

# Customer Story

## Southern Beverage Company



### ABOUT:

#### DENOVO AND ORACLE CLOUD ELIMINATE THE INFRASTRUCTURE HEADEACHE

Southern Beverage Company is Mississippi's largest wholesaler of Anheuser-Busch products with six distribution centers and over two hundred sixty employees. The company covers 45 routes to distribute to 2,100 customers in 32 counties within Mississippi.



### CHALLENGES:

- Enable expansion to support future business growth
- Existing system performance
- Resources consumed with managing infrastructure
- On-going capital requirements for new infrastructure



### RESULTS:

- Eliminated on-premise hardware supporting JD Edwards
- Reduced infrastructure cost by 40%
- Eliminated ongoing capital requirements
- Reallocated resources managing infrastructure



[www.southernbeverage.com](http://www.southernbeverage.com)

**Location:** Richmond, MS

**Company Size:** 250+ Employees

**Industry:** Distribution

**Previous Solution:**

JD Edwards E1 hosted on premise

**Solutions Implemented:**

JD Edwards E1 v. 9.1, Oracle Cloud Infrastructure, Platform and Infrastructure Managed Services, Disaster Recovery Services

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