

# Coca-Cola Hellenic Bottling Company: Exceeding Expectations in Identity Management with Help from SAP



Coca-Cola Hellenic Bottling Company AG has achieved major efficiency gains in access control using the SAP® Identity Management component. This software largely automates the handling of user access tickets and improves compliance tracking and reporting. Robust identity management supports the company in embracing sustained business growth.





# Exceeding Expectations in Identity Management with **SAP® Solutions**

**Coca-Cola Hellenic Bottling Company AG**  
Zug, Switzerland  
[www.coca-colahellenic.com](http://www.coca-colahellenic.com)

**Industry**  
Consumer products

**Products and Services**  
Beverages: soft drinks, fruit juice, and mineral water

**Employees**  
29,400

**Revenue**  
€6.5 billion

**SAP® Solutions**  
SAP® Identity Management component

## **Before: Challenges and Opportunities**

- Align user access with Coca-Cola Hellenic Bottling Company's organizational structures
- Facilitate compliance tracking and reporting
- Track user access to SAP and non-SAP applications

## **Why SAP and ROIABLE**

- Recommendation of partner ROIABLE
- Ability to easily integrate key SAP software
- ROIABLE for customer orientation, consulting excellence, and innovative products and solutions

## **After: Value-Driven Results**

- Enhanced security across the entire company with largely automated handling of access requests
- Better basis for audits
- More cost-effective use of business software licenses

## **Executive overview**

Company objectives

Resolution

Business transformation

Future plans

**“Without robust and largely automated identity management, we would have needed another 12 IT people to handle the growth in headcount.”**

Stoian Valchev, Global Service Desk Manager, Coca-Cola Hellenic Bottling Company AG



# Driving Economies of Scale

Coca-Cola Hellenic Bottling Company (HBC) AG operates in 28 countries on 3 continents. The company's portfolio spans 136 popular brands. Selling more than 2 billion unit cases every year – equivalent to 50 billion servings – it is one of the world's largest bottlers for The Coca-Cola Company.

Coca-Cola HBC operates from Ireland in the west to the Pacific coast of Russia in the east and from the Arctic Circle in the north to the tropics of Nigeria in the south. This vast geographical reach provides attractive opportunities for growth but also brings challenges. The company constantly looks for ways to make its operational infrastructure as efficient as possible.

**44%** **Automation target**  
for identity management

The IT organization at Coca-Cola HBC drew up the business case for consolidating and automating the company's identity management processes. Envisaging a degree of automation of 44%, this business case secured management buy-in. The objectives were to bring identity management in line with the company's global organizational structure, to improve regulatory compliance, and to enable skilled IT resources to focus on supporting the company's business in the face of sustained growth.

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# Integrating Identity Management with HR and Asset Databases

At Coca-Cola HBC, identity management used to rely on a homegrown solution involving Microsoft Excel spreadsheets plus a number of databases. Granting and removing access permissions required considerable manual effort. Naming conventions differed from country to country, compounding these challenges.

Coca-Cola HBC decided to look for a more efficient alternative. "ROIABLE studied our processes and delivered a well-thought-out proposal for the implementation of SAP Identity Management," says Stoian Valchev, global service desk manager at Coca-Cola HBC.

ROIABLE integrated the SAP® Identity Management component with the company's SAP Business Process Management (SAP BPM) software, the

SAP ERP Human Capital Management solution, and Microsoft Active Directory to establish a fast and efficient approval workflow. To accelerate the rollout, ROIABLE deployed a number of rapid-deployment solutions, including an authorization matrix that helps enforce the segregation of duties: in the event of an authorization conflict, a warning is automatically issued to the security manager. Other rapid-deployment solutions implemented at Coca-Cola HBC support mass upload, self-service access, and external users.

Initially, the new identity management solution was rolled out to the company's operations in Moldova and Romania, catering to the needs of some 2,000 users. This was followed by a phased rollout to all of the company's country organizations, with a total of 25,000 internal and external users.

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# Achieving Central Control and More Robust Compliance

Today, SAP Identity Management supports a central repository for all user access to SAP and non-SAP applications – including Microsoft Office 365 – at Coca-Cola HBC. This repository accelerates the provisioning and facilitates the control of access permissions. It helps enforce role-based assign and unassign policies and improves software license management. For instance, when a person leaves the company, the software automatically revokes access and frees up the associated business software licenses. Thanks to integration with SAP BPM, it also tracks user access to systems not connected to SAP Identity Management.

SAP Identity Management applies the same user naming convention across all of the company's

country organizations and supports a consistent approval workflow. It tracks all access-related information – including reasons for changes in access – in a single database. This facilitates reporting through the company's SAP Business Warehouse application. Connected to the company's governance, risk, and compliance solutions using SAP software, SAP Identity Management puts the company in much better shape for statutory Sarbanes-Oxley and corporate governance compliance audits.

The degree of automation in identity management at Coca-Cola HBC has reached 52% – well above the initial target of 44%. This automation helps the company's IT organization to embrace further growth without requiring additional resources.

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**“Fifty-two percent of our access-related service desk requests are handled automatically. Compliance tracking and reporting have improved significantly. We are very proud of our identity management solution.”**

Gergana Ivanova, SAP Identity Management Lead Consultant, Coca-Cola Hellenic Bottling Company AG

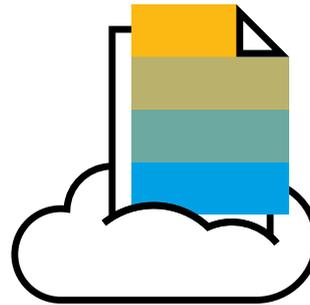


# Focusing on **Cost-Effectiveness**, **Productivity**, and **Ease of Use**

The improved user management process at Coca-Cola HBC delivers insight that will help the company reduce software licensing costs. Currently, the company assigns a single package of applications to each role. Usage reports indicate that not all applications included in each role-specific package are used. For example, some users sharing the same role may use all seven applications at their disposal, while their peers use only four of these applications. The company will use SAP Identity Management to assign applications and their associated software licenses more selectively – and thus more cost-effectively – in the future.

Coca-Cola HBC also plans to integrate SAP Identity Management with its cloud-based ticketing system to further accelerate access provisioning and reduce the workload of service-desk staff.

In due course, the company will switch some business applications running on SAP software to the popular SAP Fiori® user experience, improving the interface for end users on mobile devices.



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Studio SAP | 58009enUS (18/11)

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