

CASE STUDY

Pepperidge Farm

“AN EMPLOYEE CAN SAVE HOURS OF TIME AND LABOR ONCE USED FOR FINDING AND DRAWING MAPS OF TERRITORIES. NOW, THIS INFORMATION IS RIGHT AT THEIR FINGERTIPS.”

Jay Abrams, Manager of SDA Productivity, Pepperidge Farm

PEPPERIDGE FARM DIGITIZED, ORGANIZED AND OPTIMIZED ITS COMPLEX INFRASTRUCTURE OF DISTRIBUTION ROUTES TO DRIVE EFFICIENT, EFFECTIVE AND STRATEGIC BUSINESS DECISIONS.



Challenge

Pepperidge Farm has an extensive distribution system with multiple territories, distinct customer requirements and frequently-changing boundaries. For years, the company manually updated its records, which was inefficient and time-consuming. The company needed to display territory boundaries with highly visual, dynamic maps via the Web for easy, on-demand employee access

Solution

Pitney Bowes Software provided its MapInfo Stratus® solution to help Pepperidge Farm create a unified system for mapping its distribution boundaries. In addition to Stratus, Pepperidge Farm implemented Pitney Bowes Software's MapInfo Professional®, MapMarker Plus® and StreetPro® display solutions which empowered Pepperidge Farm with an efficient solution for organizing, analyzing and sharing data throughout the organization.

SUMMARY

Pepperidge Farm has been a leader in the baking industry for nearly 75 years, distributing its popular snacks such as Milano® cookies and Goldfish® crackers to all 50 states. Some of the company's business lines, such as its stuffing products, are only available in certain regions of the U.S. The company has nearly 5,000 employees and nine manufacturing facilities.

Pepperidge Farm also has an extensive distribution system involving approximately 4,000 independent distribution territories. Territory boundaries are often changing arising from the sale or split of distributorships. Such territories are not always defined by traditional standards such as counties, townships or ZIP codes.

When Pepperidge Farm began researching providers to help digitize its distribution infrastructure, it quickly realized that many of them were unable to address the company's challenges. Pepperidge Farm identified and selected Pitney Bowes Software, who was able to customize its location and geographic data solutions to meet the company's specific needs, including the ability to make this critical data easily accessible on-demand and via the Web.

RESULT

With MapInfo Stratus®, Pepperidge Farm employees across the organization are empowered to make more informed decisions about the ability of its distribution system to provide service to its retail customers. Pepperidge Farm is able to effectively map and visualize its entire distribution infrastructure with MapInfo Professional®, information, which is used by various departments within the company. For example, sales team members are now able to easily pinpoint which distributors are located in specific territories. The company has been able to digitize approximately 3,800 routes to date. Sales team managers are now able to access a visual snapshot of distribution networks, driving easier and more strategic decisions about where to strengthen its distribution system and optimize sales.

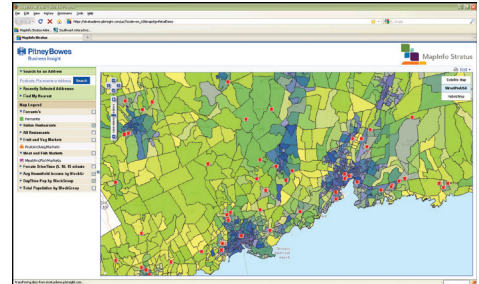
With Stratus, this critical network data is now available right at employees' fingertips via the company's intranet for faster, easier sharing and more informed decision making across the enterprise. With the ability for multiple departments to access enterprise location data on a highly visual dashboard, Pepperidge Farm employees are now able to identify trends and patterns in their business not apparent before in a database or spreadsheet.

“DISPLAYING OUR TERRITORY DATABASE IN A WEB-BASED ENVIRONMENT PROVIDES SALES MANAGERS IN THE FIELD WITH AN INSTANT, STANDARD SNAPSHOT.”

Jay Abrams, Manager of SDA Productivity, Pepperidge Farm

This information can enable the company to be more agile and proactive with fluctuating market conditions.

Pepperidge Farm has realized time and labor savings while leveraging customer and geographic data for more strategic business operations. This data will be critical for Pepperidge Farm as it continues to grow its customer base.



With MapInfo Stratus® Pepperidge Farm has created a unified system for mapping its distribution boundaries.

UNITED STATES

One Global View
Troy, NY 12180
1.800.327.8627

pbsoftware.sales@pb.com
www.pb.com/software

CANADA

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2
1.800.268.3282

pbsoftware.canada.sales@pb.com
www.pbinsight.ca

EUROPE/UNITED KINGDOM

Minton Place,
Victoria Street
Windsor, Berkshire SL4 1EG
United Kingdom
+44.800.840.0001

pbsoftware.emea@pb.com
pitneybowes.co.uk/software

ASIA PACIFIC/AUSTRALIA

Level 7, 1 Elizabeth Plaza
North Sydney NSW 2060
+61.2.9437.6255

pbsoftware.australia@pb.com
pbsoftware.singapore@pb.com
www.pbinsight.com.au

THE PITNEY BOWES SOFTWARE ADVANTAGE

Tailored to Pepperidge Farm's specific needs, Pitney Bowes Software solutions helped the company gain a complete, organized and visual view of its distribution network, providing critical insight into the company's day-to-day operation. By sharing location-based data in a Web-based environment across the enterprise with MapInfo Stratus®, the company's employees are empowered to make more strategic decisions that drive business success.