

Swire Beverages Streamlines Corporate Business Processes on Microsoft .NET platform



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With over 6,000 employees in its mainland China and Hong Kong bottling plants, Swire Beverages has a tremendous amount of business process information to be shared on a daily basis. To streamline and simplify this communication process, Swire Beverages has deployed an Automated Process Management System from ATPATH® Technologies, running on the Microsoft® .NET family of enterprise servers.

Swire Beverages is the franchised bottler in Hong Kong, Taiwan, part of the US and China for Coca-Cola and related brands of The Coca-Cola Company, including Diet Coke, Sprite, Fanta, Minute Maid juices, the Hi-C range of juices, teas and soya bean drinks, as well as Sunfill juice and Bonaqua mineral water. The company also holds the Hong Kong franchise for the Schweppes range of soft drinks and mixers and markets ready-to-drink Nescafé and Nestea.

With more than 100 offices scattered all over China, and two located in Hong Kong, Swire Beverages' management team faces a monumental challenge when it comes to daily administration and employee communications.

Fan Ho, Technical and Network manager, Information Systems (IS) Department, was tasked with setting up a business process automation system that would act as a primary portal for employees to receive company information and notices, and process daily procedures such as leave applications and IS support requests. "With more than 6000 staff located all over mainland China and Hong Kong, having a way to centralize human resources management, standardize corporate procedures and other processes would result in enormous savings and efficiencies," notes Ho.

Return on Business Processes

Swire Beverages has standardized on the Microsoft Windows® platform since 1994. The company now operates over 400 servers running Windows 2000™ Server and NT™ 4.0, supporting key .NET enterprise servers such as Exchange 2000™, Internet Information Server™ (IIS), and SQL Server 2000™.

"We have been building our business operations on Windows for as long as I can remember," adds Ho. "Our IS staff are highly trained and intimately familiar with the in's and out's of the platform and almost all the .NET enterprise server products. We depend on Active Directory to massively simplify our organization's user management, offering us a way to centrally manage the user database and making it possible for a single logon into the system."

Customer Profile

Swire Beverages is the franchised bottler in Hong Kong, Taiwan, part of the US and China for Coca-Cola and related brands of The Coca-Cola Company, including Diet Coke, Sprite, Fanta, Minute Maid juices, the Hi-C range of juices, teas and soya bean drinks, as well as Sunfill juice and Bonaqua mineral water. The company also holds the Hong Kong franchise for the Schweppes range of soft drinks and mixers and markets ready-to-drink Nescafé and Nestea.

Swire Beverages now sells over 40 million cases per year of carbonated soft drinks to Hong Kong's population of 7 million, and the company holds 86% share of the carbonated soft drinks market there.

Business Situation

Swire Beverages needed to streamline its overall business processes, using the intranet and Internet as media.

Solution

A Business Process Management (BPM) system – ATPATH Automation Server from ATPATH Technologies, running on Windows 2000 Server and SQL Server.

Software and Services

Windows 2000 Server
Exchange Server 2000
SQL Server 2000

Because of Swire Beverage's reliance on the Windows platform, it became obvious to Ho during their search for a business process automation solution that whatever product they ended up with, it would need to be very tightly integrated with the platform.

After an extended process of investigating several different business process automation solutions, Swire Beverages finally chose the ATPATH Automation Server from ATPATH Technologies. Says Ho, "We selected ATPATH Automation Server because it runs on Windows 2000 and uses the functionality of SQL Server, both already deployed at Swire Beverages. Another advantage is its easy customization, so that even our office administrations and non-IS staff, who do not have a programming background, can easily build applications using its friendly graphical interface and simple business logic."

"Since the ATPATH applications are deployed as Web Services, no client installation is required. Deploying ATPATH Automation Server is hence quick and easy even for a large organization like ours. Our users find ATPATH Automation Server very easy and convenient to use, resulting in quick user-adoption."

"In addition, ATPATH has already conducted a training workshop for our administrators. Administrators are now able to create standardized business processes from everyday tasks such as leave application, , inter-department asset transfer, to more complex processes such as procurement." ATPATH Automation Server's web-based interface and native XML support also makes it convenient for administrators, who can create business process templates from any location that has an Internet connection. "ATPATH Automated Server uses IIS as the web server and communicates with SQL Server seamlessly. As we already use IIS to host our intranet site, adding support for ATPATH was quite straightforward," notes Ho.

Swire Beverages is currently in the process of migrating many internal tasks to its web-based intranet. Completed tasks include leave applications and IS support requests. 38 other business processes and procedures will eventually be migrated, covering a plethora of functions from capital purchases to IS policy changes.

Unprecedented Business Value

According to Ho, Swire Beverages has benefited from improvements to business processes through the ATPATH solution. "After ATPATH Automation Server is fully deployed, we expect to see substantial gains in cost-effectiveness and efficiencies, up to 40%, through reduction in staff resource requirements, decreased lag-time, and savings in print production costs for employee communications."

"Swire Beverages is an international organization, and many of our business processes rely on time consuming language translations. The multi-lingual ATPATH Automation Server which supports English, Chinese and other languages has helped us to eliminate this language barrier, and improve corporate productivity."

Swire Beverages also expects to see significant benefits for its staff, in the form of improved productivity and morale as a result of more transparent corporate information, and improved employee satisfaction.

In addition to their business process management software, Swire Beverages has already relied on the Windows platform for their sales and distribution system for many years. "We have an in-house development team that built our Sales and Distribution System (SDS), which has been in



use for some years. Developed with programming tools including Visual C++ in our development center in Hangzhou, China, SDS is continually being upgraded by a team of 15 programmers. With such a large investment for such a business-critical application, there was never any doubt that we would go with a platform that could deliver considerable return on IT infrastructure, business processes and our investment in people.”

“The Windows platform has proven its worth as an infrastructure of choice for a large enterprise such as ours, and the advent of newer functionality as the .NET framework matures will only mean that our initial investment will continue to deliver returns in power, performance, interoperability and productivity. The ROI is obvious, and will continue to grow as we add newer applications on top, such as those that are built on the ATPATH Automation Server from ATPATH Technologies.”

For More Information

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For more information about ATPATH Technologies and its products and services, please contact the Hong Kong head quarters at (852) 2856-3801. To access information over the Web, please visit the corporate website: <http://www.atpath.com/>

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