

CASE STUDY

Coca-Cola Consolidated



Coca-Cola maintains commitment to customers with LogicMonitor

Coca-Cola Consolidated stands as a cornerstone of the modern beverage distribution and manufacturing industry. They serve over 60 million customers across 14 states with their vast portfolio comprised not only of the world-famous Coca-Cola brand, but 300+ additional beloved beverage brands as well. Coca-Cola Consolidated is firmly rooted in a commitment to service, excellence, and profitability, and with that comes a large responsibility for producing products and fulfilling them according to schedule. A glitch in the process looks like beverages not getting produced in production centers, orders not leaving distribution centers, and products out of stock on shelves. When operations are disrupted and employee productivity drops, a loss in revenue and negative customer satisfaction are the result. Read on to hear how the IT team is partnering with LogicMonitor to proactively manage their business and deliver on their commitment.

The IT team oversees the design, implementation, and maintenance of network and telecommunications solutions that underpin the company's infrastructure. With 120 unique facilities, Bob Hogue, IT architect, works to ensure the seamless delivery of products to retailers, offices, entertainment venues, and more. Hogue's duties include managing and monitoring every aspect of the large network, which supports internal operations, with a strong focus on minimizing downtime, ensuring operational efficiency, and supporting a positive customer experience. The company's success is connected to the proactive and effective management of their critical IT infrastructure. This includes ensuring that operations at their warehouses and distribution centers run seamlessly and products reach customers when they are expected to.

Hogue and team are responsible for strict supervision and management of crucial infrastructure elements, running from switches, routers, and firewalls, to an array of servers, including Azure-based servers. The team is devoted to ensuring real-time status updates, enabling the operations unit to respond promptly to any outages or issues that may arise.

The team previously leveraged SolarWinds in combination with homegrown solutions to monitor their environments, and their monitoring landscape was divided into two separate solutions – one focusing on monitoring servers and the other on networks and telecommunications. The lack of integration between these solutions created significant challenges for the team, as they sought to monitor cloud environments and view their infrastructure holistically.

Transforming business delivery with LogicMonitor

Driven by a quest for a more unified, efficient, and responsive monitoring solution, the team at Coca-Cola Consolidated found that LogicMonitor stood out due to key capabilities and functionality.

“The one thing that was important to us was having a single pane of glass between our server network and telecom space. We wanted one view to see what's happening and create some synergies between that,” explained Hogue.

INDUSTRY

Manufacturing

BUSINESS NEED

- Maintain projected revenue targets through healthy business function at all 120 production and distribution warehouses
- Ensure process of packing ingredients and products is sound so delivery of the right product happens at the right time to the right place
- Maintain warehouse performance so orders are taken and fulfilled on time
- Proactive issue detection to resolve issues before end-users are affected

LogicMonitor's single pane of glass for their server, network, and telecom space monitoring has enabled them to eliminate the complexities of handling multiple solutions, allowing for seamless coexistence of varying infrastructure elements. LogicMonitor empowers the IT team to accurately and efficiently pinpoint the root cause of an issue, whether it's a server issue, network outage, or power disruption.

"Leveraging LogicMonitor helps alleviate the overlapping and unnecessary reactive processes so that only one person's focused on an issue," said Hogue.

Control over their alerting process was another feature highly valued by Hogue and the team.

"It was important to us to let us control our own destiny with the alert process, which we liked," said Hogue.

LogicMonitor's flexibility in designing alerts – whether through calls, texts, or other desired means – allowed them to tailor notifications according to the nature and urgency of the alerts. This adaptability has proved to be a valuable asset in managing their complex infrastructure, ensuring the right people receive the correct information promptly.

In addition to enhanced reporting capabilities and intuitive dashboarding, the ability to ingest NetFlow data and Syslog and selectively stream this information for necessary analysis was a crucial feature for the organization. It now allows Hogue and the team to manage and interpret data more effectively, facilitating informed decision-making and enhancing the overall observability of their infrastructure.

The team's swift implementation of the LogicMonitor platform, accomplished in a matter of weeks, showcases their adaptability and efficiency in setting up Coca-Cola Consolidated for the future. Working closely with LogicMonitor's implementation teams allowed for a quick grasp in tool comprehensibility, which was a stark contrast to their prior monitoring solution. This shift in mindset, combined with the training approach that ensured consistency and speed in adoption, contributed to the successful implementation. The collaborative approach proved to be a strategic choice for Hogue and the team, helping to accelerate their overall understanding and proficiency, and drive quick impact for Coca-Cola Consolidated.

The impact of elevating efficiency and visibility

By implementing LogicMonitor, Coca-Cola Consolidated has been able to not only simplify their monitoring responses, but also improve their response time, reduce MTTR, enhance visibility across multiple environments within a single pane of glass, and proactively detect issues before they reach critical status.

"What LogicMonitor has done is simplified how we look at our infrastructure. Being able to understand or build lenses and groups based upon applications has been helpful," said Hogue.

The unification of observability platforms was a game-changer for the IT team, with LogicMonitor simplifying their infrastructure oversight with custom lenses and groups based on applications. This level of flexibility has allowed the team to tailor alerts to best fit their needs, enhancing their ability to respond to issues promptly to ensure smooth services. This has helped to streamline their incident management process by automatically populating crucial information in tickets and allowing technicians to focus on resolving the issue.

“

The one thing that was important to us was having a single pane of glass between our server network and telecom space. We wanted one view to see what's happening and create some synergies”

Bob Hogue
IT Architect,
Coca-Cola Consolidated

The impact on MTTR was also significant as LogicMonitor has facilitated quicker reaction to alerts, providing enhanced insights for Hogue and the team allowing them to categorize issues swiftly and speed up the overall resolution process. LogicMonitor's unified and intuitive dashboards helped to streamline monitoring and troubleshooting processes.

"The dashboard capabilities are superior in the LogicMonitor platform than in prior solutions," explained Hogue.

One notable example is the ease in which Hogue can now create a dashboard to monitor key circuits. In contrast to Coca-Cola Consolidated's prior solution, LogicMonitor offers a unified timeframe that can be applied to the entire view, eliminating the need to manage each element individually. By streamlining this process and allowing for quick access between different time frames with the click of a button, the team is able to resolve complex issues 30 minutes faster than before.

The ability to tie in their cloud monitoring with what the team has on-premises has allowed for comprehensive data collection and, therefore, simplified the overall management of Coca-Cola Consolidated's facilities. They can now view outages by area and map them geographically. This is a subtle, yet impactful improvement for the team, as they no longer need to manually manipulate maps to present crucial information.

"Thousands of containers across numerous systems create an overload that, without the right tools, can lead to overlooked insights and avoidable incidents," Hogue shared. "The value of LogicMonitor for our business is immense: we're able to cut back on costs by staying ahead of potential incidents and, now, we're able to allocate more time innovating for our customers."

By eliminating downtime and improving network visibility, LogicMonitor has not only served as a technological asset but has also improved the overall customer experience for Coca-Cola Consolidated. The fast reaction times and streamlined processes enabled by LogicMonitor's capabilities have reduced downtime and enhanced network availability. In turn, this has positively impacted the organization's internal users and employees. As the backbone of the company's operations, keeping employees working efficiently allows them to better serve their external customers by ensuring products reach the market seamlessly.

Coca-Cola Consolidated's diverse facilities, including distribution warehouses, production centers, administrative offices, and more, all benefit from the IT team's partnership with LogicMonitor. By enhancing monitoring, improving visibility, and reducing downtime, the team can focus on supporting the organization's business initiatives and ensuring the smooth flow of their operations to continue delivering on their commitment and serving their customers.

Pioneering the future

As Coca-Cola Consolidated charts its path forward within the industry, the team will continue to partner with LogicMonitor to meet its strategic goals. The organization's future plans include a comprehensive drive towards compliance and standards in network equipment configuration. By continuing to fine-tune LogicMonitor, the team aims to ensure that stringent network standards, including those related to Cisco configurations and the Meraki space, are consistently met. Additionally, the team has a clear focus on trend analysis, particularly concerning circuit performance and error detection. These forward-looking initiatives signify the organization's commitment to staying ahead of the curve in network monitoring and compliance management in order to anticipate and address network issues before they impact end users.

The collaborative implementation and the team's unified visibility have positioned Coca-Cola Consolidated for a smooth journey ahead, with LogicMonitor serving as their reliable partner for enhanced operations and unified observability.

“

It was important to us to let us control our own destiny with the alert process, which we liked.”

Bob Hogue
IT Architect,
Coca-Cola Consolidated