



Customer:

Suntory Oceania

Location:

Australia and New Zealand

Industry:

Manufacturing

Suntory Oceania builds a digital foundation for innovation

Suntory Oceania is one of the largest beverage manufacturers in Australia and New Zealand, with more than 1,500 employees, two manufacturing sites, five distribution centres and a portfolio of more than 40 market-leading brands.

The business officially launched in July 2025, alongside the opening of its carbon-neutral manufacturing and distribution facility at Swanbank, Queensland. The facility gave Suntory Oceania end-to-end control of its supply chain for the first time, creating a stronger foundation for growth, operational efficiency and customer service.

The Swanbank facility represents the single largest FMCG (Fast-Moving Consumer Goods) investment in Australia in the past decade. Bringing manufacturing, warehousing and distribution together in a single location, the site is equipped with advanced automation technology and was designed as a connected operation from day one.

Working alongside its broader manufacturing and distribution network, Swanbank supports the production and delivery of more than 30 million cases annually across Australia and New Zealand.

In its first year of operation, Suntory Oceania produced more than 32 million cases, increased production by 36 per cent and launched 21 new products.

The challenge: scaling a new multi-beverage business

Launching Suntory Oceania meant establishing a new multi-beverage business across Australia and New Zealand - a first for Suntory globally - while simultaneously bringing online its first Australian manufacturing and distribution facility at Swanbank, Queensland.

To support the launch, the business needed an integrated technology platform that could connect manufacturing, warehousing, supply chain planning and customer operations. The objective was to create a single operating model while enabling end-to-end visibility of products, inventory and distribution.

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— Cathy Addison
Digital & IT Head of Solutions
Supply Chain & R&D,
Suntory Oceania

A key requirement was ensuring the facility was digitally ready from day one. The carbon-neutral site was designed with advanced automation technologies, including automated pallet transport, an Automated Storage and Retrieval System (ASRS), Line Management Systems (LMS) and batching system integrations. These technologies needed to connect seamlessly with enterprise systems to support efficient and reliable operations.

Delivering this required close collaboration across digital, operations, supply chain and engineering teams, as well as deep expertise in SAP, manufacturing and operational technology integration.

The technical solution: SAP-enabled, automation-integrated

DXC Technology designed and delivered a fully integrated SAP platform at the heart of the facility - built on SAP S/4HANA and extended with SAP Extended Warehouse Management (EWM), SAP PP-PI (Process Industries), Quality Management and Plant Maintenance. This architecture supports Suntory's shift from discrete to process manufacturing - a significant technical decision that underpins high-volume, multi-beverage production.

At the core of the solution is an industry-leading integration between SAP EWM and the facility's operational technology (OT) layer - a level of connectivity that is extremely rare in a live manufacturing environment.

The ASRS, with a capacity of over 30,000 pallets, is controlled via 15 MFS-driven interfaces that handle put-away, picking, replenishment and stock reconciliation in real time. The LMS posts new pallets directly into EWM as they leave the production line, while RORO dock automation enables EWM to direct shuttle cars to deliver pallets to the correct production line on demand.

Real-time batching integration allows EWM to stage and consume ingredients for syrup make-up through SAP BTP/CPI middleware, while opportunistic cross-docking enables finished goods pallets to move straight onto outbound trucks as they are produced - reducing handling and accelerating fulfilment. The platform was also configured with excise-ready compliance for Australian bonded-alcohol regulations from go-live.

As Cathy Addison, Digital & IT Head of Solutions Supply Chain & R&D at Suntory Oceania, reflects: "Working with DXC on the supply chain program has fundamentally changed how we operate. Together we delivered a highly automated, SAP-enabled warehouse and production environment that gives us real-time visibility, accuracy, and the scalability we need as a growing multi-beverage business. The level of integration between SAP and our operational systems is exceptional."

Delivering at pace: a greenfield project like no other

DXC's project delivery approach was as innovative as the solution itself. With the facility still under construction, the SAP implementation ran in parallel with the physical build - ensuring the digital platform was ready the moment the first production line was commissioned.

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— Matt Dixon
Digital & IT Director,
Suntory Oceania

Delivery was structured in three deliberate phases, aligned to the physical commissioning of the facility.

DXC brought genuine manufacturing domain expertise, working side-by-side with Suntory teams to translate complex business requirements into technical reality.

Matt Dixon, Digital & IT Director, Suntory Oceania said, "Working alongside DXC on this project was fantastic. They brought deep product knowledge of SAP to the table and architect-level resources that really understood manufacturing. They could translate our business requirements into technical solutions, and they acted as a genuine extension of our team."

A partnership built on outcomes

The relationship between Suntory and DXC goes well beyond a technology implementation. Over more than 15 years, DXC has built deep knowledge of Suntory's operations, culture and ambitions, enabling the team to function as an extension of the business rather than an external vendor.

At Swanbank, that partnership was evident in the way DXC worked: embedded with Suntory teams, aligned to project milestones, and focused on outcomes. Every technical decision was made with the business objective in mind - not just the system requirement.

DXC integrated enterprise systems with production lines and operational technologies, enabling real-time visibility, seamless data flow and data-driven decision-making across the full supply chain.

Dee Lucero, Strategic Growth Leader for the Global SAP Practice at DXC Technology, explains how the partnership approach goes beyond technology: "What we're doing with Suntory today is helping them strengthen their autonomous platform through AI-driven integrated planning, ensuring their data supports rather than disrupts their autonomous operations. Manufacturing is at a turning point, and Suntory is setting the pace."

Building for what comes next

Suntory and DXC are continuing to build on this foundation. With a clean, modern SAP core and automation in place, the business is well positioned to adopt emerging technologies - from AI-driven integrated planning to advanced demand sensing - as part of its journey towards an autonomous enterprise.

The partnership is evolving from implementation to strategic innovation, with DXC working alongside Suntory to shape what comes next.

Matt Dixon concluded: "We see the transformation journey we've been on to this point as just that: a journey. We haven't reached our end point yet. With the digital core now in place, we're looking to data and AI. DXC will continue to be a trusted partner as we continue to optimise our planning systems, our innovation systems and our core digital platforms."

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With a connected digital core in place and the region's first fully autonomous manufacturing capability, Suntory Oceania is ready to evolve, scale and lead. This is how a world-leading multi-beverage leader and a trusted digital partner can turn bold ambition into lasting reality.

Learn more at
dxc.com



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