submits the order in Supplier system website

Power automate API flow monitors the email system for invoice and delivery emails, matches them to the correct order, and then stores the attachments in Azure Blob Storage for future reference. Leveraged AI Builder to extract information from those email attachments

Finally, Power automate BOT submits the account payable details in SAP system to close the process

The BOTS were running in unattended mode inside Azure virtual machine

Leveraged Power app application to monitor BOT errors

Architecture to bring multiple VM's into cluster to run Bots in parallel

Azure Key vault to store All credentials, access key and security related data are stored in Azure Key vault in cloud

Streamlined deployment through Azure Devops for continuous integration and continuous delivery (CI/CD)



# HOW OUR SOLUTION DIRECTLY IMPACTED THE BUSINESS BENEFITS FOR COCA COLA BOTTLING COMPANY UNITED

More efficient order processing - a faster way to process on-demand shipment requests (or "forced shipments") from customers.



Better supplier integration - reduce labor costs, minimize the various points of error in the solution, and rapidly expand the local Freestyle campaign to better support our customers.

A move into new markets - opportunity to bridge the gap between products and retailers, improve services through automation using the Power Platform.



Improved internal processes and increased Daily Order Processing Capacity

Immediate realization of 1 plus FTE hours freed up for more strategic activities



Cost avoidance of up to 10 FTEs/ bottler as we scale Freestyle Campaign to North America

Enabling all other Coke Bottlers (11 in US, 100+ global)



Low code + built-in connectors = reduced development time

Increased Collaboration and Business Processes



# WHAT OUR CUSTOMERS HAVE TO SAY ABOUT OUR WORK?

## Happiest Minds successfully executed a digital transformation project for Coca Cola Bottling Company United for streamlining its order management with Technology Transformation in Microsoft Power Automate

The company faced two challenges as it explored solutions. It was too costly to create APIs for the legacy applications like SAP and others, and we also had to navigate a third-party website.

Happiest Minds helped the company develop a bot that served as an intelligent front end to the new solution. Power Automate was used to drive the entire process. And by interoperating with other Azure services, such as Azure Key Vault, the system was able to securely access both internal and

external systems and orchestrate the entire order process, from purchase order to reconciliation, in SAP.

Our team collaborated well, and the synergies led to the deployment of one of a kind solution, leading to realization of business benefits for our customers. We at Happiest Minds work as a partner with each of our customers in their digital journey and deliver solutions tailor-made to the requirement of the respective customers.

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**The way that Azure DevOps interoperates with the solution plus the built-in administrative and governance controls in Power Platform is an important feature for us.... Once built, we can use a desktop flow in any other Power Automate flows, extending its value to solve other business challenges with legacy applications with little to no further development.**

**– Allan McDaniel**

Manager of Development for BI and Master Data, Coca-Cola Bottling Company United





When Coca-Cola introduced its new Freestyle vending machine, Coca-Cola United, a privately owned company that isn't owned by Coca-Cola, was challenged to streamline its order and invoicing procedures. It rose to the occasion quickly, using Microsoft Power Automate Digital Transformation. Coca-Cola United is advancing the strategic Freestyle initiative with process automation that matches the individuality and innovation that the product represents.

The new, simplified process frees the dedicated CRM agent, allowing orders from all channels, such as inbound and outbound call center agents, field service sales representatives at customer sites, and via a customer self-service portal.

**Happiest Minds always strives to use technology as a tool to enable businesses to accelerate adaption of digital technologies and help modernize and transform their current environment**

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**We avoided having to hire 10 full-time employees. Better still, the existing CRM agent is now free to work on other projects.**

**– Allan McDaniel**

Manager of Development for BI and Master Data, Coca-Cola Bottling Company United

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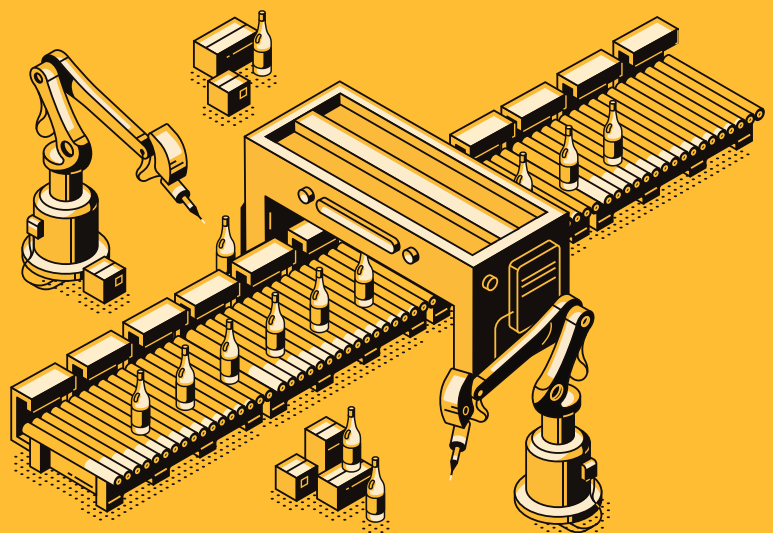
**While building this solution, we resurrected high-value strategic projects that we couldn't tackle before because of the constraints of legacy apps. We feel empowered to take advantage of any future opportunities that the business provides us.**

**– Bob Means**

Director of Business Solutions, Coca-Cola Bottling Company United

Coca-Cola Bottling Company United collaborated with Happiest Minds to create a master automated service agent they've dubbed "Asa," which consists of several bots. Built on Microsoft Azure and Microsoft Power Platform, "Asa" uses Azure Key Vault to help secure and control passwords and other sensitive data, and it relies on Azure DevOps for continuous integration and continuous delivery (CI/CD).

The new, simplified process frees the dedicated CRM agent, allowing orders from all channels, such as inbound and outbound call center agents, field service sales representatives at customer sites, and via a customer self-service portal.



Using Power Virtual Agents, Happiest Minds helped the company developed a bot that served as an intelligent front end to the new solution. Power Automate was used to drive the entire process. And by interoperating with other Azure services, such as Azure Key Vault, the system was able to securely access both internal and external systems and orchestrate the entire order process, from purchase order to reconciliation, in SAP.

With the shared services and business process outsourcing industry maturing, clients are demanding price cuts, increased operational efficiency and higher transactional volumes. Service providers in turn are resorting to price wars by forgoing their own margins. These conflicting requirements of increased efficiency and reduced costs are together fostering the shift towards Digital Transformation.



**– Kaylan Cannon**  
Customer Service Manager,  
Coca-Cola Bottling Company United,  
**is enthusiastic**

**We are very excited about this solution. It will dramatically reduce labor costs, minimize the various points of error in our current solution, and will allow us to rapidly expand the local Freestyle campaign to better support our customers.**

**The Coca-Cola Bottling Company United Success Story can be referenced in the Microsoft Website**

**Watch the embedded video case study**

**Watch the video on YouTube**

**READ ABOUT HAPPIEST MINDS  
POWER AUTOMATE OFFERINGS**

# HAPPIEST MINDS

## POWER AUTOMATE OFFERING

Happiest Minds delivered multiple end-to-end enterprise business process automation and digital solution leveraging the benefits of business intelligence and data visualization, low-code application development, seamless automation, and conversational AI of power platform which includes Power app, Power Automate(API flow+ UI Flow-Technology Transformation), Power BI, AI Builder, Data connector, Common Data Service and Power virtual Agent.

### Power Platform – Our Focus

#### Dynamic 365



##### Power Apps

Power Apps to build custom forms to view, create, and modify data and files

Enable Interaction with data in SharePoint lists and libraries, as well as other cloud and on-premises sources

Enable digital experiences that take advantage of technology like cameras on mobile phones to work in innovative ways

Build apps that transform your business

#### Office 365



##### Power Automate

Leverage Power Automate to perform actions and interact with data

Configure alerts and approvals

Model complex, multistage processes

Leverage 300+ external connectors such as salesforce, Jira, drobox, Facebook etc. to have a integrated ecosystem as per business need

Technology Transformation- Windows app, Web app, green screen app



##### Power BI

Power BI as a tool analyze data by data-driven approach

Turn data into insightful visualizations

Automate Power BI tasks and processes with Power BI API

Automate Azure tasks and processes for Power BI Embedded

#### Standalone Apps



##### Power Virtual Agent

Power Virtual Agent Easily build Chatbot to engage conversationally with your customers and employees—no coding required

Supports multiple channel such as teams, custom website, Mobile app, Facebook, skype, slack, telegram and many more

#### Data Connector

#### AI Builder

#### Dataverse


### Azure

# HAPPIEST MINDS DIGITAL PROCESS AUTOMATION CENTER OF EXCELLENCE

Happiest Minds' DPA Offerings provide services on core areas of enterprise digital transformation viz, Customer experience (CX), Customer engagement (CE) and Operational Efficiency (OE). Our prime focus is to ensure an optimal customer experience through NLP, personalization, Omnichannel user experience and customer insights. Our DPA offerings provide "Sense and Respond" capabilities of automation using cognitive technologies. DPA CoE uses interrelated technical capabilities in Technology Transformation, DPA, API management, traditional BPM, basic case management, Enterprise Service BUS (ESB) for integration and cloud-native business processes implementations (BPaaS) to perform end to end automation needs of our customers.

## OUR 360-DEGREE AUTOMATION OFFERINGS

Happiest Minds digital transformation Service is designed to help organizations integrate digital with technologies like artificial intelligence, machine learning, and knowledge based systems to drive enterprise-wide transformation. Our end to end technology services enable our clients to understand current automation levels and discover opportunities for reducing operational cost.

	 CONSULT	 BUILD	 MANAGE
PROCESS AUTOMATION (Digital Transformation, DPM)	<ul style="list-style-type: none"> <li>Opportunity Sizing</li> <li>Solution design &amp; implementation roadmap</li> <li>Governance &amp; Change Management</li> </ul>	<ul style="list-style-type: none"> <li>Platform / Tool setup</li> <li>Process Automate / BoT Builds</li> <li>BoT Monitor / Orchestrator</li> </ul>	<ul style="list-style-type: none"> <li>BoT Factory setup &amp; running</li> <li>Digital Transformation Service Desk setup &amp; monitoring</li> <li>Technology Transformation Support setup &amp; operations</li> </ul>
INFRASTRUCTURE AUTOMATION	<ul style="list-style-type: none"> <li>Infrastructure need assessment</li> <li>Product / Tools evaluation</li> <li>Solution design &amp; implementation roadmap</li> </ul>	<ul style="list-style-type: none"> <li>IT Service Management Automation</li> <li>Intelligent Service Desk Automation</li> <li>Infrastructure Monitoring &amp; Reporting</li> </ul>	<ul style="list-style-type: none"> <li>ITSM Automation monitoring &amp; support</li> <li>Service Desk Chatbot operations mgmt.</li> </ul>
SECURITY AUTOMATION	<ul style="list-style-type: none"> <li>Security Risk assessment</li> <li>Security Product evaluation</li> <li>Solution design &amp; build roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Security Platform build &amp; deployment</li> <li>Playbook standardization &amp; automation</li> <li>Security Monitoring &amp; Reporting</li> </ul>	<ul style="list-style-type: none"> <li>Security Platform Operations support</li> <li>Playbook customization &amp; finetuning</li> <li>Ongoing Threat intelligence integration</li> </ul>



Center of Excellence

IP Solutions

Frameworks & Solution Accelerators

Global Reach to 17 Locations

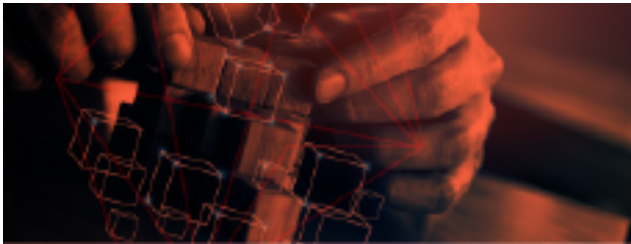
OEM & ISV Alliances

ISO 270001 Certified Delivery Centers



# WHY HAPPIEST MINDS?

Our Expert teams consisting of well experienced Solutioning Architects, Business Analysts and Developers



To analyze “Organization Readiness” for Automation



To discover the “Automation Potential” to estimate the ROI and other intangible benefits viz., Low Cost, Low processing time, High Quality, High Performance, High Precision and More availability



To select the “Right Automation Solution” based on your business needs and financial budgets



To plan and execute the solution within the Planned Timeframe, Budget and Quality



To hand-hold the stakeholders during your “Automation Journey” and beyond.



# SUCCESS STORIES



## Australian Government Organisation

Automated AR process end-to-end.  
Includes invoice data extraction using OCR  
and integration with Tech

**One Time saving for AR upto  
12 hours per month**



## Leading Beverages Company

Automated Purchase Order Management -  
vendor selection, RFQ receive quotes,  
approval processes

**Reduced cycle time to generate  
PO to 2 minutes**



## Leading Beverages Company

Automation of Accounts Payable process  
with invoice matching

**Processing time reduced by 90%  
Over 60% FTE reduction**



## Edible oil and Bio-diesel producer in APAC region

Automated Sales Report generation  
from SAP

**Generate sales report in 1.30 min.  
Faster sales insights**



## Leading IT Service Provider

Automation of payroll process involving data  
extraction in multiple phases throughout the month

**Reduced cycle time and efficient  
Payroll processing**



## Leading Insurance Provider

Insurance renewal process with huge volumes,  
large manual repetitive activities and required  
quick turnaround time

**80% reduction of manual activities  
Reduced cycle time in insurance  
contract generation**



## Leading Healthcare Provider

Automation of patient medical records  
management involving PDF data extraction  
and manipulation using OCR

**Savings of over 400 hours per month**



## Leading American Entertainment Production Company

Automation of complex indirect Tax  
reporting process

**Cycle time reduction from 2 hours to 5 mins  
Eliminated tax reporting errors**

# ABOUT HAPPIEST MINDS

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, edutech, engineering R&D, hi-tech, manufacturing, retail and travel/ transportation/hospitality.

A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia and Middle East.

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