



Orora Beverage: Maximizing procurement transformation potential and strategic value

Part of Orora Limited, Orora Beverage is a market leader in sustainable packaging solutions for the beverage sector. With manufacturing sites across Australia and New Zealand, the company specializes in glass bottles, aluminum cans, and caps. Beyond its Australian operations, the parent company engages in manufacturing and distributing packaging and visual solutions to customers in North America.

Looking for a long-term partner to help maximize the value of its investment in modern procurement capabilities in the cloud, Orora Beverage took the opportunity to seek advanced support alongside technical knowhow. The company wanted strategic guidance across the lifecycle of its solutions, including help activating new features, enhanced access to experts, and ongoing advice on best practices.





Realizing more strategic value from procurement operations with SAP Preferred Success for SAP Ariba solutions, expanded edition

Before: Challenges and opportunities

- Low adoption of advanced functionality embedded in SAP Ariba solutions
- Improvements in user experience needed in tandem with continuous enablement training
- Need to adapt to industry trends and commit to adopting new features as they become available

Why SAP

- Personalized training sessions offered through SAP Preferred Success for SAP Ariba solutions, expanded edition, targeting cloud adoption and on-demand onboarding
- Interactive cloud mindset workshop, preparing the internal team for success in managing cloud solutions focused on SAP Ariba Strategic Sourcing Suite and the SAP Ariba Snap Buying solution
- Ad hoc, custom-tailored advisory services and supplier enablement, as well as improving collaboration with the SAP Business Network Commerce Automation solution
- Enhanced service-level support agreements for high-priority incidents

After: Value-driven results

- Achieved rapid resolution on high-priority cases, resulting in higher productivity
- Gained direct access to a consultant from SAP, saving time and maximizing business outcomes from a better understanding of the solutions' capabilities
- Gained assistance from SAP with functional and technical system adjustments, as well as guidance on new release features applicable to the business

“Thanks to the SAP Preferred Success plan for SAP Ariba solutions, expanded edition, we’re more confident and agile in driving best practices in procurement to extract the best value out of our procurement processes. We get assistance to enable new features, access to experts to handle priority issues, and advice on best practices from functional resources.”

Anoop Thakur, Chief Procurement Officer, Orora Beverage

Filled

Internal knowledge gaps

Enabled

New release functionality and automation

Orora Beverage
Melbourne, Australia
www.ororabeverage.com

Industry
Consumer products

Products and services
Sustainable packaging solutions for the beverage sector

Employees
900

Revenue
A\$1.04 billion
(US\$685 million)

Featured service
SAP Preferred Success for SAP Ariba solutions, expanded edition