



Awakening visibility. Accelerating delivery. Advancing efficiency.

A trusted partner for driving new levels of data power
across The Coca-Cola Company, with scalability and speed



The Coca-Cola Company operates in a rapidly evolving market that demands agility and innovation. Sustainability is paramount, supply chain resiliency is critical and regulatory compliance is non-negotiable. Responding to these needs both at a global and regional level, while also intensifying expansion in high-growth markets, means digitization has become a core capability, medium and disruptor.

We know you already invest billions into cutting-edge technologies to enhance consumer engagement, optimize operations and scale your capabilities. Your early adoption of GenAI, automation and digital services clearly demonstrates your intent to move forward as a data-driven and customer-centric beverage company.

We recognize opportunities to enhance your digital and critical data strategy further. Data power is a profound benefit we can represent for you, with a singular, connected view to unify your data expertise, insights across the value chain and application of intelligence.

We can be your partner to cultivate your data mastery, deepen your data-led and AI-driven foundations, augment your analytics capabilities and help you realize the next level of smart manufacturing and supply chain management. Together, this can provide a scalable bedrock of next-generation digital engagement for your customers and wider business ecosystem.



Enabling your unified technology transformation

Our partnership has grown for nearly a decade, working alongside IT teams in North America and Asia-Pacific and now supporting your global manufacturing plants. During this time, and across several successful programs, our relationship has evolved from end-user services to data and analytics, cloud migrations and network and infrastructure solutions.

Establishing a solid base of networking and infrastructure across your organization has proven our position as a safe pair of hands. By leveraging our strength in data, analytics and data connectivity, we believe there is much more we can do to help drive your global strategy further — leading with North America.

For the next phase of our relationship, we see several areas where our capabilities and trusted, strategic partnership can support you to scale quickly and intelligently:



Evolving your network with an intelligent and secure network as a service: We can connect your operations with the deepest networking and infrastructure expertise and innovation, from core networks and SD-WAN to Edge as a service. In addition to managing and maintaining your enterprise network strategy, we can own networking strategy and architecture across all your offices, plants and warehouses.



Extending your field services and infrastructure:

We can enable resiliency with monitoring, observability and automation built on complete cyber strategy, implementation and management. This includes providing technical expertise at specific manufacturing and corporate sites.



Deepening your data-led and AI-driven strategies: We can expand CRM and customer data capabilities, including enhanced GenAI features on the OptiOutlet and the eRED dashboards. We can help you validate bottler revenue and volume data automatically in the UDP ecosystem and build sustainable data platforms to support North America scale. We can also create a DnA IQ Explorer, providing you with a prescriptive tool for decision-making. This self-serve platform for commercial functions can include invoicing, RMS, FDOP, Moneyball and Coke Leads.



Advancing your next-generation digital factory

and smart supply chain capabilities: Our human-centric approach to digital enablement can elevate employee engagement, empowering your workforce and helping you innovate as a leader in CPG manufacturing. Our stable, secure-by-design and zero-trust architectures for your digital factory ambitions can include end-to-end, smart manufacturing and resilient, flexible supply chain solutions. Our sustainable AI and IT solutions also align with your need for more eco-friendly operations.

Driving your data power to new levels

As your trusted partner for data-led engagements, we can help you extend your data power across the business. Fueled by deeper insight, we can empower more informed decision-making and help you achieve efficiencies and better business outcomes in an accelerated way.

Underpinned by our next-generation, data-first approach, we can bring you the clarity and assurance to enhance digital manufacturing and experience outcomes by:



Unlocking higher levels of visibility, traceability and trust

With our support, you can manage your ecosystem more effectively and improve vendor, supplier and bottler integration. Using advanced supply chain logistics, you can enhance logistics routing, minimize delays and ensure more timely deliveries. In addition, we can boost your monitoring and observability capabilities to reduce downtime and minimize the adverse impacts on your consumers' and suppliers' digital experience.



Facilitating more sustainable and scalable models of production and delivery

We help you connect processes, businesses and workflows to enable seamless operations, enhanced agility and accelerated decision-making. By moving more of your value chain to the cloud, you'll also be able to scale more cost-effectively, adapt resources and deliver new products that meet changing market needs faster. You can do all this with greater flexibility across your digital supply chain — so you don't over- or under-provision, or pay for services like storage that you aren't fully utilizing.





Instituting greater predictability throughout consumer behavior analysis, product development and logistics

By applying innovations in industrial IoT and Digital Manufacturing across your operations, you'll gain clarity at scale with relevant, real-time evaluation of production performance. With rapid access to infused data and sentiment analytics, we can fast-track your digital consumer engagement and experience ambitions with agile and personalized CX across all channels. By utilizing our expert guidance and consultancy capabilities, we can also empower you to explore the latest opportunities presented by AI and GenAI.



Elevating company-wide efficiencies with smarter, actionable insight

We enable everyone, from production and supply to marketing, to access, extract and understand new levels of real-time insight, rather than rely on less accurate, extrapolated data. We can help you deploy resources more effectively to operate as needed and deliver to both a global and regional customer base. With robust QA and infrastructure services, you can also ensure consistent and reliable operations across your business units.





A partner to bring the fullest capability, scalability and scope to meet your needs and outcomes

From business process and applications consultancy to core infrastructure, cloud-to-edge, data centers and networking services, we offer a full stack of technology and solutions. These are all backed by complete managed, technology and optimization services on a single platform. We're a different kind of partner because:



We ensure total commitment to your outcomes above all

We are wholly committed to and will align with you to achieve your global strategy and outcomes in IT and the wider business. As your partner, we believe in long-term goals over quick wins. We will always seek to understand the specific business needs and focus on advancing you first and foremost, even if that means we don't take the lead on a project. This means we are ready and willing to work with each of your teams to achieve what you need. Then, once they have a firm hold of the project, we'll leave them to it.



We bring a single model and a 'single hand to shake'

We provide a complete model, learnings and efficiencies with a proven single platform approach to turn innovation into business value. This means we can take away complexities to realize solutions and implementations faster, with reduced risk and increased efficiencies compared to managing multiple vendors. We have a long history of developing defensible IPs and patents in domains such as networking and capitalizing on these innovations in a business context. We can apply this experience — and what we achieve with our \$3.6bn annual R&D budget — to take your brand commitment to the next level and spin up new services and products that can be delivered on a global scale.



We can match your global spread and your local needs

Like you, we can be as global as possible and as local as you need, supporting you with the technical expertise to extend your digital brand around the world. With over 330,000 people worldwide and offices in 90 countries, we serve clients in 195 countries and regions. This gives us the power to create strong global frameworks and standardization but also deliver to local standards, regional data sovereignty needs and regulatory requirements.

Your proven partner to turn data power into operational excellence

We don't just say we can deliver full-stack transformation at a global scale — we can prove it. It's why we work with over 75% of the Fortune Global 100 and are positioned the #2 IT service provider in manufacturing globally.

Our comprehensive and modern business and IT services portfolio can meet your needs for tomorrow, today. This is why we've been recognized as a Leader in the Gartner® Magic Quadrant™ for Managed Network Services¹ and a Leader in the ISG Provider Lens™ Generative AI Services report².

A snapshot of success:



Accelerated a fast-growing CPG company³ to identify and activate data insights with a decision-driven analytics solution. As a result, the company continued its rapid growth and increased share by 50 basis points.



Leveraged the power of GenAI to capture social-commerce opportunities, enabling a leading international cosmetics brand to understand users better, generate tailored actions and help consumers with their needs in a more precise way.⁴



GenAI services leadership ranking, founding member of the AI Ethics Journal, 12th globally for GenAI patent ownership.⁵



Global GenAI Office, AI Center of Excellence, 7 Innovation Centers, and over 190,000 professionals, including 10,500 data and AI experts, across 50 countries.⁵



¹ Gartner®, Magic Quadrant™ for Network Services, Global, Danellie Young, Karen Brown, Gaspar Valdivia, 22 February 2023

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NTT was recognized as 'NTT Communications' in 2014-2017 in the Magic Quadrant for Network Services, Global report and the report was previously published as Magic Quadrant for Global Network Service Provider (2012-2014).

² <https://uk.nttdata.com/insights/reports/isg-provider-lens-report>

³ <https://us.nttdata.com/en/case-studies/data-insights-maximize-digital-commerce-opportunities>

⁴ <https://uk.nttdata.com/insights/case-studies/ntt-data-revolutionises-the-loreal-shopping-experience-with-ai>

⁵ <https://services.global.ntt/en-us/campaigns/generative-ai>



With NTT DATA, you get your data and our technology, all together

Continued success in the beverage industry relies on delivering exceptional customer experiences, seamlessly integrated with innovative digital solutions and advanced manufacturing processes. As a global, leading integrator and an industry-leading platform transformation business, we can help you drive success with scalable solutions to enhance product quality, personalization and operational efficiency across the supply chain.

Together, we can further the opportunities to advance your digital and data strategies, through evolved IT connectivity and collaboration services, IT/ OT convergence and by deepening your data-led and AI-driven foundations.

For the next evolution of our partnership, we can empower you with the data power to be more logistically resilient, analytics-driven and operationally efficient.

NTT DATA: Awakening visibility. Accelerating delivery. Advancing efficiency.

