

# CONA SERVICES COLLABORATES AND SUPPORTS 11 NORTH AMERICAN BOTTLERS WITH SNOWFLAKE

## INFORMATION TECHNOLOGY



**COMPANY** CONA Services  
**LOCATION** Atlanta, Georgia

## SNOWFLAKE WORKLOADS USED



CONA Services is an IT platform provider for the North American Coca-Cola bottling business. It provides participating bottlers their SAP, Salesforce, and Blue Yonder environments, coupled with common data management processes, data standards, and their data warehouse solution for self-service BI reporting and analytics. Bottlers rely on CONA Services' systems and IT services for superior customer experience and digital business innovation, processing \$24 billion in revenue annually and more than 160,000 orders per day.

## STORY HIGHLIGHTS:

### Snowflake Secure Data Sharing

Snowflake Secure Data Sharing streamlines CONA Services' workflow for sharing large data sets with bottlers and service providers.

### Navigating complexity with Snowflake Professional Services

CONA Services brought on a Resident Solutions Architect (RSA) from Snowflake professional services to ensure it met its SLAs and act as a strategic adviser.

### SnowSquall, a new product that connects Excel to Snowflake

Many of CONA Services' internal and external customers interact with data through Excel. CONA Services created a new product to connect Excel with Snowflake.

“**Snowflake won out in every category that we measured—not just from our perspective, but from the bottlers' perspective as well.**”

—JAMES ROLL, Director of BI, CONA Services

## CHALLENGE:

### A need for higher performance

To provide bottlers across North America with self-service reports and dashboards, CONA Services previously had a centralized core capability that was architected on SAP HANA. However, performance was the number one reason that James Roll, CONA Services' BI Director, decided to start exploring other alternatives.

### Guiding principles for a future-state technology architecture

Taking an inventory of where the company was versus where it wanted to be was key. Improving the destination BI solution for customers was paramount. As CONA Services embarked on evaluating potential long-term BI destinations, it established guiding principles, each driving the evaluation and the ultimate decision:

- An end-to-end environment that accommodates our needs today and in the future
- Provide ease and flexibility in using and integrating our data
- Improved performance for our associates
- Ability to house and blend/connect to other data sources
- An effective solution, striking the right balance between cost and capability
- Allow entities such as bottlers and Coca-Cola North America more efficient and secure access to data
- An effective solution, striking the right balance between cost and capability
- Create an environment that allows innovation and advanced analytics
- Grab the synergy of centralized consistency
- Provide local freedom (local development, ETL management, no CONA governance)

## 160,000

Number of orders processed daily by CONA Services' systems

## Near 100%

Reduction in operation time required to share data

## SOLUTION:

### A flexible platform for supporting the data needs of multiple bottlers

After evaluating several solutions and listening to customer feedback, CONA Services turned to Snowflake and methodically migrated over. According to Roll, "Snowflake won out in every category that we measured from our guiding principles—not just from our perspective, but from the bottlers' perspective as well."

Snowflake's multi-cluster shared data architecture solved CONA Services' performance issues and provided bottlers with greater flexibility and control. Leveraging Snowflake to institute a consumption-based pricing model represents a cost-savings opportunity for CONA's customers. "We're able to store data very inexpensively, and per-second pricing makes it possible to charge bottlers based on actual consumption instead of being a higher fixed service cost," Roll said. Snowflake's ability to store near-unlimited amounts of data at affordable cloud rates overcame CONA Services' data storage limitations.

## RESULTS:

### SnowSquall: A new product to bridge the gap from SAP Analysis for Office

As CONA Services was migrating over to Snowflake, Roll and his team discovered that many bottling customers frequently accessed their SAP HANA data through Microsoft Excel via SAP Analysis for Office (AO). "Although we have PowerBI and SQL users, they account for approximately 10% of the 800+ customers that interact with our data warehouse. A user didn't need to know SQL to use AO and interact with SAP HANA. We looked far and wide in the market for solutions, but there wasn't a solution at the time that could connect Excel to Snowflake like AO did, and this made our customers nervous," Roll said. It quickly became apparent that either CONA Services would have to upskill everyone to become proficient users of a new BI tool (such as Power BI or Tableau), which would be costly in time and licensing costs, or they would need to build their own internal solution.

Josh Bart, Senior Managing Developer Architect at CONA Services, took it upon himself to create a homegrown solution called SnowSquall to meet this need. SnowSquall is an add-in for Excel and allows users to explore objects in Snowflake, and create queries and shareable reports. "Our internal teams and bottlers are very happy that they have something they can easily use and connect to Snowflake, versus having to upskill to a new BI tool," Bart said. SnowSquall is now a product that CONA Services readily offers to the market.

“Anyone who is considering migrating from SAP HANA to Snowflake, and is using Analysis for Office, should pay attention to SnowSquall. This product that we now offer, connected to Snowflake's high performance, blows AO out of the water.”

—JOSH BART,  
Senior Managing Developer Architect, CONA Services

### Unprecedented platform performance in partnership with Snowflake Professional Services

CONA Services has an expansive partner and customer ecosystem, and it held a 10–15 minute SLA to ensure near real-time data availability for bottlers to access, as well as downstream processing. To ensure that it met this standard, CONA brought onboard a Resident Solutions Architect (RSA) from Snowflake Professional Services. From optimally leveraging DBT to engaging with the CTO to enhance product effectiveness, the RSA was crucial as the strategic adviser who understood the business challenges among multiple internal and external organizations, and how to assemble them to deliver an optimal architectural solution.

### Seamless data collaboration with the 11 North American bottlers

Snowflake Secure Data Sharing streamlined CONA Services' workflow for sharing large data sets with external bottlers and service providers. Each of the 11 bottlers has their own Snowflake account, and sought to combine CONA data with their own proprietary data (for example, customer contact information and fulfillment systems). It was critical for all the right permission and governance settings to be in place. The RSA was the guiding adviser to help fuse the data between CONA and each of the 11 separate bottlers into one cohesive data architecture.

"We're able to provide local freedom for our bottlers, from ETL management to governance and code management separation. It's a nearly 100% savings in time with Snowflake Secure Data Sharing," Roll said.

## FUTURE:

### Sunsetting hardware and sharing more data

Sharing data will become even easier as more service providers adopt Snowflake. Snowflake's Direct Share capability will enable account-to-account sharing and free up more time for innovative work. Accessing live, ready-to-query data via Snowflake Data Marketplace is also on the roadmap at CONA Services.

## ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)