

BtoB-Link

Sage MAS 200 ERP

Success Story

GLACÉAU
vitaminwater[™]

Integrate Responsibly

Glaceau, the makers of Vitaminwater, are a true success story in the world of Beverage manufacturers. They started with the vision to make a better water and born from that was a new billion dollar industry known as "Enhanced Water".

In 2001, Glaceau started using Sage Software's MAS 200 ERP software to run the back end of their business. In 2001, Glaceau's business began to take off and they knew big things were on the horizon. The one thing they were missing was an efficient method of trading business documents with their growing circle of suppliers and customers.

In early 2002 Glaceau enlisted the help of the Sage Software EDI experts, B to B Visions to provide a fully integrated EDI solution. Glaceau wanted something that would grow with their business and at the same time allow them to meet the expanding demands of their customers. B to B Visions implemented a true trading community between Glaceau and their many independent bottling plants, customers and freight carriers.

Glaceau purchased, from B to B Visions, the B to B-Link (Integration Engine) and Ship-Link (for Shipping Compliance) Modules for Sage MAS 90 and MAS 200 ERP software. B to B Visions designed and implemented an integration model that included trading orders, invoices and Advance Ship Notices (ASN's) with their customers who required EDI and also connecting Glaceau to it's growing channel of independent bottlers and freight carriers. Glaceau made a small investment in software that provided them the platform they needed to grow.



Customer
Glaceau

Headquarters
Whitestone, NY

Type of Business
Beverage (Enhanced Water)

Employees
400

EDI Trading Partners
Walmart
Sams Club
BJ's Wholesale
Costco
C.H. Robinson Freight
Bett-A-Way Freight
A.J. Baynes
Exel Carriers
Mayer Brothers
Sunsweet Growers
Clement Pappas Bottling
Beverage Capitol Bottling
Coca-Cola Enterprises

btobvisions.com

Success Story

Coca-Cola Become Interested

Record growth year after year prompted interest from the big players in the market. In May 2007 Coca-Cola Company announced the largest acquisition of its 122-year history with a \$4.1 billion buyout of Glaceau. Coca Cola having witnessed how efficiently Glaceau ran their business and the powerful capabilities that B to B Visions' solutions provided agreed to let Glaceau run the business indefinitely.

Bottled for Success

A key component of Glaceau's operations is B to B Visions flagship integration product, B to B-Link. Utilized to receive orders from today's top retailers and deliver those orders to both the bottling plant that ships the order and the freight carriers that pick them up and deliver them to the all important customer.

Glaceau imports EDI orders from Trading Partners such as Wal-Mart, BJ's Wholesale and Costco. They also integrate orders from their network of distributors through a custom designed website or hand-entering of orders. Because B to B-Link can handle multiple file formats it was easy to integrate these web orders in the same efficient manner as an EDI Document.

B to B-Link offered the flexibility and advanced capabilities that Glaceau needed to allow those Freight Invoices to be matched to the Sales Order history files in MAS. Without this level of integration they would have a difficult time knowing how much it cost to ship each order.

Bottlers and Distributors

943	←
944	→
810	→
940	←
945	→
856	→
820	↔

Freight Carriers

940	←
210	→

Customers

850	→
810	←
820	→
812	→
816	→
852	→
864	→

Parent Company

810	←
850	→
816	→

Glaceau

P/O Purchase Order
P/O Receipt of Goods
B/B Report
S/O Sales Order
S/O Invoice
S/L Shipment
A/P Check History

S/O Sales Order
A/P Invoice

S/O Sales Order
A/R Invoice History
A/R Cash Receipt
B/B Report
S/O Ship to Codes
B/B Product Activity
B/B Report

A/R Invoice History
S/O Sales Order
S/O Ship to Codes



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SAGE MAS 90 SAGE MAS 200