

The Coca-Cola Company and Microsoft announce five-year strategic partnership to accelerate cloud and generative AI initiatives

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Editor’s note – April 23, 2024 – The quotation from Judson Althoff was updated following initial publication.

ATLANTA and REDMOND, Wash. — April 23, 2024 — Microsoft Corp. and The Coca-Cola Company on Tuesday announced a five-year strategic partnership to align Coca-Cola’s core technology strategy systemwide; enable the adoption of leading-edge technology; and foster innovation and productivity globally.

As part of the partnership, Coca-Cola has made a \$1.1 billion commitment to the Microsoft Cloud and its generative AI capabilities. The collaboration underscores Coca-Cola’s ongoing technology transformation, underpinned by the Microsoft Cloud as Coca-Cola’s globally preferred and strategic cloud and AI platform.

Through the partnership, the companies will jointly experiment with groundbreaking new technology like Azure OpenAI Service to develop innovative generative AI use cases across various business functions. This includes testing how Copilot for Microsoft 365 could help improve workplace productivity.

“Through our long-term partnership, we have made significant progress to accelerate system-wide AI Transformation across The Coca-Cola Company and its network of independent bottlers worldwide,” said Judson Althoff, executive vice president and chief commercial officer at Microsoft. “We are proud to support Coca-Cola as it continues to embrace the era of AI and looks to solutions like Azure OpenAI Service and Copilot for Microsoft 365 to drive innovation across every area of its business.”

Coca-Cola has migrated all its applications to Microsoft Azure, with most major independent bottling partners following suit. As a pioneer in AI adoption, Coca-Cola has been innovating with generative AI for nearly a year and has already leveraged Azure OpenAI Service to reimagine everything from marketing to manufacturing and supply chain and beyond. The company is currently exploring the use of generative AI-powered digital assistants on Azure OpenAI Service to help employees improve customer experiences, streamline operations, foster innovation, gain a competitive advantage, boost efficiency and uncover new growth opportunities.

“This new agreement builds on the success of Coca-Cola’s partnership strategy with Microsoft, showing our commitment to ongoing digital transformation,” said John Murphy, president and chief financial officer of The Coca-Cola Company. “Our partnership with Microsoft has grown exponentially, from the \$250 million agreement we initially [announced](#) in 2020 to \$1.1 billion today.”

The agreement reflects a significant step in advancing Coca-Cola’s digital transformation, focused on providing expanded access to Microsoft’s cloud and AI platforms — as well as solutions such as Microsoft 365, Power BI, Dynamics 365, Defender and Fabric — to enhance efficiency and scalability while fostering innovation across the system.

“Our expanded partnership with Microsoft is an important next chapter in Coca-Cola’s journey toward a digital-first enterprise powered by emerging technologies,” said Neeraj Tolmare, senior vice president and global chief information officer for The Coca-Cola Company. “Microsoft’s capabilities help accelerate our adoption of AI to create incremental enterprise value.”

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company’s purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, Smartwater, Vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people’s lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#).

About Microsoft

Microsoft (Nasdaq “MSFT” @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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