



Coca-Cola FEMSA Signs \$100 Million Technology Services Agreement with HP to Support Growth

PALO ALTO, Calif., March 28, 2011 – Hewlett-Packard México, S. de R.L. de C.V., today announced Coca-Cola FEMSA, S.A.B. de C.V. (“Coca-Cola FEMSA”), the largest public bottler of Coca Cola products in the world in terms of sales volume, has signed a five-year technology outsourcing services contract to build and manage an [HP Converged Infrastructure](#).

The new services and infrastructure support the company’s Latin American growth while providing better service and lower costs. The agreement adds more than \$100 million to HP’s existing Coca-Cola FEMSA relationship, which began in 2000.

HP and Coca-Cola FEMSA will consolidate 348 locations to a single data center in Mexico and migrate business-critical SAP applications and server monitoring and management to [HP Best Shore](#) locations in Brazil and Argentina. HP [Security Services](#) will be provided from HP Best Shore global delivery centers in Costa Rica. HP Best Shore combines HP’s technology portfolio with global delivery expertise to give clients greater flexibility and cost efficiencies while minimizing risk.

HP will continue to manage Coca-Cola FEMSA’s technology infrastructure supporting its Latin American operations in Argentina, Brazil, Colombia, Costa Rica, Guatemala, Mexico, Nicaragua, Panama and Venezuela.

“After experiencing sustained growth across Latin America, these additional efforts to centralize and standardize will give us the support we need to find new opportunities to put beverages in the hands of the Latin American people,” said Hector Calva, chief information officer, Coca-Cola FEMSA. “HP knows our business and industry well. With the team’s extensive experience in data center consolidation, we will have the technology foundation and support critical for our growth plans and future success.”

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HP will continue to provide [Data Center Services](#) and [Storage Services](#) to manage and support Coca-Cola FEMSA's data center environment. HP provides [Server Management](#) to host more than 650 midrange servers and [Backup and Restore Services](#) for disaster recovery. The agreement also includes international and regional telecommunications [Carrier Management Services](#) in addition to [Network Management Services](#) for the company's LAN/WAN environment. HP also provides [Enterprise Application Hosting Services](#) for Coca-Cola FEMSA's SAP platform and will move to dedicated support.

In addition, HP will continue to deliver [Workplace Services](#) for Coca-Cola FEMSA's 14,500 desktop and notebook PCs, handheld devices, printers and servers as well as moving to dedicated [Service Desk Services](#) in Spanish and Portuguese for employees using these devices.

Coca-Cola FEMSA will consolidate its data center on an HP Converged Infrastructure using [HP Superdome 2 servers](#) and [Integrity BL860c i2 server blades running HP-UX v3](#), HP StorageWorks [Enterprise Virtual Arrays](#), HP StorageWorks [XP24000](#) and [P9500](#) disk array enterprise class storage systems, and [HP Data Protector](#) software for backup and recovery. Each is intended to improve reliability and efficiency in the consolidated data center.

HP [Agility Alliance](#) partners, including SAP and Microsoft, will provide additional tools, technologies and resources to HP in support of Coca-Cola FEMSA.

"In a region such as Latin America with its many opportunities for growth, companies that develop an efficient technology infrastructure and business procedures to support an 'Instant-On' enterprise will be better able to take advantage of those opportunities," said Octavio Marquez, managing director, HP Mexico. "Our industry knowledge and decade-long relationship with Coca-Cola FEMSA, as well as our ability to scale when and where the client grows, will continue to help the company achieve its goals."

In a world of continuous connectivity, the [Instant-On Enterprise](#) embeds technology in everything it does to serve customers, employees, partners and citizens with everything they need, instantly.

About Coca-Cola FEMSA



Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes *Coca-Cola*, *Sprite*, *Fanta*, *Lift* and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City and southeast Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiñas, Santos, the state of Mato Grosso do Sul, part of the state of Goiás and part of the state of Minas Gerais) and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, beer and other beverages in some of these territories. The Company has 30 bottling facilities in Latin America and serves over 1,500,000 retailers in the region. The Coca-Cola Company owns a 31.6 percent equity interest in Coca-Cola FEMSA. Visit <http://www.coca-colafemsa.com> for more information.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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