

CUSTOMER CASE STUDY

# Impacting business strategy with data



Independent entity supporting Coca-Cola Beverages



Delivering data-driven insights that enhance business strategy, uncover cost savings and efficiencies, and improve compliance management.

Coca-Cola Bottlers Business Services (CCBBS) is an independent entity supporting Coca-Cola Beverages Philippines, Inc. (CCBPI).

Founded in 1981, CCBPI's product portfolio contains 19 brands, including Coke, Sprite, Schweppes and Minute Maid. With more than 9,700 employees across 19 manufacturing plants, and 50 sales offices and distribution centers, CCBPI relies on CCBBS for critical business insights.

As the compliance, data intelligence, and analytics manager, Dior Silo has multiple challenges. Dior and her team, including Julius Brian Dela Cruz, the team manager of data intelligence and analytics, are responsible for both CCBBS's and CCBPI's control environments.

Dior and Julius work with huge amounts of data to understand business needs, meet compliance requirements and provide strategic insights to stakeholders in business areas across the organization.



## QUICK FACTS

- + Coca-Cola Beverages Philippines was founded in 1981
- + CCBPI's product portfolio has 19 brands, including Coke, Royal Tru, Sprite, Schweppes and Minute Maid
- + CCBBS is responsible for both CCBBS's and CCBPI's control environments
- + The team uses HighBond for compliance management and data analytics, and for delivering business process improvements
- + Using HighBond has saved CCBBS the equivalent of four FTEs in 22 months

*I used to run the segregation of duties report in Excel. And it would take me about two days just to complete the report, because we're working off very big files. With HighBond, I'm able to run the report in five minutes, and so I get two whole days back.*

Dior Silo, compliance, data intelligence, and analytics manager

## SOLUTION

CCBBS uses HighBond for a wide range of compliance and analytics tasks, from collecting and cleansing data to creating analytics reports for various departments.

While using Galvanize software to look for business risk and uncover savings areas, the team is able to seamlessly transform large amounts of data into actionable insights.

*“Data is everywhere, but how you interpret it, how you make logic out of it, is the thing that really matters,”* said Julius.

Before choosing HighBond in 2017, Dior’s team had to rely on more manual processes.

But using the automation capabilities in ACL Robotics has removed these manual processes, freeing the team to focus on more strategic work, which has helped cement their role as a valued business partner.

*“With HighBond, we’re able to get the word out and establish shared services as a valued business partner.”*

Dior Silo, compliance, data intelligence, and analytics manager

## RESULTS

The compliance and analytics team measures value delivery by time savings, risk areas identified and savings opportunities—and HighBond has delivered in all three areas.

By using HighBond, Dior’s team has saved the business the equivalent of four FTEs in 22 months, which translates to about \$200,000 USD.

While the savings are increasing, risks are going down. This allows the business to identify risk areas, implement effective controls and prevent potential revenue leakage.

*“The first year we ran our projects, we identified about \$14.7 million of risk items. This year, that has gone down significantly to about \$794,000, which is good for us, because it means that, through our analytics, we’re able to enact changes within the processes,”* said Dior.

What’s next for CCBBS and HighBond? Dior’s compliance team is being trained on scripting and using ControlsBond to streamline even more compliance activities. Having a Galvanize team on-site is making the transition even smoother, just as it did when Dior and Julius first started working with HighBond.

And while using robotics may seem complicated, those on Dior’s team are business graduates—not data scientists or IT personnel. HighBond makes it easy to run scripts, do coding and transform logic into valuable insights.

*“For finance people to adapt to it and to be able to generate this much value in a short time, it just says that this tool is very user-friendly,”* said Dior.

Because HighBond is a centralized platform, it provides a single source of truth for the entire organization. Transparency, collaboration and communication are a given—whether Dior’s team is collecting feedback from the field or creating continuous controls monitoring workflows.

*“The training conducted by Galvanize really helped me to transform into someone who can develop analytics projects,”* Julius said. *“But apart from the training that we received, it’s really the continuous support that has helped us. So it’s kind of like continuous learning that we gain from the team.”*



*For finance people to adapt to it and to be able to generate this much value in a short time, it just says that this tool is very user-friendly.*



Dior Silo, compliance, data intelligence, and analytics manager



Learn more about what you can accomplish with Galvanize  
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