



PepsiCo

Delivering more with iPhone and iPad.

Getting beverages into the hands of consumers requires a complex web of interlocking distribution systems and ever-shifting logistics. Using iPhone, iPad, and custom in-house apps, PepsiCo's North America Beverages division eliminates bottlenecks and ensures that the right products arrive in the right locations as quickly and efficiently as possible.



Company Snapshot

Established in 1965 as a merger of Pepsi-Cola and Frito-Lay

Headquartered in Purchase, New York

Approximately 300,000 employees worldwide

22 of PepsiCo's brands have more than \$1 billion each in annual sales

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Apps in Use



Power4Merch IN-HOUSE APP

Allows merchandisers to view schedule, store and display details.



Manager's Briefcase IN-HOUSE APP

Gives managers the ability to oversee deliveries, schedules, and customer contracts.



SPOTLight IN-HOUSE APP

Provides access to SharePoint content, including presentations and videos.

"In North America, we run approximately 17,000 distribution routes a day," says Brian Spearman, Senior Vice President of Go-To-Market and Service for PepsiCo North America Beverages. "We have to get the products from our manufacturing and warehouse facilities onto our trucks and into stores in time to meet demand. With iPhone and iPad, we can be more efficient and get in front of problems before they even happen."

Delivering Satisfaction

In the past, PepsiCo drivers and merchandisers began each day by picking up printed schedules with order quantities and tasks to be performed at each outlet, from unloading cases of soda to setting up new product displays. If a store needed to add to or cancel an order, it was a challenge to accommodate the request on the fly because communicating with the delivery drivers was difficult.

"If you couldn't get hold of a driver on the road, you didn't know where the delivery was," says Dimitri Papaevagelou, Territory Sales Manager for PepsiCo North America Beverages.

To make merchandising and distribution as seamless as possible, PepsiCo North America Beverages created Power4Merch, a custom in-house app for iPhone. With Power4Merch, merchandisers are immediately notified when a driver has arrived at a store and can be sure that deliveries are unloaded quickly and displayed correctly, so the right products are always on the shelf and ready to buy.

"It allows merchandisers to see their day right on iPhone," says Mark Uppaluri, Director of Selling Systems for

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PepsiCo North American Beverages*

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Territory Sales Manager
PepsiCo North America Beverages*

PepsiCo North America Beverages. "It has an electronic timecard, and they can see their schedule, the store details, the account profiles, and everything they need to know to service the store."

Scheduling Made Simple

Meanwhile, managers use iPads to monitor their team's performance; pull up pricing, planograms, and contracts, and help coordinate deliveries with merchandising using two custom apps for iPad. The Manager's Briefcase app gives territory sales managers electronic versions of all the paperwork and resources they need to manage their teams, including store audits, employee coaching forms, and automated notifications to merchandisers.

"Managers can make manpower assignments right on iPad," Uppaluri says. "When a new stop is added, iPad automatically sends a push notification to the merchandiser's iPhone. Life before was all about being on the phone, checking email in the office, checking paperwork. Now with iPad, managers can start and end the day where they need to be, with their team."

"With these devices and the new applications, our employees take pride in the company. And it helps them do a great job servicing our customers."

Mark Uppaluri,
Director of Selling Systems
PepsiCo North America Beverages



Another app, SPOTLight, gives managers instant access to their SharePoint content. "I can pull out pricing, display planograms, customer development agreements, new contracts—you name it. It's all there," says Papaevagelou.

Fast Development, Secure Deployment

Developing the apps was a straightforward process and iPhone and iPad fit right in with PepsiCo's established IT systems, making deployment and security a breeze. "We simply plugged the devices into our existing ecosystem and they worked flawlessly," Uppaluri explains. "We use Mobile Device Management from AirWatch to securely deploy our applications and manage them, and we leverage the built-in security on iPhone and iPad to protect them from unauthorized access."

A Refreshing Change

For managers and field staff in PepsiCo's North America Beverages division, iPhone, iPad, and in-house apps have made distribution and merchandising faster, simpler, and more efficient.

"We don't get a lot of game-changers in our industry," Spearman says, "but we think iPhone and iPad technology is absolutely a game-changer for us, both in terms of communication and service and in productivity. We're very, very excited about it."

"With these devices and the new applications we've developed, our employees take pride in the company," says Uppaluri. "And it helps them do a great job servicing our customers."