



RADIANCE
— 2023 —

Unbottling ROI From Finance-IT Collaboration

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Senior Director, Digital Transformation
Coca-Cola Bottlers' Sales and Services

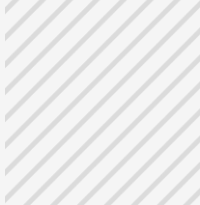
Digital transformation expert responsible for partnering across organization to drive business growth

Bryan Hamlin

Director, Deductions Management, Coca-Cola Bottlers' Sales and Services

Finance leader with extensive experience in financial planning and deductions management

Poll Question



1

How Important is Digital Finance Transformation for Your Success in 2023?

- a. Extremely important
- b. Somewhat important
- c. Digital transformation - what?



**Accelerating
Digital Investments =
in Finance**

**No
Margin
to Fail**

About Coca-Cola Bottlers' Sales and Services

“ Together with our partners and stakeholders, we leverage the size and scale of the Coca-Cola system to drive maximum value and win as a system every day ”

61

Client Bottlers

5

No. of Locations

1,250

Associates Globally

5

Functional Areas

Act as One to Win as a Coca-Cola System Every Day

CCBSS' IT Landscape



Decoding CCBSS' Digital Finance Transformation

CCBSS' key A/R challenges that led the organization to transform its finance functions digitally

Deductions

- Lack of standard process for prioritizing deductions
- Majority time was spent researching valid deductions
- Extensive time to resolve deductions

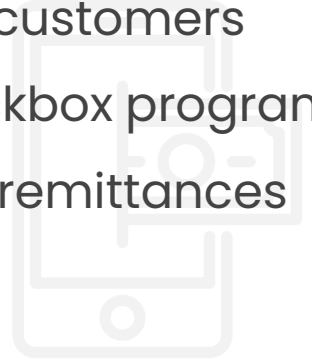


Decoding CCBSS' Digital Finance Transformation

CCBSS' key A/R challenges that led the organization to transform its finance functions digitally

Cash App

- 65% auto-cash rate
- 100% manual cash app across select large national customers
- Limited deduction auto-coding via standard SAP lockbox program
- Highly manual process to match checks to emailed remittances

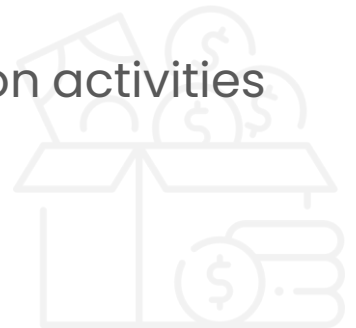


Decoding CCBSS' Digital Finance Transformation

CCBSS' key A/R challenges that led the organization to transform its finance functions digitally

Collections

- Inefficient systematic prioritization
- Excel-based worklist
- High level of training to drive standardized collection activities
- Cumbersome process to collate emails/notes on customer accounts



CFO-CIO Misalignment



**Siloed
Approach**

1



**Skill
Gaps**

2



**Change
Resistance**

3



**Competing
Priorities**

4



**Competing
IT Platforms**

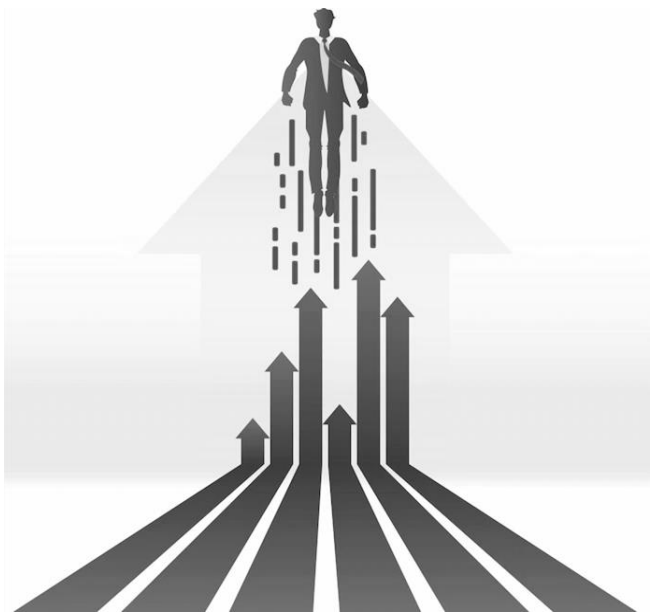
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Killing Legacy Processes Calls for Innovative Thinking



Introducing the Digital Finance Transformation Superhero Team

Superpowers of Transformation Superheroes



- 1 IT project management
- 2 Strong collaboration skills
- 3 Broad knowledge in finance
- 4 Broad IT base knowledge

With Superpowers Come Super Responsibilities

1

IT and functional area expertise offer a unique position to understand pain points

Dedicated IT BPLs are embedded within each CCBSS function reporting to the CIO

2

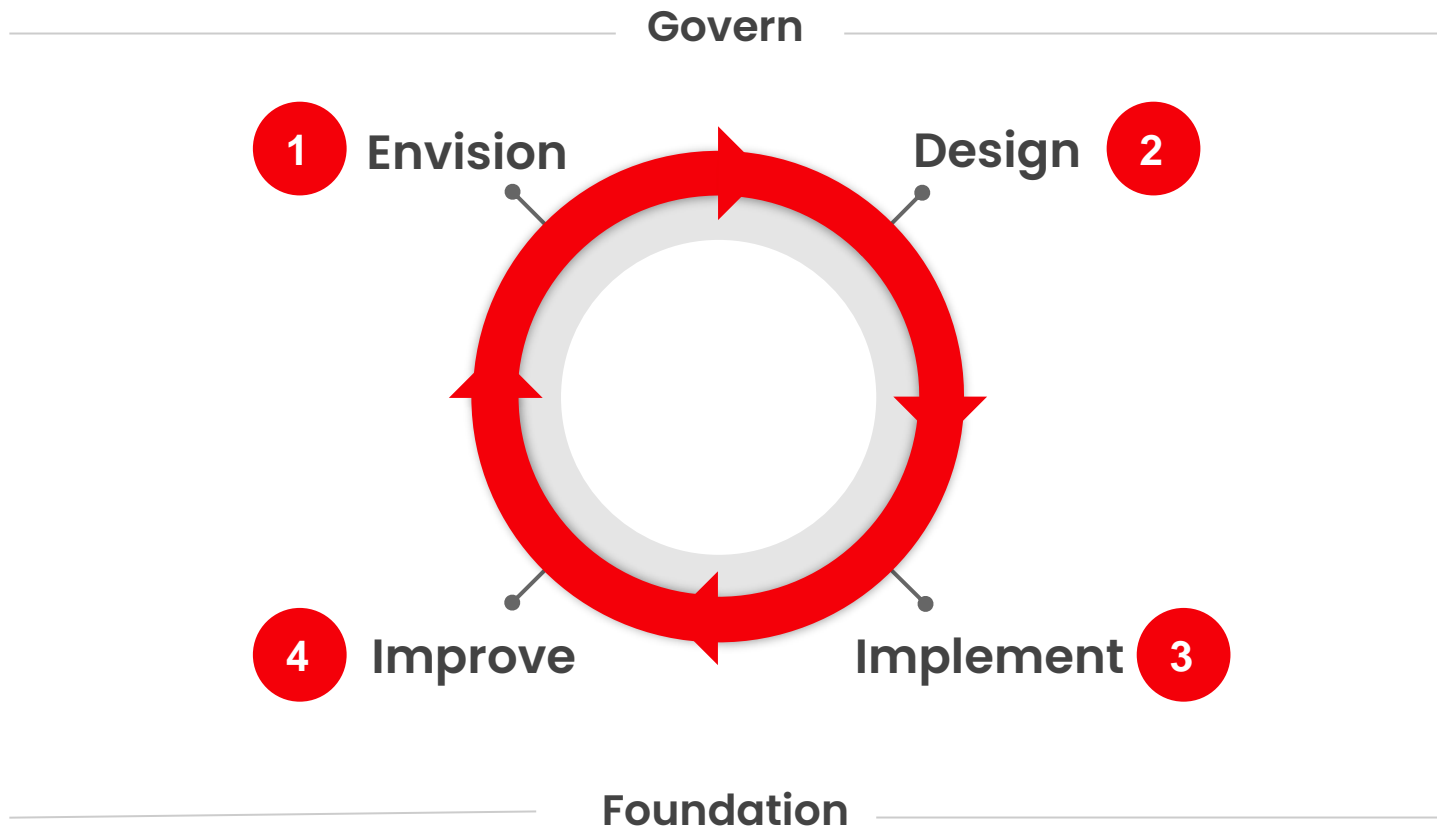
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Each IT BPL is responsible for fostering strong partnerships with their function's director

They serve as "one throat to choke" for their function to drive strategic IT and digital transformation needs

4

Roadmap to Digitally Transforming Finance Functions



Putting the Lid on CFO-CIO Misalignment

3 Ways CCBSS' Superhero Team Ensures the Success of Digital Finance Transformation to Achieve ROI



Effective cross-functional communication and collaboration



Well-defined ownership of DT initiatives



Optimized digital finance transformation performance

Impact on ROI

Deductions

25%

time saved through
automated portal scraping

81%

increase in the
number of worked
deductions

16%

increase in dollars
worked

Impact on ROI

Cash App

82%

auto-cash rate
(previously 65%)

Increased

deduction coding leveraging
HighRadius-built cash
application logic

4

FTE reduction

Impact on ROI

Collections

7 FTE reduction (10%)

through systematic collections
worklists and standardized,
automated correspondences

Improved standardization of collection execution,

enabling the team to maintain service
levels during high periods of attrition

Our Long-Term Learnings

5 Key Lessons from CCBSS' Digital Finance Transformation Journey

01

Not investing in digitization costs more than investing

02

Digital transformation doesn't end with implementation

03

Know and stay prepared for the worst-case scenario

04

Communicate with finance & IT to evaluate technology

05

Find a partner that adapts to changing requirements of business

Q&A
