

Coca Cola Pitch

Subj: How Coca-Cola Did More with Less by Implementing Apttus – Interested?

Hi XX,

Today, many legacy enterprise companies face the same problem; too many different, siloed systems, used by different departments for different functions. These types of inefficiencies, may seem unavoidable, but they aren't - by consolidating systems a company can actually do more with less and save between [20-30%](#) of their budget.

[Coca-Cola](#), was no different and knew there had to be a better way – enter [Apttus](#), the global Middle Office leader. By implementing Apttus' [CLM solution](#) for its procurement and sales agreements, Coca-Cola was able to not only give its sales team faster access to the tools they need to complete the contracts, but now other teams including finance, legal and IT all had access to these agreements in one central system.

Are you interested in speaking with a Coca-Cola executive to learn more about why they chose Apttus and the benefits they've seen since 2018? They can dig into how Apttus increased the company's overall revenue, its ease of use and how it integrated with platforms they were already using, including Salesforce.

Please let me know if you are interested and what your availability looks like and I would be happy to coordinate a call.

Looking forward to hearing from you!
XX