***Case Study 1: Coca-Cola’s Digital Transformation***

**Business Nature**

Coca-Cola is one of the largest beverage company, operating around the globe with over 500 brands. Its operation includes spam production, distribution, and marketing of non-alcoholic beverages.

**Issue Before Adopting Enterprise Computing**

Coca-Cola is facing difficulties with data silos and a lack of real time insights in customer behaviour.

This results in refraining its ability to optimize market strategies and making informed decisions.

**How Enterprise Computing Helped**

Coca-Cola gets to unify its data across global operations with the aid of resource planning (ERP) and customer relationship management (CRM) systems. It manage to personalised marketing campaigns and streamline supply chain operations.

**Other relevant points**

* Coca-Cola gets to improved customer experience by leveraging real-time data for targeted promotions.
* Coca-Cola is able to track and reduce environmental footprint.

***Case Study 2: Petronas’ Digital Transformation with SAP and IoT***

**Business Nature**

Petronas is Malaysia’s fully integrated oil and gas multinational corporation. It operates in upstream exploration and production, downstream refining and marketing and is playing a significant role in the global energy sector.

**Issue Before Adopting Enterprise Computing**

Petronas suffers from operational inefficiencies, especially in the upstream and downstream of the operations. Fragmented data silos across various business units and aging IT infrastructure affects real-time decision making and proactive maintenance of critical equipment.

**How Enterprise Computing Helped**

Petronas uses SAP S/4HANA for enterprise resource planning (ERP) to address the challenges and manage to improve the Internet of Things (IoT)) to connect its operations. These enterprise computing helped Petronas to unify operations across its supply chain and business functions. IoT devices provided real-time monitoring of equipment, predicting maintenance needs and reducing downtime. Better forecasting of energy demand and operational optimisation.

**Other Relevant Points**

* The integration can save cost on operational inefficiencies and any unnecessary usage of money.
* Utilised enterprise computing to keep track on carbon emissions, aligning with global energy sustainability initiatives.
* The company gets to improve their technology such as machine learning for predictive analytics with the help of IoT.

**References**

1. Coca-Cola Digital Transformation Insights, Forbes.com
2. Petronas’ Digital Transformation with SAP S/4HANA, SAP Case Studies.
3. IoT Implementation in Petronas’ Operations, IoT Business News.