

Coca Cola TIV Report

Score: 24% (108/450)

Category: Technology Laggard

Assessment Date: 2025-09-01

Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	17%	Technology Laggard
Part 2: Apps & Data	37%	Technology Follower
Part 3: Infrastructure	18%	Technology Laggard
Total TIV Score	24%	Technology Laggard

Business & Strategy Analysis

Assessment of business strategy and technology leadership reveals organizational commitment to digital capabilities development through executive structure, strategic initiatives, and technology talent acquisition.

- Management structure lacks dedicated CDO and CTO roles
- Technology is mentioned as a key enabler in sustainability and operational efficiency strategies
- No evidence of recent hiring activity for data and tech roles
- No reports of layoffs in tech or data roles
- Mixed employee reviews on platforms like Glassdoor
- No active engineering blogs or community contributions

Applications & Data Analysis

Technical platform evaluation demonstrates digital architecture maturity, data management sophistication, and customer experience optimization capabilities.

- Website uses modern frameworks like React
- Evidence of modern REST APIs and secure headers
- Basic rules-based personalization and experimentation tools were found
- Use of Google Analytics confirmed
- Basic CRM integration and partial marketing ecosystem observed

- Mobile app updates are infrequent, with ratings around 4.0

Infrastructure Analysis

Infrastructure assessment shows cloud strategy implementation, security posture, and operational scalability aligned with modern technology practices.

- Coca-Cola has partnerships with AWS for cloud services
- No evidence of AI cloud partnerships
- Some evidence of traditional data structures, but no modern stack was confirmed
- No evidence of modern orchestration tools, AI compute capabilities, or scalable inference infrastructure
- No evidence of CI/CD maturity or deployment cadence
- Some evidence of modern security practices, but no specific measures for AI security, identity and access management, or cloud security

Evidence Gaps & Assumptions

Areas with insufficient evidence:

- Detailed reporting structure of CIO
- Specific financial commitments related to technology
- Information on reliance on consultants or vendors
- AI ethics policy or governance tools
- Semantic structure, structured data, machine access controls, accessibility features, and provenance or trust metadata
- Deployment cadence and data quality tools

Recommendations

Key improvement areas based on gaps identified:

1. Appoint dedicated CDO and CTO roles to drive technology initiatives
2. Develop a detailed multi-year technology roadmap
3. Increase hiring activity for data and tech roles
4. Establish training or upskilling programs for employees
5. Improve AI readiness by implementing semantic structure, structured data, machine access controls, and accessibility features

Overall Assessment

Coca Cola demonstrates a basic level of technology infrastructure. The company shows strengths in website technology and customer data management but has opportunities to improve in leadership roles, AI

readiness, and infrastructure development.

Evidence Sources

Leadership & Management:

- Coca-Cola Leadership: <https://www.coca-colacompany.com/company/leadership>

Financial & Investment:

- Annual reports: Not provided
- Investor relations: Not provided

Technical & Performance:

- API documentation: Not provided
- Performance tools: <https://developers.google.com/speed/pagespeed/insights/>
- Glassdoor Coca-Cola Reviews: <https://www.glassdoor.com/Reviews/Coca-Cola-Reviews-E161.0.htm>