



Swire Beverages

Swire Beverages adopts Adobe® Acrobat® software to enable faster and more secure electronic document workflow

Swire Beverages

- Manufactures and markets soft drinks in Hong Kong, Mainland China, Taiwan, and part of the United States

www.swire.com

Industry

Manufacturing

Solution

- Electronic Document Delivery

Product Used

Adobe Acrobat

Company Profile

Swire Beverages is a joint venture between Swire Pacific (87.5%) and The Coca-Cola Company (12.5%). It is the principal holding company for the Swire Group's soft drink activities in Mainland China and Hong Kong, with interests in ten bottling plants, seven of them in Mainland China. Swire Beverages has the franchise to manufacture, market, and distribute the products of The Coca-Cola Company in Hong Kong and Taiwan, as well as ten states in the United States and seven provinces in Mainland China, representing a total franchise population of over 400 million.

Challenges Faced

Maintain the integrity of complex documents in three languages

Swire Beverages is in the midst of converting to an electronic document workflow process. Part of this initiative involves deploying Adobe Acrobat software company-wide to increase document security while maintaining the integrity of documents that often contain graphs, photographs, and text in different languages.

Provide secure, compatible electronic versions of documents to multiple facilities

As with other enterprises with dispersed manufacturing facilities, Swire Beverages encountered problems transmitting source documents throughout the company. The need to send documents in English, Traditional Chinese, and Simplified Chinese often led to compatibility or language issues, because some users were able to read the information while others were not. Because the amount of technical information, reports, graphs, and forms being sent via the Internet or the company's intranet was increasing, security became an issue, with levels of access authorization difficult to control.

Minimize bandwidth requirements

Another area that posed a problem was the high bandwidth overhead that resulted from routinely sending large files containing graphs and pictures to other offices. Large files take up a lot of data storage space, dramatically decreasing available bandwidth and restricting the flow of timely information.

Success Strategy

Swire Beverages decided to install Adobe Acrobat on some 2,000 computers in Hong Kong, China, Taiwan, and the United States, in a phased deployment process lasting three years. The deployment is targeted not only at supporting document standardization, but also at driving process improvement and internal automation.

By deploying Adobe Acrobat software company-wide, Swire Beverages can transmit documents in both English and Chinese while maintaining the document layout, reducing the bandwidth and software requirements, and enhancing document security.



“As far as Swire Beverages is concerned, Adobe Acrobat is the only standard for electronic transmission of documents.”

Dickson Lau,
Project Manager,
Information Systems,
Swire Beverages

Using Adobe Acrobat has helped Swire Beverages implement The Coca-Cola Quality System (TCCQS), which requires a uniform document format for sharing information across the corporate intranet. Adobe Acrobat is also the only solution that fits TCCQS’s security requirements for limiting staff from altering or even printing documents. Furthermore, Adobe Acrobat is playing a important role in standardizing the document attachment format for the Swire Beverages’ electronic workflow system, which facilitates approval processes and reduces the time spent circulating papers.

Business Benefits

- Maintains layout integrity of complex documents
- Enables controlled access to documents
- Allows users to view both English and Chinese documents without needing additional software
- Reduces bandwidth requirements

Adobe Acrobat is helping Swire Beverages employees to access electronic information via a central platform. Standardizing on Adobe Acrobat means that the company has eliminated the problem of different offices using multiple, and often different, versions of the appropriate software. Security is greatly enhanced because Adobe Acrobat allows only authorized personnel to change documents or add comments if necessary, while those without permission can only view the documents.

Acrobat enables staff at Swire Beverages to see documents in English, Traditional Chinese, or Simplified Chinese in their original format, rather than having to open multiple applications. The result is greater productivity as well as cost savings by eliminating the need to purchase other software.

Because Adobe Acrobat compresses the size of documents, Swire Beverages is benefiting directly from increased bandwidth availability, increased traffic flow, and an increase in storage capacity. This is particularly pertinent for Swire Beverages, as documents sent as an Adobe Portable Document Format (PDF) file often contain market statistics, technical information, graphs, and pictures which, if sent in a native file format, would take a long time to download.

“As far as Swire Beverages is concerned, Adobe Acrobat is the only standard for the electronic transmission of documents. Problems we encountered before, such as unauthorized access, language compatibility, and the difficulties associated with viewing an original document without distortion, have been eradicated thanks to Adobe Acrobat,” said Dickson Lau, project manager, Information Systems, Swire Beverages. “Adobe Acrobat is helping Swire Beverages increase efficiency, streamline the document process, and ensure that only those with authorization can view, modify, and print the documents.”

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