CASE STUDY

3rd Generation Intel® Core™ i5 vPro™ Processor

Retail

IT Efficiency

Putting the Fizz into Sales

PepsiCo equips French sales team with 2 in 1 devices powered by 3rd generation Intel® Core™ i5 vPro™ processor

PEPSICO

"The efficiency benefits of our new Intel® vPro™ technology-based solution are clear, and we're excited to be able to help our employees do their core jobs better through the use of these innovative devices."

Guillaume Darsy,
Out of Home Sales Director, France,

PepsiCo Europe's business covers a number of the most respected household brands, including Lay's*, Walkers*, Doritos*, Pepsi*, 7UP* and Tropicana*. It operates across the whole product lifecycle, from development to sales. The sales team spends a lot of time on the road. To help them stay up to date with the latest product details, PepsiCo has chosen to use Noledge* sales support software, accessed using Intel® Core™ vPro™ technology-powered 2 in 1 devices.

Challenges

- **Maintain image.** PepsiCo prides itself on innovation and being a modern company. It wanted to ensure its sales team presented this image to customers
- **Reduce paper.** Product details were shared and recorded using paper printouts, which were inconvenient for individual employees and inefficient for the sales organization
- **Accelerate processes.** Enable sales representatives to carry out store checks quickly and efficiently
- **Data protection.** Ensure that sensitive customer and product data can be easily accessed and shared only among the proper stakeholders

Solutions

- **Flexible devices.** Lenovo Helix* 2 in 1 devices powered by 3rd generation Intel® Core® i5 vPro™ processors and running Microsoft Windows* 8 provide the best balance of mobile computing capabilities for secure anytime, anywhere access to content
- **Touch features.** The touchscreen devices allow salespeople to consume content more easily and make customer discussions more engaging
- **Sales platform.** Noledge sales support software facilitates real-time updating and sharing of the latest product details from a central point of management

Impact

- **Modern image.** The flexible, user-friendly, stylish form factor combined with strong content create a mobile computing resource that sales representatives can be proud to use
- **Efficient information.** Sales people can access the information and systems they need conveniently and quickly, even while walking round a shop floor
- **Adaptable tools.** Users can easily shift between using their device as a laptop or a tablet, depending on the task and situation at hand, maximizing productivity

Battling paperwork

PepsiCo is known the world over as the manufacturer and provider of some of the best-loved food and drink brands. Maintaining this leading position is an ongoing challenge, with innovation playing an important role. "We pride ourselves on breaking new ground across our global business, from implementing environmentally sustainable operations, through to developing exciting new recipes at our culinary innovation and mixology center," explains Guillaume Darsy, out-of-home sales director for PepsiCo Europe in France. "It's important to us that we show our credentials as a modern, innovative company wherever possible. We're also keen to attract talented young people to join our team, and the use of exciting technology certainly helps with this." With this in mind, Darsy identified an opportunity to innovate by modernizing and streamlining the way members of his sales team worked.

PepsiCo Europe's sales representatives spend a lot of time on the road, visiting clients that range from independent bars and restaurants to large supermarket chains. With such a large portfolio, remembering every detail of pricing, special offers and other product features is difficult, so they need to take this information with them when they are away from the office. This meant printing out all the latest information and carrying volumes of paperwork. "This wasn't very convenient for the

Global food and drink brand increases sales efficiency with Intel® technology-powered 2 in 1 devices

sales team, or efficient for the business," explains Darsy. "Our employees had a lot of heavy, unwieldy paper to carry about, and they had to come back to the office every time they needed to update it."

These updates are frequent, needing to reflect the latest special offers and tariffs, which may vary depending on marketplace circumstances, time of year, or any number of other variables. With a paper-based system, it was difficult to ensure that every employee had the most up-to-date information in a timely way. Selling based on old data could result in inaccurate prices being set and significantly impact the efficiency of the sales team.

"We needed a way to more efficiently manage the sharing of product information and updates with our sales team," says Darsy. PepsiCo Europe knew that mobility was the answer to its needs, but it wanted a transformational solution. "We had laptops already, but these were also hard to use in many situations," continues Darsy. "For example, a sales rep carrying out a store check needs to cross reference 150 products in our database while walking around a supermarket floor or warehouse. Doing this on a laptop can be cumbersome. It was also important that whatever solution we found would support the image we wish to present of PepsiCo as an innovative organization, while delivering real efficiency advantages."

An electronic solution

As a first step, Darsy's team decided to implement Noledge commercial and marketing software, an electronic resource for mapping all promotional, range and tariff material in one place. An easy-to-use interface makes it simple for salespeople to find the information they need, while compelling graphics make the platform customer-friendly as well. By centralizing all product information on this platform, PepsiCo Europe can roll out new details quickly and easily to ensure every salesperson always has the most recent content at hand.

"The Noledge solution met our need for more efficient content management, but we still needed a device for our sales people that was current, innovative and would work seamlessly on the move," says Darsy.

His colleague, Adrien de Boisheraud, CRM project manager, adds: "We considered a number of solutions and knew we wanted a device that would offer the combined benefits of a touchscreen tablet and a traditional laptop. We chose to migrate to Lenovo Helix 2 in 1 devices powered by 3rd generation Intel Core i5 vPro processors because we also needed strong performance and long battery life. We also really liked the touchscreen feature, which not only allowed our employees to make use of the latest version of the Noledge application, but also helps get customers interested in what we have to show them."

Remote management capabilities were important too, as de Boisheraud explains: "All the devices that we deploy will be equipped with the Intel® vPro™ platform, since we intend to take advantage of its remote management capabilities, handling all device management through our IT support team in Belgium."

Greater customer interest, faster sales

With the deployment of the Noledge platform and the Intel technology-powered 2 in 1 devices, PepsiCo Europe will be able to ensure that the French sales team can access the latest information wherever they are. Eliminating the need for them to come back to the office to pick up the latest documents will help them stay in the field longer, maximizing time spent with customers.

"Not only will they make store checks easier and more efficient, the devices will also help improve engagement with our bar and restaurant customers," explains Darsy. "Being able to show them engaging, visually appealing content on a slick device will help the team to increase customers' interest in our products and even speed up the sales process."

Feedback from the sales team indicates that the new solution is going down well. A recent internal survey showed that salespeople thought the devices were attractive and effective, meeting their need for a powerful sales tool that also aligns with the company's trendy image. "It's great to have the option of switching from touchscreen to laptop format as well," adds de Boisheraud. "A sales rep can do all his preparation for a meeting – such as checking product details and writing slides – in laptop mode, and then shift to using the touchscreen for the customer presentation."

Darsy concludes: "The efficiency benefits are clear, and we're excited to be able to help our employees do their core jobs better through the use of these innovative devices."

Lessons learned

Technological innovation is no longer the preserve of the IT department. New technologies can add value to every department, and business leaders that take advantage of the opportunities they present will reap the rewards. At PepsiCo Europe, a sales-led IT innovation has not only created a much more efficient sales operation in France, but it has also laid the foundations for replicating these efficiencies across the region.

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