

CASE STUDY

COCA-COLA SWIRE : ENABLING IAM FOR E-COMMERCE



ORGANIZATION

Swire Beverages is an anchor bottler for the Coca-Cola Company. Among the largest Coca-Cola bottlers in the world, Swire manufactures, markets and distributes Coca-Cola products in Hong Kong, Taiwan and seven provinces of mainland China, as well as an extensive area in the Western U.S. Swire's franchise territory includes approximately 427 sales offices in China, with a total franchise population estimated at 405.2 million.

Challenge

Swire Coca-Cola wanted to provide streamlined procedures and secure access to all of their Internet-facing e-commerce portals, which service Swire's bottlers in China, suppliers and business partners alike. Users had to be able to use their own identity (BYOI) to secure financial transactions on a bottler's e-commerce portal without having to authenticate a second time.

Additionally, staff accessing the e-commerce ecosystem from their workstations and mobiles wanted password-free access to all of those same websites and services.

Lastly, given the wide variety of technology used when building the various sites, as well as the many domains hosting diverse scenarios, the IAM solution had to support the on-boarding of home-grown and proprietary systems and COTS solutions.

Solution

Atricore's Identity and Access Management products and professional services made it possible for Swire Coca-Cola to give bottlers and business partners in mainland China secure and seamless access to the business-critical e-commerce services.

Client Benefits

- On-boarding time-frame reduction and access convenience through mobile BYOI (Bring-Your-Own-ID)
- Removal of friction with e-commerce transactions
- Enhanced value for bottlers and business partners
- Reduced time-frame and associated cost
- Improved security, minimizing the potential for attacks
- Reduced implementation time-frame and associated cost
- Improved collaboration by bridging e-commerce and corporate ecosystems

CONTACT

FOR MORE INFORMATION PLEASE CONTACT

PHONE: + 1-415-707-0521

E-MAIL: HELLO@ATRICORE.COM