



José Alves Group enters the digital world in a pioneer project with Sensedia

Coca-Cola franchisee modernizes sales model with WhatsApp support and chatbot in hybrid architecture.



The José Alves Group is one of the leading business clusters in Goiás,

consisting of over five segments, including the beverage industry, through Refrescos Bandeirantes (Coca-Cola Bandeirantes), which is available in over **32,000** locations in **228** cities.

They began their digital transformation in 2021 when they made the decision to migrate from the traditional on-premise model to the cloud, forming a hybrid architecture. Modernization brought stability, flexibility, scalability, agility, and security to the new environment.



This evolution served as a path for applications aligned to the new requirements of a hyper-connected world and avid for convenience. **Sensedia** acted strongly in this leap with the **development of APIs**, which enabled the integration of systems and accelerated migration to the cloud quickly and safely.

“We sought Sensedia because we needed a lot of integration between systems, establishing communication through **APIs**, in a fast and secure way, which enabled us to monitor everything that goes through the environment, improving management”.



Onivaldo Valentim
IT manager of José Alves Group



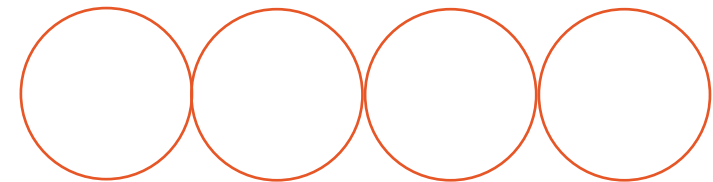
In this project, the most efficient **API Design** practices were perfected, detailing what resources the APIs would expose, how they would be accessed, and how data would be shared between different applications and systems. The process included using consistent naming patterns, appropriate HTTP verbs, HTTP status codes, managing errors appropriately, and ensuring adequate authentication and authorization.

This process was essential to guarantee that users would understand and utilize the API efficiently. Besides, it made it easier for José Alves' developers to create new channels, generating more innovation and positive results for the company. Sensedia vastly improved the connections in **Refrescos Bandeirantes** (Coca-Cola Bandeirantes), a manufacturer of **Coca-Cola Brazil** products, which serves more than 250 municipalities in Goiás and Tocantins.”

According to Valentim, all the experience acquired during this project enabled him to modernize the sales model even further, including adding an additional service channel through **WhatsApp** and **chatbot**.

According to **Winder Cesar Mendes**, Project Manager of the **José Alves Group**, this modernization was an important milestone in development, creating a new environment in which they started to understand how APIs work, with the support of Sensedia.

“The speed at which everything was developed surprised us: from September 2021 to January 2022, even with everyone in a home office.”



Gains for the business

Refrescos Bandeirantes (Coca-Cola Bandeirantes) has a particular service model in its business chain, which includes differentiated actions in person or through telesales that follows as standard in the ecosystem of partners. **WhatsApp** has become another sales channel with the project, bringing guaranteed revenue. Since it does not present unavailability or poor service, the model adds value to the traditional model.

Diego Loy, Business Development Manager at **Sensedia**, points out that among the facilities provided to the service is the agility in the sales process, from the closing of the order and its tracking to the estimated date of delivery of products. All through **chatbot**, minimizing the need for the presence of a salesperson or telesales, generating operational cost reduction.

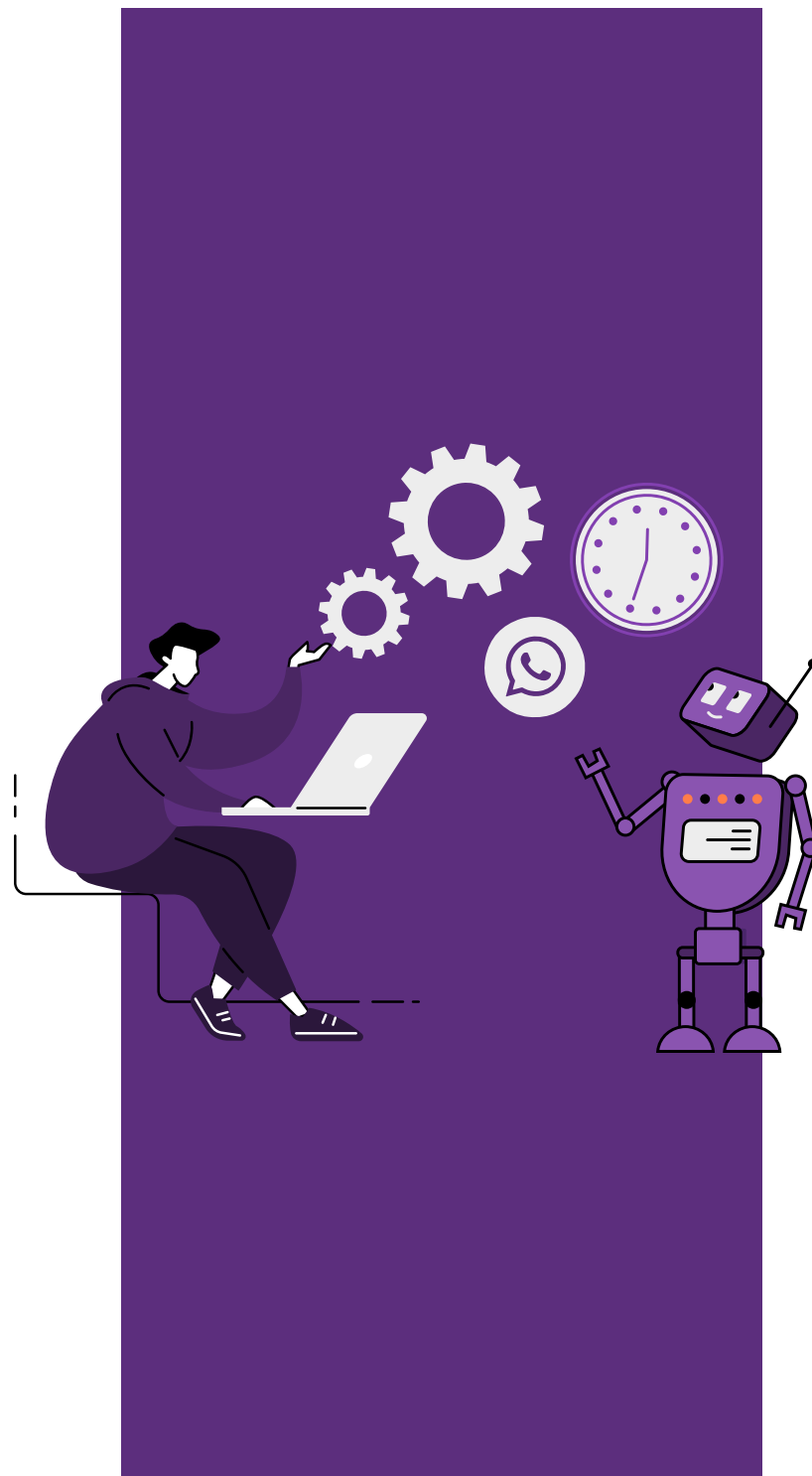
“Our implementation was the first in Latin America (LA) with a new version of the application developed by **Coca-Cola** together with our team. Other partners were already using WhatsApp as a sales channel, but not with technologies and resources in a cloud architecture like ours. And **Sensedia** was part of this evolution”.



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IT manager of José Alves Group

The evolution of the application supported by digital represents a reference for Refrescos Bandeirantes' end, considering it provides agility in attendance and, in particular, increases the capillarity of the business. It is possible to place a **WhatsApp** access button on their websites to communicate with the supplier, which raises the agility of the sales process to another level, especially for small partners.

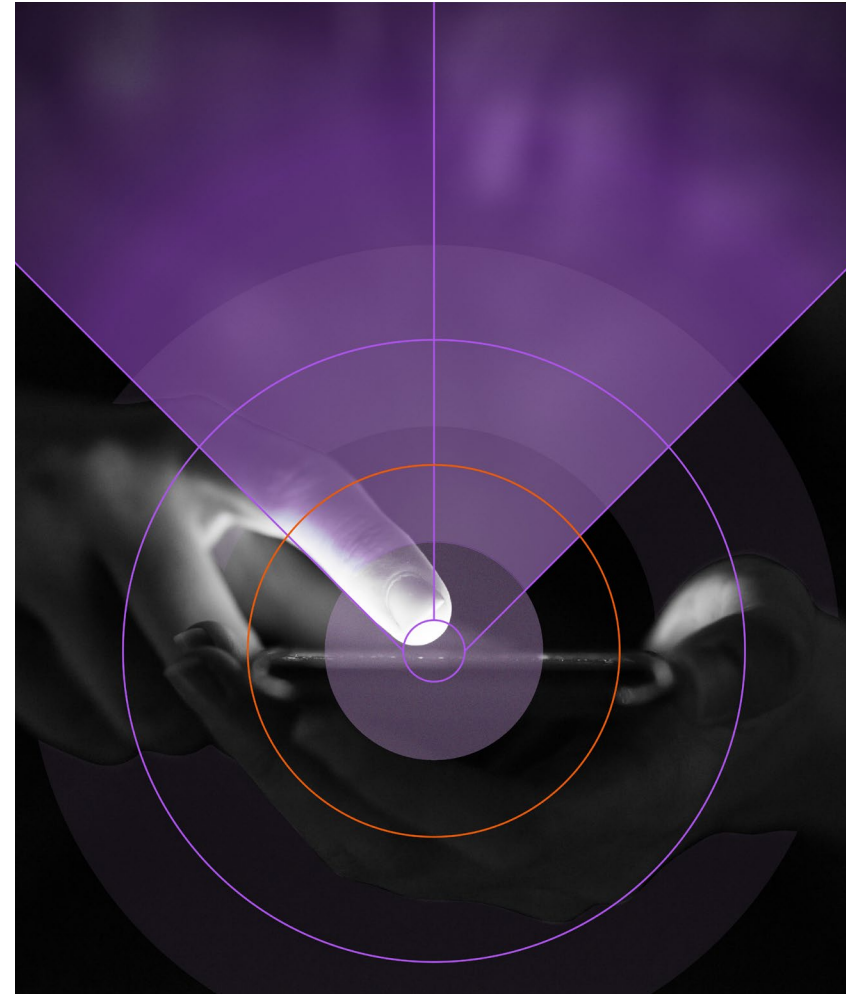
Valentim adds that the **José Alves Group** will continue on its journey of technological evolution, supported by digital, bringing increased value to the business, in line with the connected and open world.



Sensedia's role

Sensedia simplifies enterprise architecture and integrations to improve business efficiency and flexibility. Sensedia's solutions go beyond API management, working in partnership to help customers do more, faster and better with APIs, microservices and their architecture. Whether leveraging legacy systems for open innovation within a modern platform, unlocking data with agile architecture, creating new customer digital experiences or expanding business models and partner ecosystems, Sensedia empowers its clients' businesses to become more adaptable, composable and connected

More at sensedia.com.



Enabling a more digital, connected, and open world.

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