

How Can Digital Solutions Create Transparent Procurement Processes from Beginning to End?

Distributing world-renowned beverages to **more than 500,000 customers**

The Central America Bottling Corporation (CBC) has bottled and distributed some of the most recognizable names in beverages since 1885. Today, it is the sole bottler of PepsiCo products in Latin America and responsible for the distribution of beers such as Corona Extra and Budweiser across more than 33 countries. Despite its status as a market leader, the company had a limited view into its procurement processes, and time was often wasted on chasing, collecting, and deciphering disjointed bits of communication about procurement. What CBC needed was a **transparent and automated procurement experience** – from negotiation to purchase.



New, modernized sourcing processes **saved CBC US\$26 million**, enabling the company to invest resources into strategic goals.

CBC, working with Vivo Global Services, turned to the **SAP® Ariba® Buying, SAP Ariba Sourcing, and SAP Ariba Contracts** solutions to automate procurement processes and achieve:

- A reduction in operational working hours of more than 20,000 hours
- Transparent procurement processes, from negotiation to purchasing, that allow the company to strategize procurement for the first time
- New savings in negotiations, process ordering, access control, mitigation of contract leaks, purchase automation, and more
- A digital culture that elevates employee skills and engagement to create a better employee experience
- Improved unification and compliance across its locations in many countries
- Strategic decision-making enabled by real-time data

“Thanks to SAP Ariba solutions, **we have the procurement insights we need** to make better decisions than ever before. We can see where our vendor relationships could save us money and focus on building relationships with only the best suppliers.”

Fernando Molina, Procurement Center of Excellence Manager, The Central America Bottling Corporation



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The Central America Bottling Corporation (CBC)
Guatemala City, Guatemala
www.cbc.co

Industry
Consumer products

Employees
10,000

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Studio SAP | 67226enUS (20/09)

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