



# Pepsi Cola Buffalo Bottling Corp.

## Mobile sales, route accounting solution saves time, boosts sales for Pepsi bottler

### Solution Highlights

- Sales orders entered directly onto Palm handheld, saving time, eliminating errors
- Sales reps reduced route time, up to 1 ½ hours each
- Sales reps recouped 15% of time previously spent on data entry
- Current out-of-stock inventory reports, updated every 10 minutes, ensure available items are ordered
- Two years of customer history can be accessed in the field, speeding sales order process
- Digital photos of point-of-purchase displays leverage promotional materials and boost sales

### The Challenge

Pepsi Cola Buffalo Bottling Corporation, one of the nation's top bottlers of Pepsi, sells and distributes Pepsi products in and around the greater Buffalo, New York area. These products include well-known brands such as Pepsi, Mountain Dew, Mug Root Beer, and many more.

Sales representatives at the company were drowning in paperwork: order entry forms, route books, marketing materials, out of stock reports, weekly newsletters and ad sheets.

Filling out forms, manually keying in data and lugging around paperwork was a huge drain on productivity. Pepsi Cola Buffalo Bottling Corporation wanted to increase the efficiency and productivity of its sales team, and improve the speed and accuracy of information exchange.

Though some sales reps had their own handhelds, there were no corporate standards and the devices were not integrated into the company's business processes and systems.

### The Palm™ Handheld Solution

Today, the company's sales representatives and managers are equipped with Palm™ m505 handhelds. Using internally-developed applications, as well as software solutions from North Carolina-based Informed Beverage Management, Inc.,

*"Switching to Palm absolutely changed our business for the better. I wasn't even a Palm fan at first, but the stability is just fantastic and once we switched to the m505, it totally changed the ballgame."*

Dan Tantalo Jr., IT Manager  
Pepsi Cola Buffalo Bottling Corporation

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*"The success of this solution is demonstrated by the fact that it worked from Day 1. The Palm platform is incredibly stable and reliable."*

Ric Browning  
Regional Sales Manager  
Informed Beverage  
Management, Inc.

sales reps are able to retrieve a customer's sales history, place orders, check inventory, and much more.

Sales orders are entered directly onto Palm handhelds, using previous customer orders as the starting point. "If your customer typically orders 150 items, being able to call up the previous order and make changes as needed saves a ton of time," said Dan Tantalo Jr., IT Manager at Pepsi Cola Buffalo Bottling Corporation.

Weekly ad sheets, digital photos of point-of-purchase displays, inventory reports and customer contact information are all available on the Palm handheld. Microsoft Excel spreadsheets and Word documents can also be viewed and edited on the handheld, using the pre-loaded Documents To Go application from Data Viz.

Deploying Palm handhelds has changed the way this Pepsi bottler does business. And the benefits have proven to be substantial – route times have decreased by 1½ hours, and sales reps have recouped 15% of their time.

## About Pepsi Cola Buffalo Bottling Corp.

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More information about the use of Palm handhelds for enterprise solutions is available at: [www.palm.com/enterprise](http://www.palm.com/enterprise)

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