

PEPSI AMERICAS IN CEE USES VISICOM SFA

AT A GLANCE



COMPANY

- Name: PepsiAmericas
- Industry: Consumer products
- Sector: Production of soft drinks
- Web site: www.pepsiamericas.com

KEY REQUIREMENTS

- Simple integration of mobile solution into business processes
- Possibility of smooth expansions of the system in the future

SOLUTION

- Visicom SFA 2.5

KEY ELEMENTS OF THE IMPLEMENTATION

- Length of implementation: 4–5 months
- Number of users: More than 700
- Countries: Hungary, Poland, Czech republic, Slovakia

THIRD-PARTY INTEGRATION

- Database: Sybase
- Hardware: Intermec
- Operating system: Microsoft

PEPSI AMERICAS

PepsiAmericas, with almost \$4 billion in revenues, is the world's second-largest manufacturer, seller and distributor of PepsiCo beverages with operations in the U.S., Central Europe, and the Caribbean. In the U.S., we serve a significant portion of a 19 state region, primarily in the Midwest, and account for nearly 20 percent of PepsiCo's total beverage products. Across the globe, we have operations in Central Europe, including Poland, Hungary, Romania, Czech Republic, Republic of Slovakia, as well as Moldova, Lithuania, Estonia and Latvia, and operate in four countries in the Caribbean, including Puerto Rico, Jamaica, the Bahamas, and Trinidad and Tobago.

SITUATION BEFORE SYSTEM IMPLEMENTATION

In the CEE region, which includes Poland, Hungary, Czech Republic and Slovakia, Pepsi is using hundreds of sales representatives for the sale of its products. Before mobile solution was implemented, paper work was used up until the year 2002. In the year 2002, Pepsi Americas Centre Europe has decided to unify and standardize sales force automation system in the region.

COMPANY REQUIREMENTS

The main criteria that were taken into consideration in the evaluation process were flexibility, ability to integrate into existing infrastructure and working practices, and scalability that would meet growing product portfolio and increasingly complex business. Last but not least, price and total cost of ownership were also important decision making factors.

IMPLEMENTATION PROGRESS

In 2002 Pepsi Americas has implemented Flex, which was a customized version of Hamilton (that was in version 1.2 that time). After successful implementation in Czech Republic, it was rolled out also to Hungary and Poland.

Later, in 2007 Pepsi Americas decided for functional upgrade of Flex to standard Visicom SFA 1.9. This standard version covers all processes that PAS used to utilise with Flex and several important add-ons. Reliability and robustness of the system enabled PAS significantly increase total number of Visicom SFA users in the region, included sales representatives in Slovakia.

GOALS

Pepsi Americas goal is increasing sales team efficiency and decreasing administration and support costs for mobile solutions.

SOLUTION

Visicom SFA is integrated with existing SAP systems. The role of the system is improving customer visit preparation (activities, tasks, special offers, history, order templates, etc), customer visit realization (checking of shelf space, price, stock, orders, monitoring, sales opportunities), POS and samples, credits, after-sales activities, direct delivery, etc.

Visicom SFA is installed in each Pepsi Americas subsidiary in the region. System integration and implementation was performed by the team of consultants from both Visicom and Pepsi Americas. Implementation was split into several stages and it was executed market-by-market.

Pepsi Americas is using PDA version of Visicom SFA by couple of hundreds of mobile users using Intermec CN3 devices.

In just over a year, the system paid for itself.

Productivity of Pepsi Americas' customer representatives went up 25%.