



CONA Services migrates a huge SAP instance to cloud



Using Microsoft Azure and NetApp, CONA's 'big bet' pays off with faster performance, lower costs and better insights

Perhaps the easiest way to describe this complex story is to start with trust. Trust in people, business, process and ultimately, innovation.

It took several innovative companies, CONA Services, Microsoft, NetApp, SAP and others, partnering together, to trust that their "big bet" would work. That one of the world's largest SAP HANA cloud migrations would pay off. That millions of dollars in annual revenue would not be jeopardized.

Here is that story.

If you don't know, CONA Services stands for something – literally. CONA is an acronym for Coke One North America. It's the IT platform for the North American Coca-Cola bottling business. As a result, the "services" it provides are deep and wide. It covers 500 operations in North America alone, representing \$24 billion in annual revenue. Its bottlers rely on a common set of processes, data standards, manufacturing and customer solutions.

Helping drive that infrastructure is SAP, Microsoft and NetApp. CONA decided to migrate its SAP workloads to the cloud, starting with a series of tangible wins.

"The reason behind it were the promise of the cloud, which was greater flexibility, greater stability and lower cost," said Francesco Quinterno, CONA's CTO. "It was a big bet for us, but once we knew that we had the management support of Microsoft and NetApp behind this initiative, we didn't hesitate."

For CONA, the technical details of the migration were important but the business outcomes were the prize. With a distributed system, fickle consumer behavior and an unprecedented year of 2020, CONA needed better, faster data because every sale mattered.

"The move to Azure and Azure NetApp Files has helped CONA dramatically improve their agility," said Anand Ramakrishna, Microsoft VP of Engineering. "They are able to much more rapidly generate insights from the data that they're getting from around the world."

Among other things, CONA needed to keep its SAP costs down while at the same time maximize performance.

"CONA's operations relies on data. Our strategy was simple. Running fewer number of HANA nodes means lower runtime costs for our big SAP investments," said Uday Reddy, CONA Director of Digital Transformation.

One key to CONA's success was how Azure NetApp Files, which is a native Microsoft Azure service, provided a simple, fully managed cloud service to help with the migration and optimize SAP operations.

To be clear, projects of this size and complexity are hard. In fact, according to Ramakrishna, "it was a migration of one of the largest scale-out HANA databases in the world." But when the right plans, technology and people came together, good things happened for CONA – now and in the future.

"We can't stop the future," said Reinhard Meister, CONA CEO. "We need to be ready for anything because the future's coming faster than ever expected."

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