

ORTEC and Coca-Cola Enterprises honored at Conference on OR Practice in Vancouver

Coca-Cola Enterprises Inc.

ORTEC's Routing implementation finalist for world's best OR project

"It was extremely stimulating and motivating. For all four of us it was a great experience," said ORTEC Logistics Director Goos Kant, regarding the presentation of the Franz Edelman Award during the Conference on O.R. Practice 2007 in Vancouver, Canada.

Coca-Cola Enterprises and ORTEC were nominated for the Franz Edelman Award, following Coca-Cola's optimization of its distribution network with the SHORTREC planning and routing software solution from ORTEC. The system, which was implemented in 2004, has saved Coca-Cola Enterprises 45 million dollars per year. "SHORTREC is a terrific instrument for

analyzing 'what ifs' and comparing different scenarios," said Coca-Cola Enterprises Operational Excellence Manager, Tim Hyatt. With 21 billion dollars in annual turnover, Coca-Cola Enterprises is the largest bottler and distributor of Coca-Cola. From 430 distribution centers it delivers coke to an area that is home to more than 400 million consumers on a daily basis.

The Franz Edelman Award

The Franz Edelman Award is presented each year to 'outstanding examples of Operations Research (OR)-based projects' that have realized major changes in society, industries and business. Operations Research involves advanced, analytical methods that help management optimize operations and provide decisionmaking support. Previous winners of the Franz Edelman Award include Motorola, Merrill Lynch, Canadian Pacific Railway and IBM.



Optimizing Distribution at Coca-Cola Enterprises:
From left to right: Corné Aantjes and Goos Kant with ORTEC,
Mike Jacks and Tim Hyatt with Coca-Cola Enterprises

Positive responses

The SHORTREC implementation at Coca-Cola Enterprises received a notably large number of positive responses. These related to the solution techniques used, and the implementation method employed to modify the daily business process with more than 300 planners and 10,000 drivers, as well as the applicability of the solution. Implementation has since commenced or been completed at other Coca-Cola bottlers and the beer breweries of Heineken, Inbev and Carlsberg. "It was overwhelming. We can be proud of what we have achieved here," said Corné Aantjes, President ORTEC North America.