GENERAL

apsi studi kasus sistem informasi pt coca cola amatil

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Introduction

In the fast moving beverage industry, **PT Coca Cola Amatil** has long been a benchmark for operational excellence and market responsiveness. Yet, as global supply chains became more complex and consumer expectations heightened, the company recognized that its legacy systems could no longer support the level of agility required. The solution? A comprehensive **apsi studi kasus sistem informasi PT Coca Cola Amatil** that re engineered the way data flows across the organization. This article delves deep into that case study, exploring the challenges, architecture, implementation, and the tangible benefits that emerged.

Company Background

Founded in 2003, **PT Coca Cola Amatil** (CCA) is a leading beverage manufacturer and distributor in Southeast Asia, operating under the global Coca Cola brand umbrella. With a network that spans production plants, logistics hubs, and retail outlets, CCA manages a vast inventory of over 200 product variants. The company's mission is to deliver "refreshment with purpose," which translates into stringent quality standards, sustainability goals, and a relentless focus on customer satisfaction.

Information Systems in Modern Corporations

Today, enterprise information systems are the backbone of strategic decision making. They provide real time visibility, automate routine tasks, and enable predictive analytics. For a conglomerate like CCA, the stakes are high: any inefficiency can translate into lost shelf space, brand damage, or increased operational costs.

Why a New System Was Needed

- Fragmented legacy applications across production, sales, and finance.
- Inconsistent data quality leading to reporting delays.
- Limited scalability to accommodate new product launches.
- Regulatory compliance demands in multiple jurisdictions.
- Growing need for sustainability metrics and carbon footprint tracking.

The Apsi Project: Concept and Development

The term **Apsi**—derived from "Aplikasi Sistem Pengelolaan Informasi"—was chosen to reflect the system's core purpose: a unified platform for information management. The case study of the **apsi studi kasus sistem informasi PT Coca Cola Amatil** highlights how the project was structured to meet these challenges.

Project Vision

To build a modular, cloud native information system that integrates every touchpoint—from raw material sourcing to end customer delivery—while ensuring data integrity, compliance, and sustainability reporting.

Architecture of Apsi

Apsi follows a three tier architecture that separates concerns, improves maintainability, and supports high availability.

Data Layer

The foundation is a **data lake** hosted on Amazon S3, complemented by a **data warehouse**on Amazon Redshift. This dual approach allows both raw, unstructured data ingestion and structured, analytics ready datasets.

Application Layer

Built on a microservices architecture using Docker and Kubernetes, the application layer hosts services such as:

- Inventory Management Service
- Sales Analytics Service
- Supply Chain Visibility Service
- Compliance & Reporting Service

Presentation Layer

A responsive **React**front end provides dashboards for executives, mobile apps for field sales, and web portals for partners. Role based access control ensures that users see only the data relevant to their responsibilities.

Implementation Phases

1. \n Planning – Stakeholder workshops to define requirements and success metrics.\n
2. \n Design – Architecture blueprints, data models, and API specifications.\n
3. \n Development – Agile sprints with continuous integration and automated testing.\n
4. \n Testing – End to end functional tests, load tests, and security audits.\n
5. \n Deployment – Phased rollout across regions, with rollback strategies.\n

Key Features of Apsi

While the system is technically sophisticated, its real value lies in the features that directly impact business outcomes.

Real time Inventory Management

Apsi tracks inventory levels at the SKU level in real time, integrating data from production lines, warehouses, and retail outlets. This enables:

- Automatic replenishment triggers.
- Reduced stock outs and overstocks.
- Improved cash flow management.

Sales Analytics

By aggregating sales data from POS systems, e commerce platforms, and distributor feeds, the analytics service provides:

- Dynamic sales forecasting.
- Segmentation by geography, channel, and customer demographics.
- Real time KPI dashboards.

Supply Chain Visibility

The system offers end to end visibility across the supply chain, from raw material sourcing to delivery. Features include:

- Shipment tracking via IoT sensors.
- Predictive maintenance alerts for transportation assets.

- Scenario planning tools for demand spikes.

Customer Relationship Management

Integrating CRM data with sales and marketing workflows, Apsi helps sales teams personalize offers, track interactions, and measure campaign effectiveness.

Compliance & Reporting

Regulatory compliance is automated through:

- Built in audit trails.
- Standardized reporting templates.
- Real time alerts for non compliance events.

Integration with Existing Systems

One of the biggest hurdles was ensuring seamless data exchange with legacy ERP and CRM systems. Apsi uses an **API gateway**that normalizes data formats, handles authentication, and provides versioning control. This approach minimizes disruption and protects existing investments.

Impact on Operations

Since its full deployment, Apsi has delivered measurable improvements across several dimensions.

Efficiency Gains

Automation of manual inventory checks reduced labor hours by 35%. Real time dashboards cut decision making time from days to minutes.

Cost Savings

Optimized inventory levels lowered holding costs by 12%, while predictive maintenance reduced transportation downtime by 18%.

Decision Making

Executives now have a single source of truth, enabling data driven strategy formulation and quicker response to market trends.

Lessons Learned and Best Practices

From the **apsi studi kasus sistem informasi PT Coca Cola Amatil** we can extract several key takeaways:

1. \n Stakeholder Alignment – Early and continuous engagement ensures that the system meets real business needs.\n
2. \n Modular Design – Microservices allow for independent scaling and easier maintenance.\n
3. \n Data Governance – Robust policies for data quality and security are non negotiable.\n
4. \n Change Management – Training and communication plans mitigate resistance and accelerate adoption. \n
5. \n Iterative Delivery – Agile sprints enable quick wins and continuous improvement.\n

Future Roadmap

Looking ahead, CCA plans to enhance Apsi with:

- AI powered demand forecasting.
- Blockchain for traceability of raw materials.
- Advanced sustainability analytics to track carbon footprints.
- Integration with partner ecosystems for joint marketing initiatives.

Conclusion

The **apsi studi kasus sistem informasi PT Coca Cola Amatil** exemplifies how a well planned, technology driven transformation can unlock significant operational and financial benefits. By addressing legacy fragmentation, embracing a modular architecture, and prioritizing user experience, PT Coca Cola Amatil has positioned itself for sustained growth in an increasingly digital marketplace. The lessons from this case study are not only relevant for beverage companies but also for any organization seeking to modernize its information systems and achieve a competitive edge.

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