



# Building PepsiCo's Agentic Landscape

Orchestrating a Multi-Agent ServiceNow Supply Chain Resolution System &  
Envisioning a Future State Powered by Agentic AI

PRESENTED BY:

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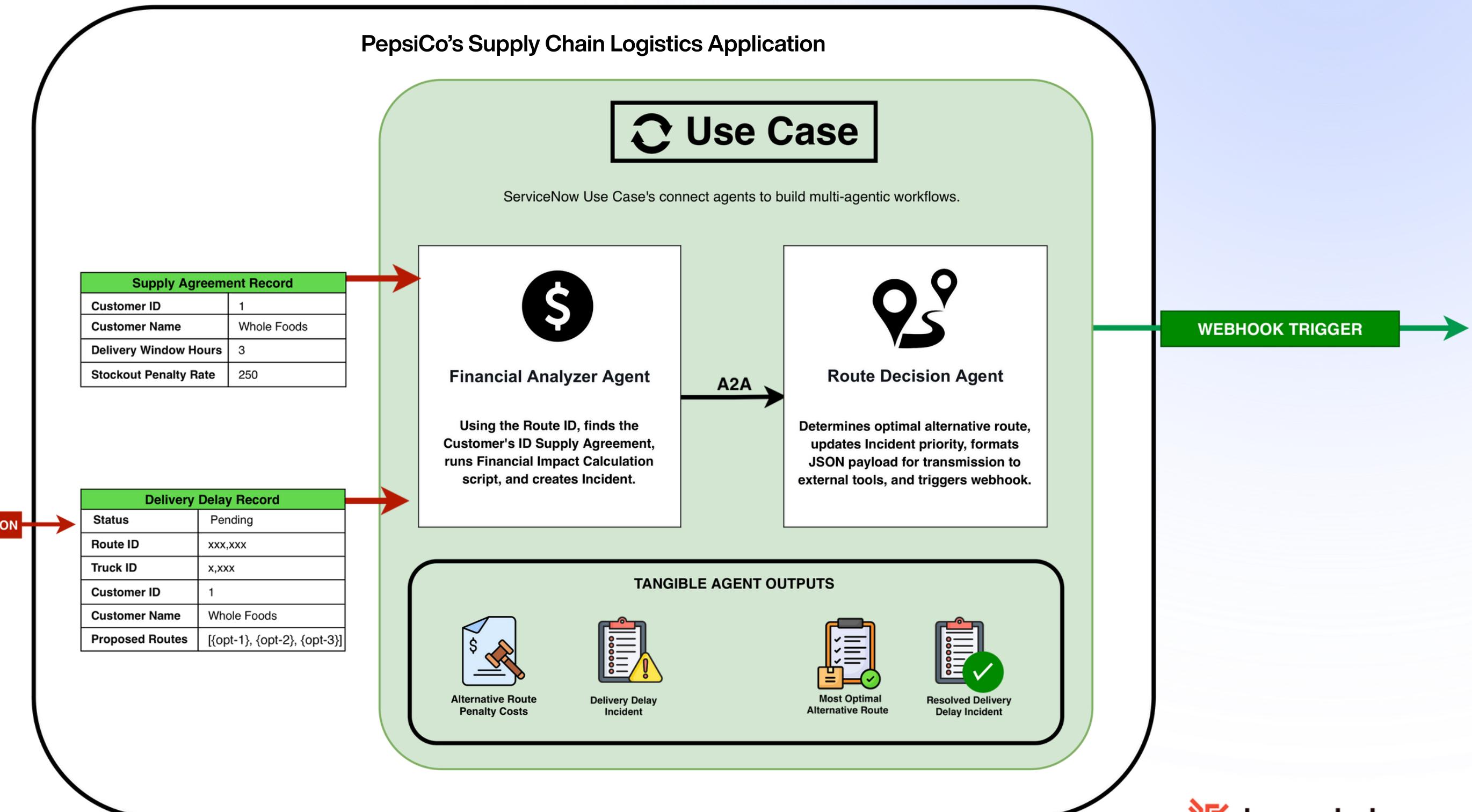
# BUSINESS PROBLEM

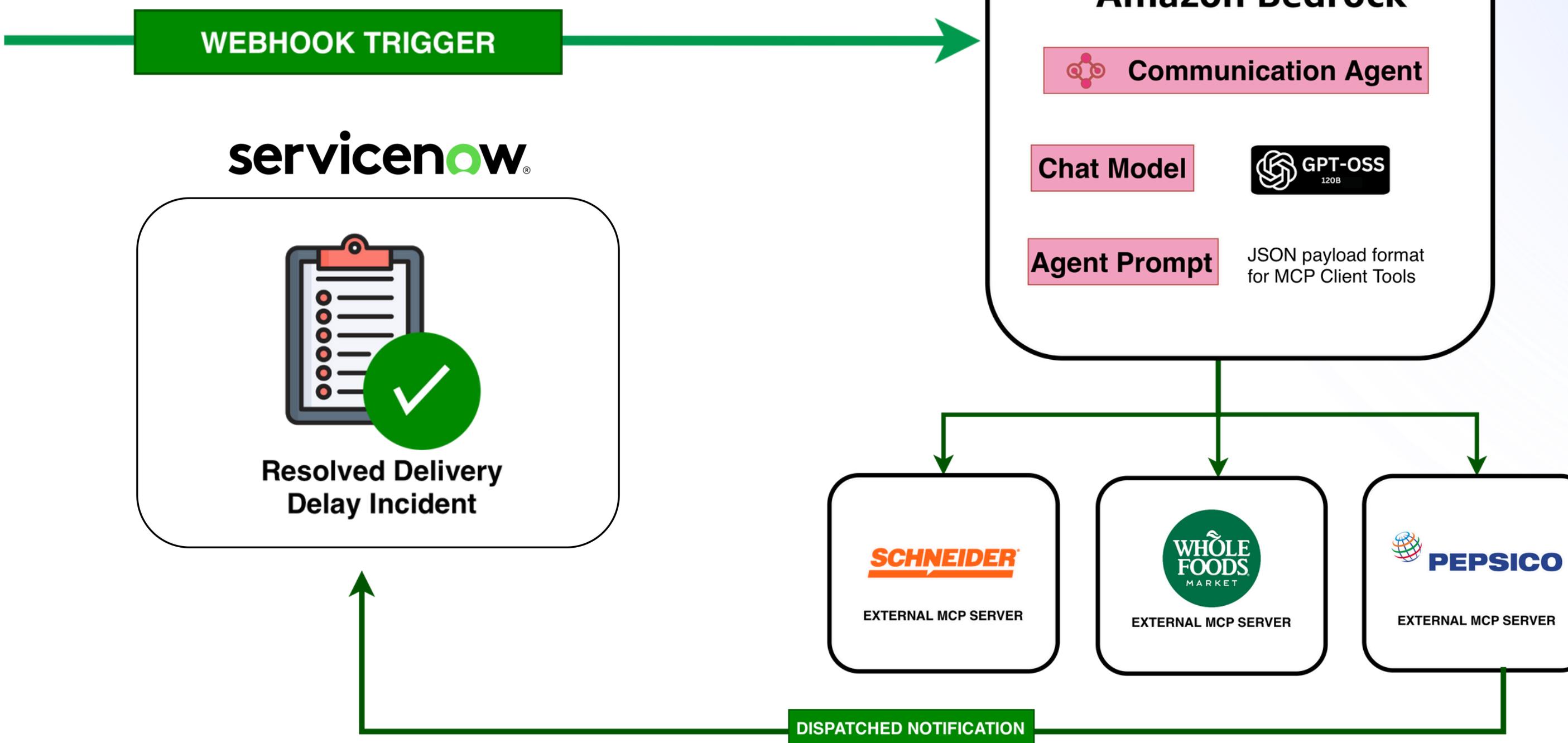


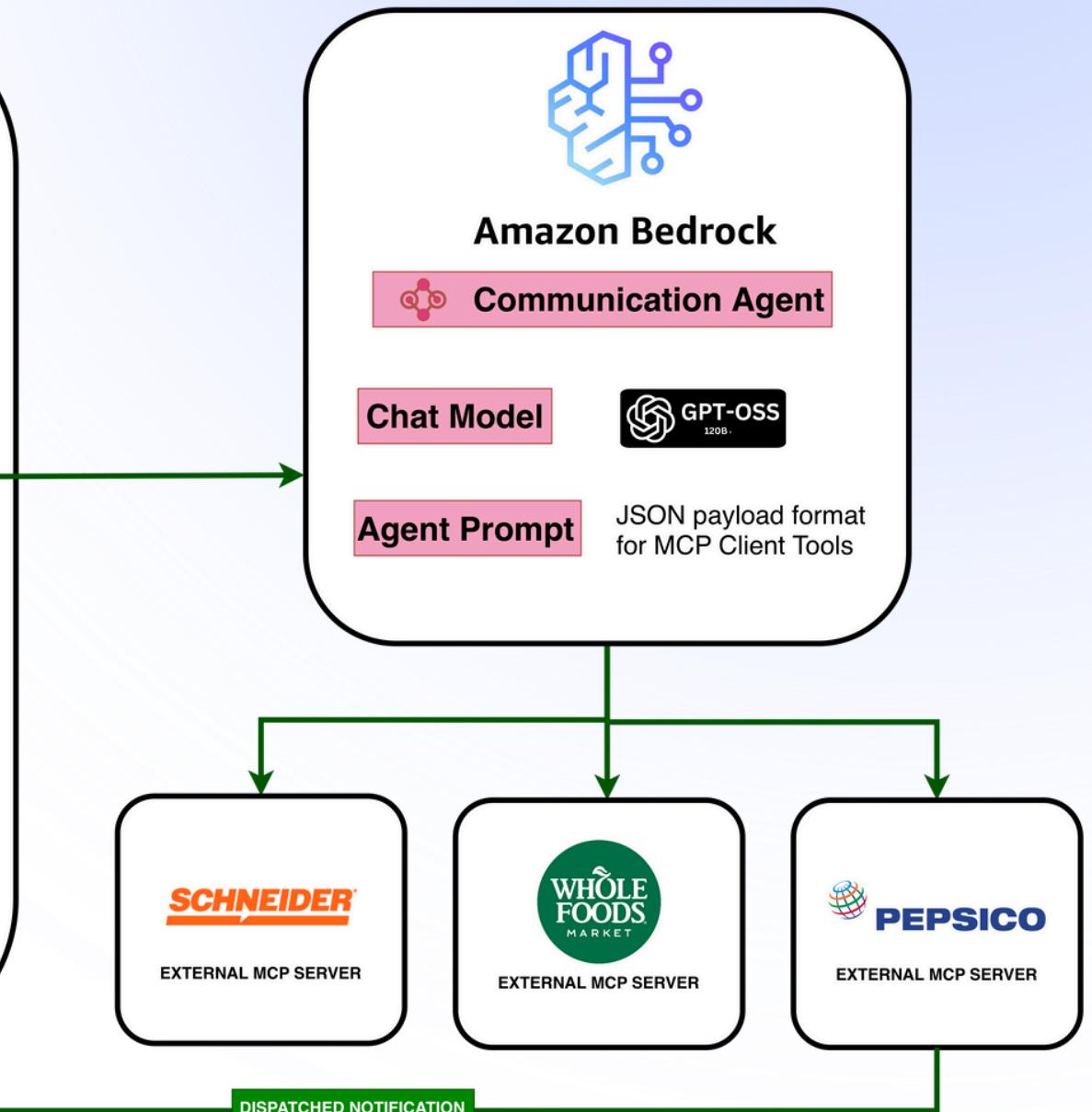
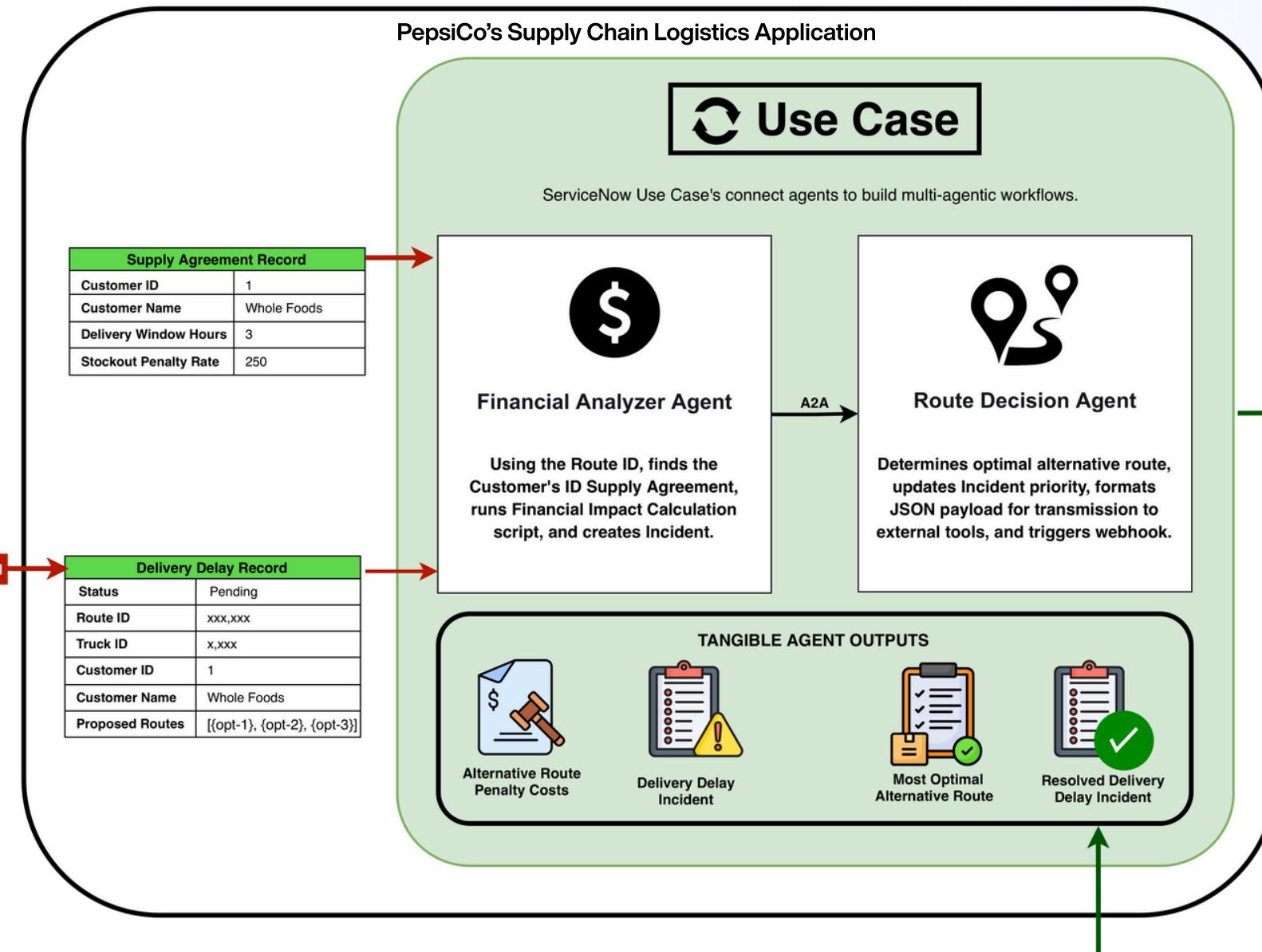
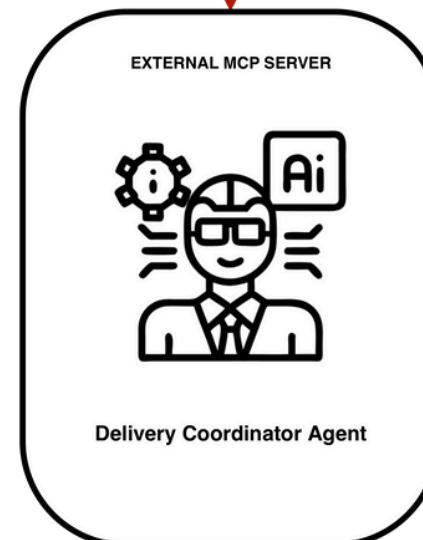


\*AI-Forward assumption.

BREAKDOWN NOTIFICATION

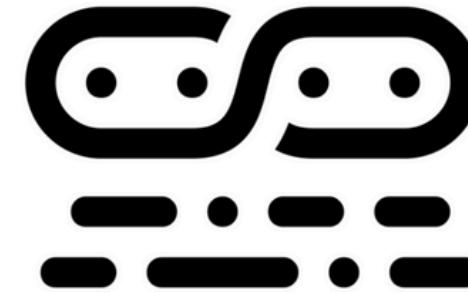








# Model Context Protocol



# Google A2A Protocol

# A2A AI Agent Collaboration

# MCP

VS

# A2A

Connect systems and share context  
(*data, tools, reasoning state*)  
between platforms & agents

When agents need access to  
detailed operational context or tool  
access to act intelligently

Long-lived context and state  
management between systems

For large, structured context exchange  
(*JSON schemas, metadata, reasoning traces*)

## PURPOSE

Facilitate simple low-latency  
exchanges with persistent memory  
between agents for collaboration

## USE CASE

When agents already have their own  
context but need to sync states, results, or  
goals temporarily

## PERSISTENCE

Short-lived, memory-based  
exchanges for collaboration

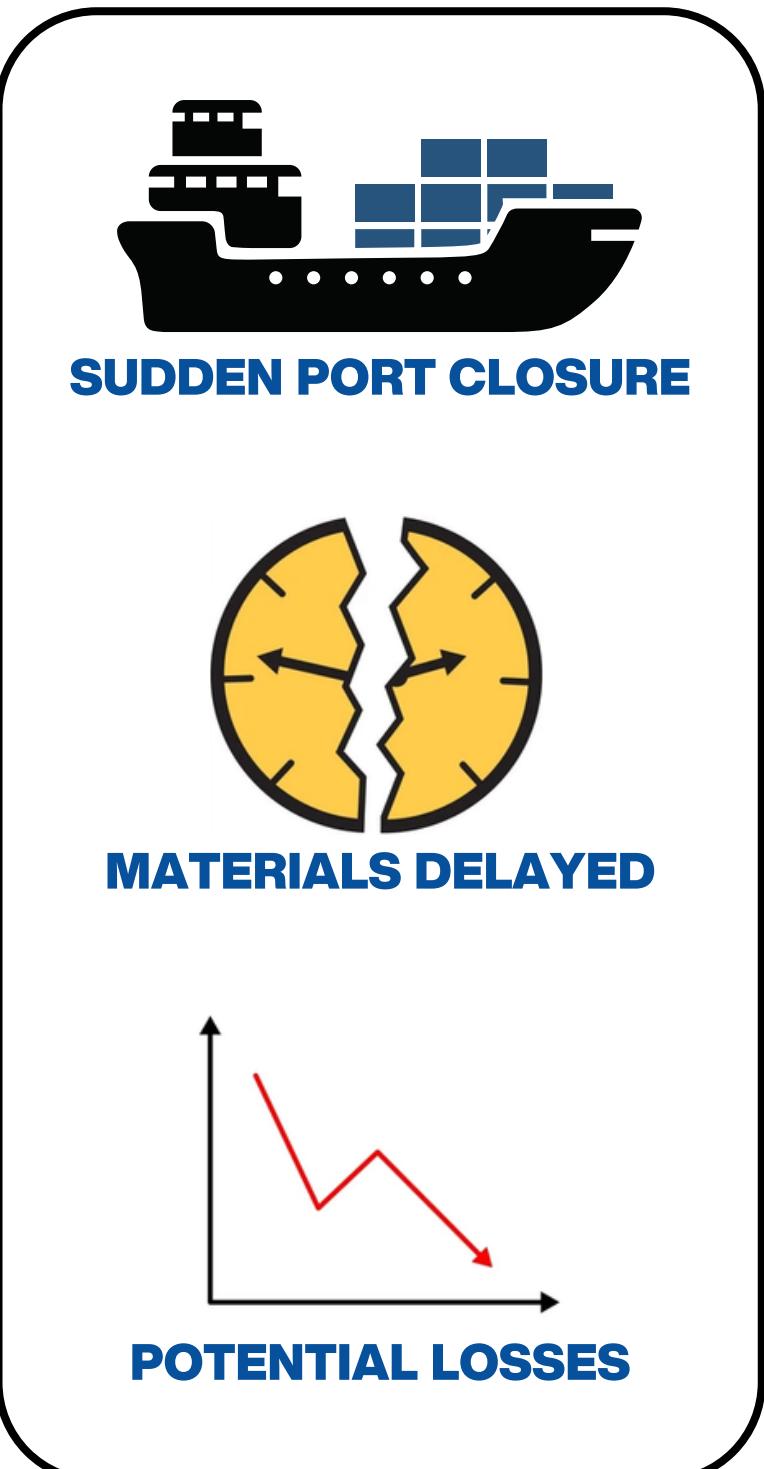
## DATA VOLUME

For small, simple message passing  
(*intent, output, confirmation*)

# RAPID SUPPLY CHAIN DISRUPTION RESOLUTION

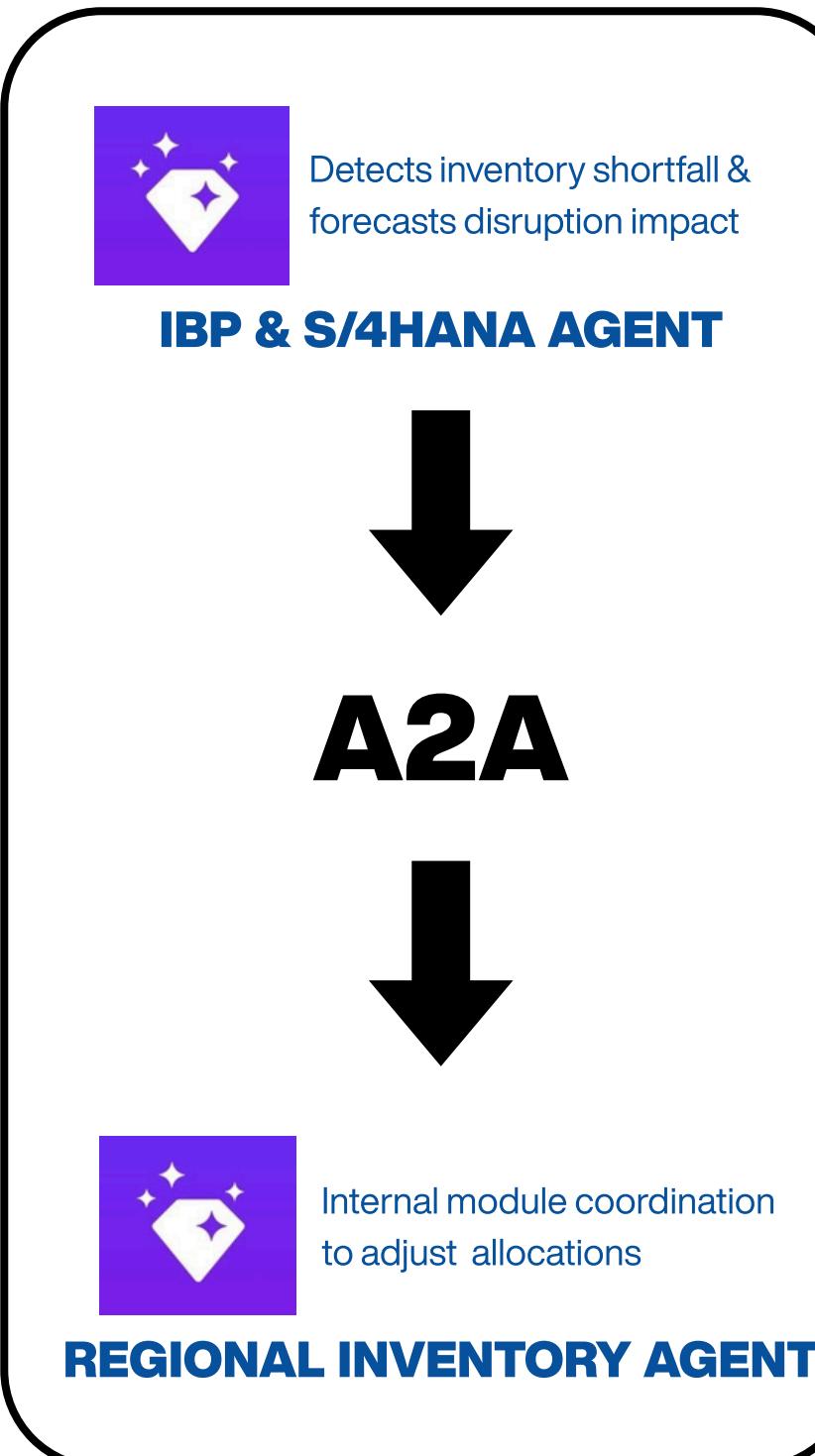


**PEPSICO**

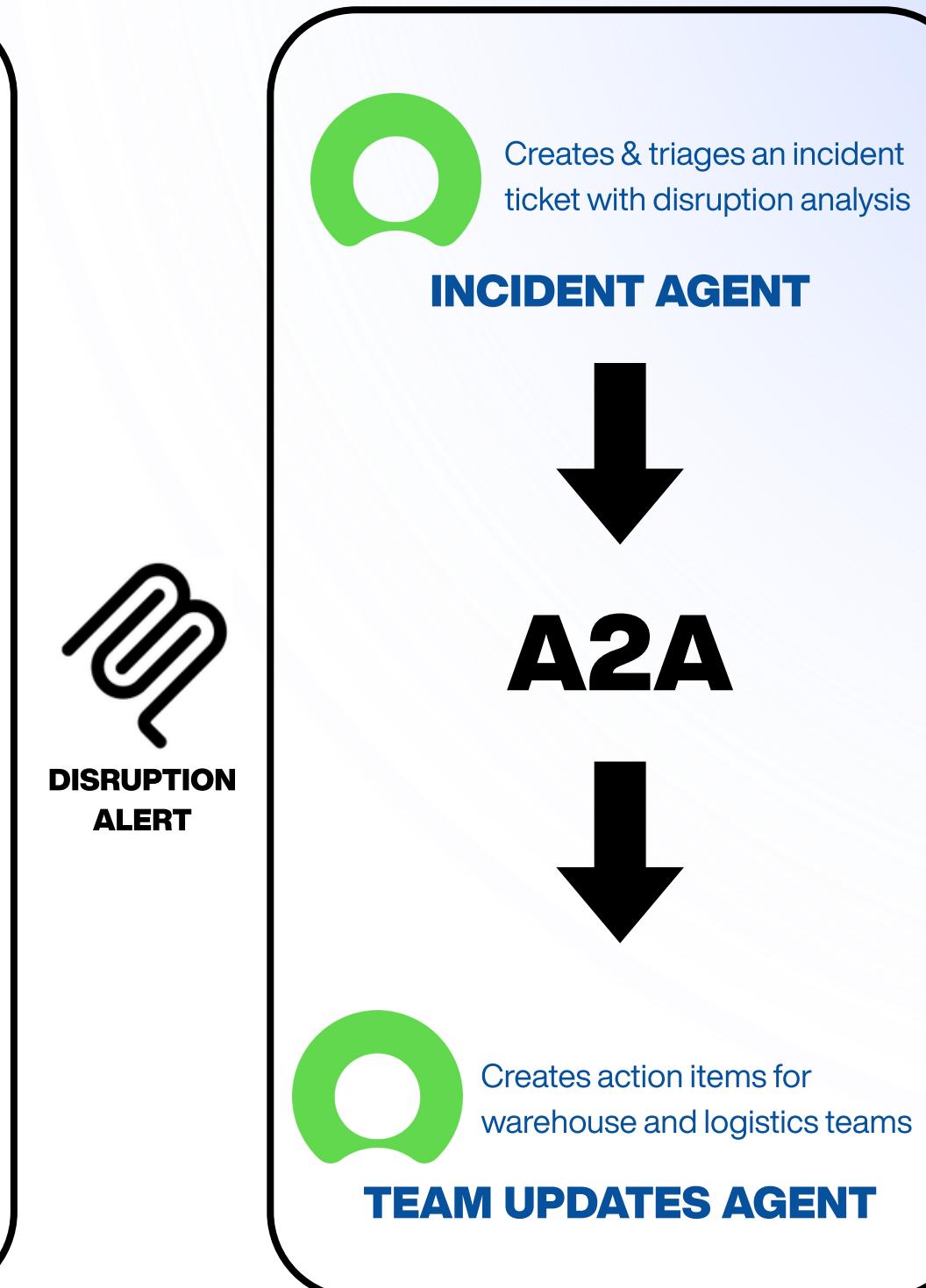


**SAP Joule**

**Copilot**



**servicenow.**



Initially took **days** to communicate and coordinate actions

Now in **minutes** there is automated detection, incident triage, and task assignment

Avoids **~\$1M/day** revenue loss from halted production

# OPTIMIZED PROMOTIONAL DEMAND FULFILLMENT



**PEPSICO**



**MARKETING PROMOTION**



**DEMAND SPIKE**

**OUT OF STOCK**

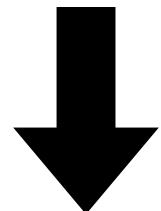
**STOCKOUT LOSSES**

**servicenow®**

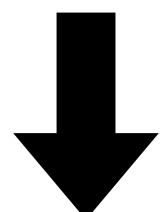


Receives demand spike alerts  
from field sales systems

**DEMAND SPIKE AGENT**



**A2A**



Inventory reroute tasks for  
warehouse and logistics teams

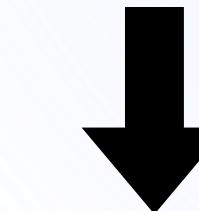
**RESTOCKING AGENT**

**Amazon Bedrock AgentCore**

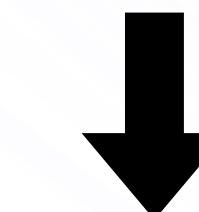


Analyzes historical performance  
& distribution capability

**PROMOTION ANALYSIS AGENT**



**A2A**



Uses analysis to recommend an  
optimized shipping plan

**REROUTING AGENT**

Initially took **days** to  
reallocate stock  
risking missed sales

Now in **minutes**  
there is real-time  
rerouting and  
optimization

Avoids  
**~\$500k/day**  
revenue loss and  
reduces logistics  
cost by 15%

# Thank you!

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## Questions?



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