

CLIENT STORIES

Equatorial Coca - Cola Bottling Company (ECCBC) and AFR-IX Telecom Collaboration

About



Equatorial Coca-Cola Bottling Company (ECCBC) is a key player in the beverage industry, operating in multiple countries across West and Central Africa. With a commitment to delivering high-quality beverages, ECCBC relies on efficient and reliable connectivity to support its operations and information systems across its diverse markets.



Challenges faced

In 2016, ECCBC encountered significant challenges related to its internet connectivity across its African operations:

① Limited knowledge of local internet markets

ECCBC struggled to navigate the complex internet landscape in the West and Central African countries where it operates.

② Decentralized internet sourcing and management

Internet procurement and operations were managed separately in each country, making it difficult for the headquarters in Barcelona to track and optimize services.

③ Lack of Service Level Agreements (SLAs)

Internet services were unreliable, with no guaranteed quality standards, leading to operational disruptions and inefficiencies in information systems.

AFR-IX Telecom's Solution

AFR-IX Telecom provided a tailored connectivity solution to streamline ECCBC's internet operations in the following countries: **Gambia, Sierra Leone, Liberia, Guinea, Cape Verde, Ghana, and Mauritania.**

The key components of the solution included:

① Commercial Interface

AFR-IX acted as the single commercial interface between local ISPs and ECCBC's bottlers, ensuring a structured and streamlined procurement process.

② SLA and Service Monitoring

Implemented service level agreements (SLAs) and a robust monitoring system, including ticketing management and **monthly service quality reports.**

③ Credit Claims for SLA Violations

In cases where SLAs were not met, AFR-IX ensured that credit notes were duly applied to local bottlers by ISPs.

Conclusion

By partnering with AFR-IX Telecom, ECCBC overcame the challenges of fragmented and unreliable internet services, enabling more efficient and cost-effective connectivity across its African operations.

The solution not only improved service quality and reliability but also ensured a well-structured operational framework, contributing to the overall efficiency of ECCBC's business processes.



Results Achieved

The collaboration with AFR-IX Telecom delivered significant operational and performance improvements:

① Cost Optimization

The existing internet connection was unreliable, impacting service delivery.

The incumbent partner was unresponsive to connectivity issues.

② Enhanced Service Reliability

Network reliability improved significantly, reaching uptime levels of **99.9% to 100%.**

③ Efficient Operations & Maintenance

Internet services were monitored 24/7/365, with clear and detailed reports on outages and resolution processes. Interim solutions were provided whenever necessary.

④ Structured SLA Compliance

ISPs were held accountable through well-defined SLAs, ensuring that credit notes were applied for service failures, benefiting local bottlers.