



KUNDEN ZUERST!

*Coca-Cola Erfrischungsgetränke*

# Usage oriented EAM @ CCEP DE

Date: 06.10.2016

Speaker: Kai Groth

1 Coca-Cola in Germany

2 Initial situation

3 IT Architecture & Governance introduction

4 Future prospect

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## Coca-Cola European Partners Deutschland GmbH



- Biggest german beverage company
- Only bottler of Coca-Cola in Germany

Annual Sales            **3,9 bn. liter (2015)**

Employees              **~ 9.000**

Customers              **~ 370.000**

Products                **80**

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## Paradigm change - Digitalization shifts economic power

50s – 70s

80s – 2010

2010 - future

Brands

Retailer

Shopper/Consumer



yesterday



today

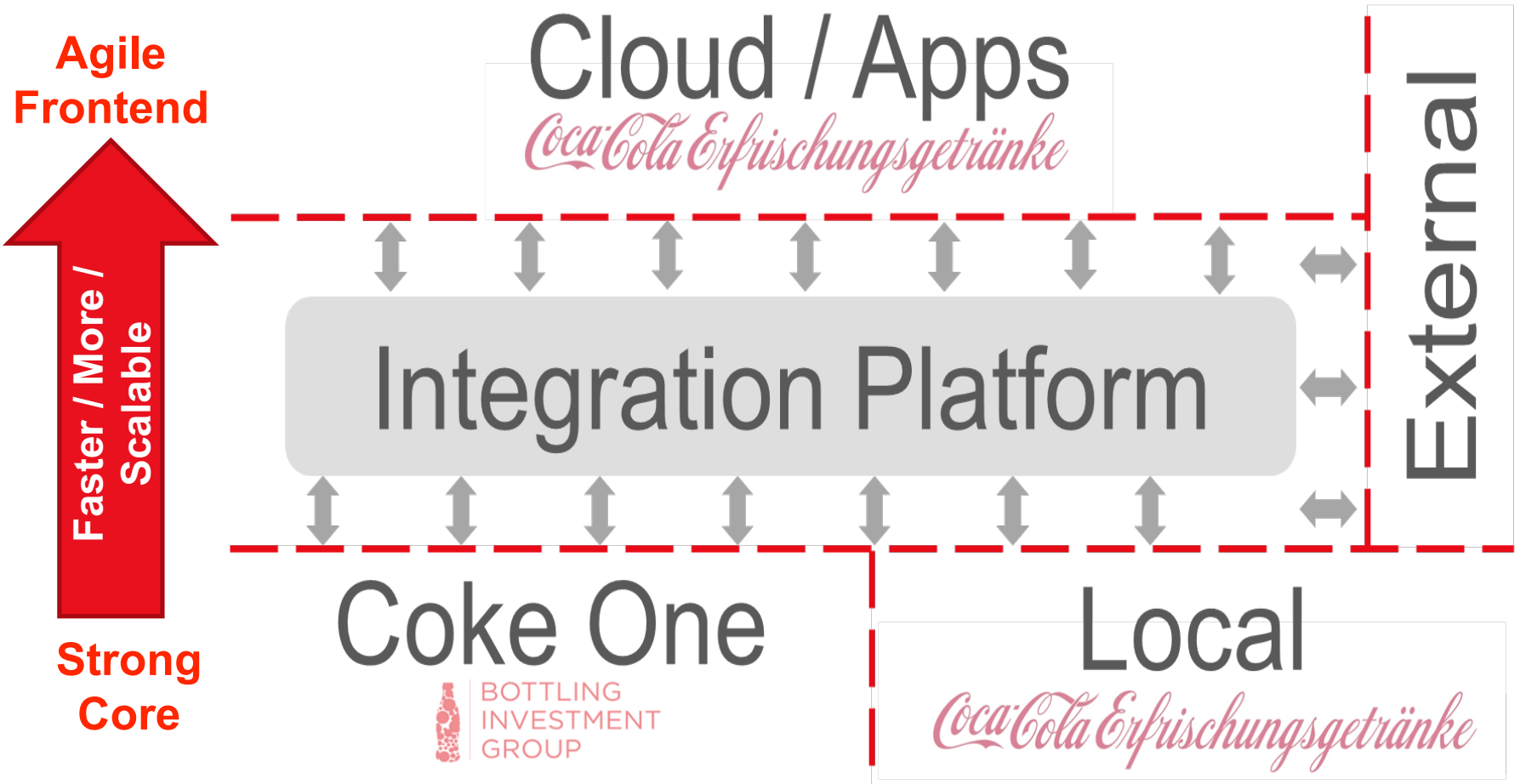


tomorrow

# Digitalization changes consumer behaviour

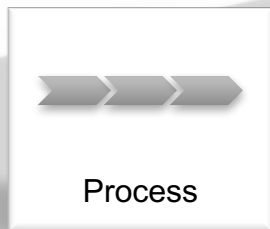


# Architecture of multiple speeds





## IT Reorganization (2014 / 2015)

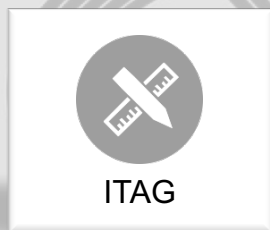


Process redefinition



Restructuring of organization

- New leadership
- New roles
- New mindset



Introduction of new department  
„IT Architecture & Governance“ (ITAG)







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## Restructuring targets of IT Architecture and Governance

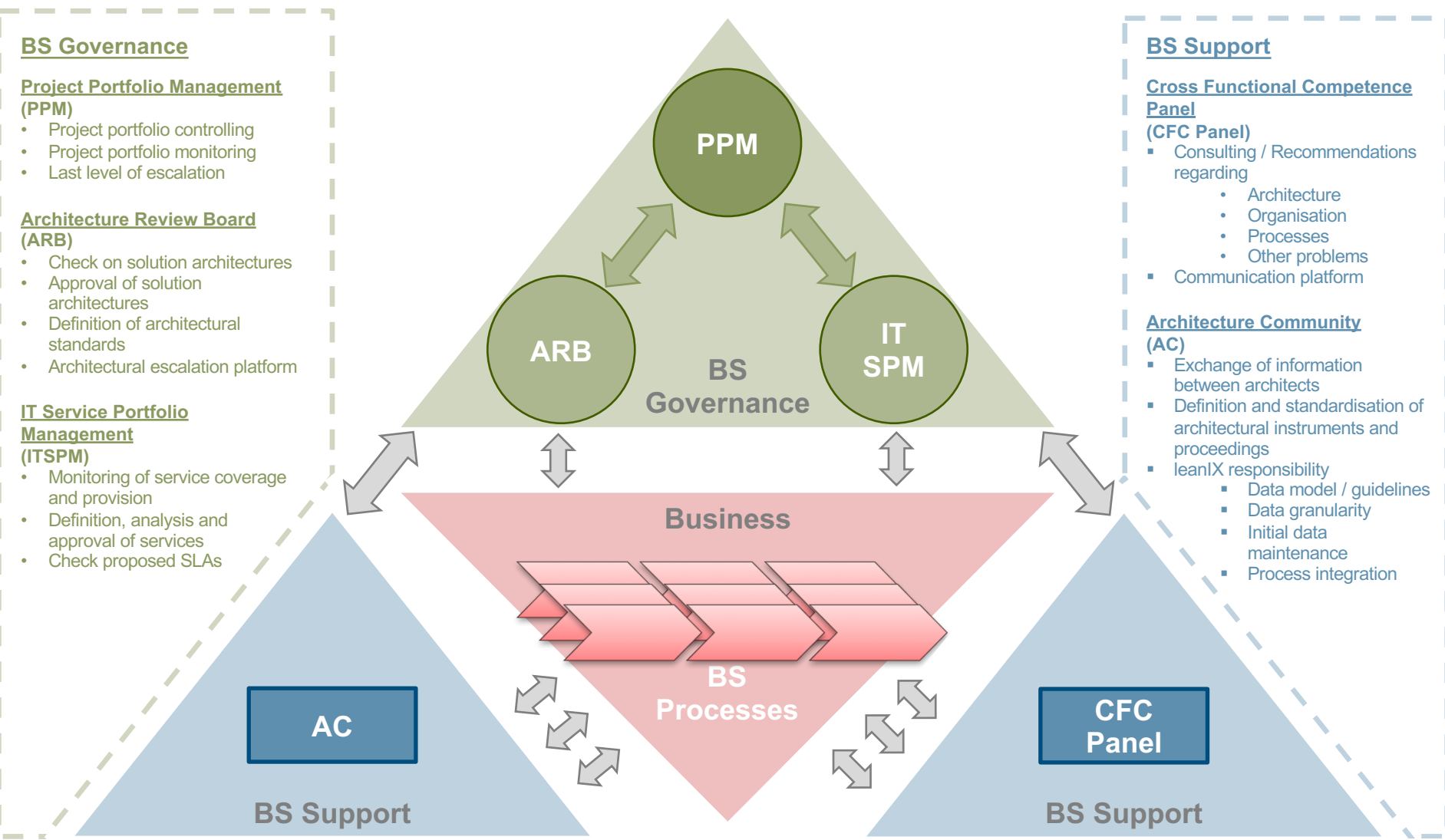
	Fast and successful project delivery
	Avoiding serious architectural faults
	Improvement of interdepartmental teamwork to achieve goal with optimized effort
	Establishment of transparency to improve the landscape permanently and avoid mistakes
	Support of capacity for innovation
	Accomplishment of harmonized processes and activities matching the objectives

 **faster, more & scalable!**

## Restructuring principles of IT Architecture and Governance

	Start small and GROW
	Introduction of adequate regulation elements and committees
	Constant adjustment of requirements (=> learning) Possibility to take one step back
	Adoption of successful methods from practical experience
	We are no watchmen, but supporting facilitators

▶ **“adequate” IT-Governance**



## BS Governance

### Project Portfolio Management (PPM)

- Project portfolio controlling
- Project portfolio monitoring
- Last level of escalation

### Architecture Review Board (ARB)

- Check on solution architectures
- Approval of solution architectures
- Definition of architectural standards
- Architectural escalation platform

### IT Service Portfolio Management (ITSPM)

- Monitoring of service coverage and provision
- Definition, analysis and approval of services
- Check proposed SLAs

## BS Support

### Cross Functional Competence Panel (CFC Panel)

- Consulting / Recommendations regarding
  - Architecture
  - Organisation
  - Processes
  - Other problems
- Communication platform

### Architecture Community (AC)

- Exchange of information between architects
- Definition and standardisation of architectural instruments and proceedings
- leanIX responsibility
  - Data model / guidelines
  - Data granularity
  - Initial data maintenance
  - Process integration

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## M & A Coca-Cola European Partners (June 2016)

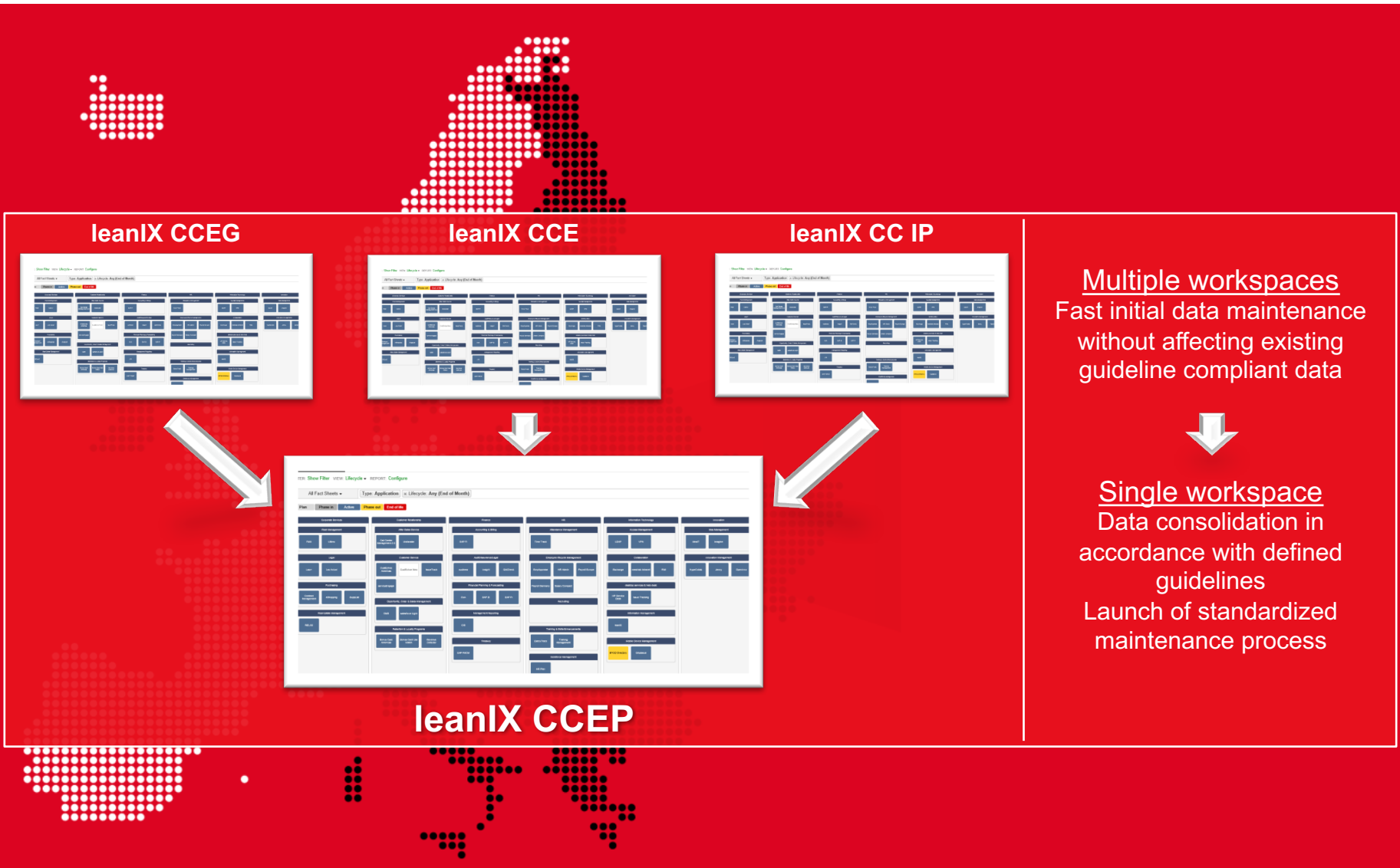
- Germany
- Portugal
- Spain
- Norway
- Sweden
- Belgium & Luxemburg
- Netherlands
- France
- Great Britain
- Iceland
- Andorra & Monaco



## Challenges

- Adapt & enhance Framework for CCEP
- Implement a common architectural mindset
- Handling of allocated teams with local or central functions
- Consider cultural diversity
- Handle different local interests
- Create transparency of enterprise landscape





Multiple workspaces  
Fast initial data maintenance  
without affecting existing  
guideline compliant data

Single workspace  
Data consolidation in  
accordance with defined  
guidelines  
Launch of standardized  
maintenance process

Thank you for your kind attention