



FMCG SUCCESS STORY

Transforming Global Distribution with Wearable Technology and AI

Coca-Cola İçecek (CCI): Hands-Free Revolution and Operational
Visibility in Distribution Centers



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Coca-Cola İçecek (CCI)

11

**Countries of
Operation**

~10,000

Employees

**Global
FMCG Leader**

**& Major Coca-Cola
System Bottler**

The Logistics Imperative

For a brand operating at the scale of Coca-Cola, distribution speed and accuracy are as critical as production quality. Ensuring quality. Ensuring a flawless flow of products through the supply chain is paramount for maintaining customer satisfaction. The operational mandate required an uninterrupted, traceable, and fully digital logistics network capable of scaling with peak FMCG demand.

THE HIDDEN COSTS OF OPERATIONAL INEFFICIENCY

The limitations of legacy handheld terminals in a high-speed FMCG environment.



Workflow Fragmentation

The Friction: Stop-and-Go Picking.

The Impact: Workers lost critical momentum juggling pistol-grip scanners, reducing order processing speed and creating systemic bottlenecks.



Ergonomic Strain

The Friction: Physical Operational Blocks.

The Impact: Terminals prevented two-handed lifting, causing rapid fatigue, restricting natural movement, and introducing persistent occupational health and safety (OHS) risks.



Data Latency

The Friction: Analog Blind Spots.

The Impact: Basic scanning lacked real-time connectivity or analytics, preventing proactive management and delaying critical supply chain visibility.

FROM MANUAL OPERATIONS TO INTELLIGENT AUTOMATION

The Hardware Edge: Hands-Free Agility with VEGA-X



Zero-Friction Workflow

A miniature, hand-mounted computer replaces bulky terminals, instantly freeing both hands for lifting, driving forklifts, and continuous movement.

Multi-Sensory Error Prevention

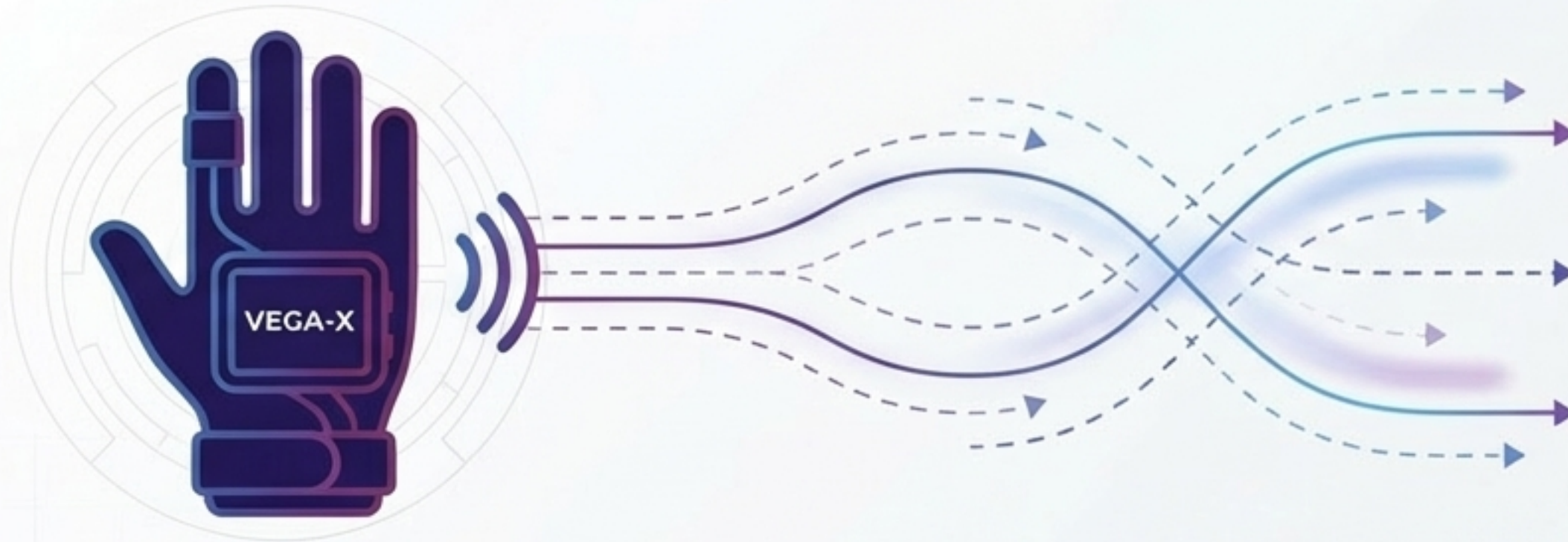
Integrated haptic (vibration), acoustic (sound), and optic (light) feedback alerts workers before errors escalate, ensuring flawless picking accuracy.

Ergonomic Superiority

Lightweight design eliminates repetitive strain, drastically reducing worker fatigue and minimizing sick days.

FROM MANUAL OPERATIONS TO INTELLIGENT AUTOMATION

The Digital Backbone: AI-Powered Visibility with TIM LOGISTICS



Continuous Ingestion

IoT-enabled VEGA-X gloves stream instantaneous operational data (scans, timestamps, task statuses) directly from the warehouse floor.

AI-Driven Analytics

The TIM LOGISTICS platform acts as the central brain, instantly analyzing data to detect bottlenecks, forecast workloads, and optimize routing.

Single Source of Truth

Distribution management is centralized onto a single live screen. Route congestion, pick rates, and inventory levels are monitored dynamically, replacing delayed, analog reporting with proactive intelligence.

FLAWLESS DISTRIBUTION EXECUTION



Order picking workflows operate seamlessly as workers scan on the fly with VEGA-X, maintaining continuous physical movement without device-juggling.

Multi-modal feedback guides the worker, immediately flagging mis-scans or wrong items on the spot, virtually eliminating human-induced errors.

Every case of product generates a clear, instant digital audit trail—a critical requirement for a global food and beverage distributor.

Management pivots from reactive problem-solving to proactive optimization, utilizing live metrics to adjust labor, clear congestion, and hit peak daily targets faster.

MEASURABLE IMPACT ACROSS OPERATIONS

Speed & Efficiency

Up to **50%** Faster Picking

Elimination of unnecessary physical motion yielded a **35% reduction** in overall process time, significantly boosting throughput during peak demand.



Operational Accuracy

98%+ Supply Chain Accuracy

Multi-sensory guided workflows drove error rates down to negligible levels, ensuring perfect order fulfillment and strict inventory alignment.



Workforce Well-being

Maximized Ergonomics

The lightweight, hands-free design eliminated the physical strain of legacy devices, directly resulting in fewer injuries, reduced sick days, and elevated employee morale.



Digital Control

100% Real-Time Visibility

Replaced analog blind spots with AI-driven, continuous monitoring, giving managers remote, centralized control over the entire distribution network.



A STRATEGIC STEP TOWARDS SMART INDUSTRY 5.0

By seamlessly integrating VEGA-X wearables and the TIM LOGISTICS AI platform, Coca-Cola İçecek achieved a true **end-to-end digital** transformation of its distribution network.

Human-AI Synergy

This architecture embodies the core principle of Industry 5.0: pairing the physical flexibility and judgment of human workers with the data capture and analytical power of artificial intelligence.

Scalable Excellence

The successful deployment establishes a scalable, future-proof blueprint ready to be extended across CCI's vast operational footprint of 11 countries, ensuring logistics remain a cornerstone of competitive advantage, not a bottleneck.



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