

## PepsiCo Beverages Italia



### About the company.

PepsiCo Beverages Italia's clients include shopping centers, bars, and fast food outlets. The company offers clients cost-free loans of equipment, principally coolers and fountains, to promote the sale of its beverages. Approximately 20 thousand of those units are installed across Italy; the cost of those units makes up a large proportion of the company's asset base. It also strongly influences public perceptions about the quality of the product. The appearance and performance of PepsiCo's equipment can make a powerful impression on customers; that impression is an important factor in growth of this market segment. The product must reach the consumer well chilled, at high quality, and must come from a well-kept, clean cooler or fountain with highly visible signage and an attractive appearance.

“ Infor EAM Enterprise Edition has proven itself as the ideal solution due to its advanced functionality. It goes further than supporting operations; it is a valuable tool for integrating the activities of all involved. It provides effective support for the analysis and measurement of operational performance across the business. ”

GIOVANNI GUAZZONI, IT MANAGER, PEPSICO BEVERAGES ITALIA

## Setting the strategy.

PepsiCo Beverages Italia needed an information management system to manage and track assets that it loans at no cost to clients, particularly coolers and fountains. The company also sought to increase operational efficiency, measure Key Performance Indicators (KPIs), and trace every event involving every piece of equipment throughout the entire asset life cycle.

The project was driven primarily by the Market Equipment Management (MEM) department, whose responsibilities include dispatching equipment to clients and checking installed equipment, as well as performing repairs and preventive maintenance. It also monitors the quality of the equipment through its entire lifecycle, up to and including the removal and dismantling of each unit. As part of the sales organization, the department plays a direct role in the sales process and accounts for a major share of annual sales.

Information about the transfer, maintenance, installation, and removal of assets must be managed and stored in a single database. All these activities must also meet the quality standards of the parent organization. The KPIs calculated for the business are used for benchmarking the various units and for measuring specific yield figures relating to the equipment. Infor EAM Enterprise Edition offers a unified environment to support all management processes relating to equipment assets, which enables accurate recording of all operational transactions and provides a history of each asset and unit of equipment. What's more important, it measures how well the organization manages assets overall. The goal of implementing Infor EAM Enterprise Edition at PepsiCo Italia was to completely integrate EAM into the wider MEM-Excellence project and to implement asset management at the operational level.

The main reason for choosing Infor EAM Enterprise Edition (the new name of Infor Datastream<sup>7i</sup>), revolved around improving support for all processes and operational activities, as well as for integrating all information on a single web-enabled platform. By supporting the sales process from the earliest request and allocation phases through to the installation of the equipment at the point of sale, the sales organization expected to gain better control over equipment spending and to realize improved return on investment.

## facts at a glance:

> company .....	PepsiCo Beverages Italia
> solution .....	Infor EAM
> product .....	Infor EAM Enterprise Edition
> industry .....	Food & Beverage
> country .....	Italy

## Getting business specific.

PepsiCo Italia's essential goals in implementing Infor EAM Enterprise Edition were to create a single location for recording all the activities and transactions managed by MEM and to integrate input from all active stakeholders. Those stakeholders include:

- PepsiCo, principally the MEM department and some members of the sales department
- Clients and distributors
- The Technical Assistance Centers (CAT) which are responsible for maintenance, repair, monitoring, and installation of all the equipment
- The suppliers and producers of the equipment

## Seeing results.

PepsiCo Beverages Italia selected Infor EAM Enterprise Edition because it offers a totally web-enabled solution with advanced architecture and the ability to track events as well as activities. Other essential features included online KPI measurement and a flexible configuration process, as well as compatibility with mobile devices and any ERP system. "Infor EAM Enterprise Edition has proven itself to be the ideal solution due to its advanced functionalities. It goes further than supporting operations: it is a valuable tool integrating the activities of all involved. It provides effective support for analysis and measurement of operational performance across the whole business." says Giovanni Guazzoni, IT manager of

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PepsiCo Beverages Italia." Also, its great adaptability to business requirements (which constantly change) was a critical factor in selecting the Infor EAM Enterprise Edition solution." The implementation of PepsiCo's asset management and tracking project for after sales and customer support services is an example of how the Infor EAM Enterprise Edition works well for the management parts of the Sales process, not just for operational management and maintenance.

### Doing business better.

By implementing Infor EAM, PepsiCo Italia increased productivity and managerial control of all activities. It also reduced errors, achieved better accountability for assets, and improved data collection for better support of decision-making. Adding mobile device support with Infor EAM Enterprise Edition streamlined asset management and helped keep information up to date more easily. Rich connections to PepsiCo's ERP system and a full range of standard reports improved the company's performance which delivered a noticeably better customer experience. "This project has taken us to a top-ranking position as one of the most advanced PepsiCo organizations in the world. We can accurately measure our performance almost in real time and we have thorough all-round control over all our equipment," says Roberto Giroto, manager of MEM (Market Equipment Management).

### About Infor.

Infor acquires and develops functionally rich software backed by thousands of domain experts and then makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become one of the largest providers of business software in the world. For additional information, visit [www.infor.com](http://www.infor.com).

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ROBERTO GIROTTO, MANAGER, MARKET EQUIPMENT MANAGEMENT,  
PEPSICO BEVERAGES ITALIA

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