



Refreshing PepsiCo's French Sales Force with Intel®-based 2 in 1 Devices

A Refreshing Way to Sell

PepsiCo is one of the world's leading food and beverage companies and an iconic household name. Its French sales team spends countless hours on the road to get its beloved products into customers' hands. A typical day can include performing store checks at large supermarkets and making sales calls at independent restaurants and bars.

In the past, reps would need to check in at the office to print out the latest price and product information. These details change frequently to reflect special offers and tariffs, and traveling reps were constantly at risk of selling based on old data and inaccurate prices.

To give its sales team an easy way to access the latest information, wherever they were, PepsiCo implemented Noledge's SaaS-based commercial and marketing software. Noledge's modern, touch-friendly application literally puts all of the information sales representatives need at their fingertips. Because the data is stored in a single, centralized location, it is easy to update, always accurate, and always complete.



Devices reflect PepsiCo's modern image



Reps can stay in the field longer



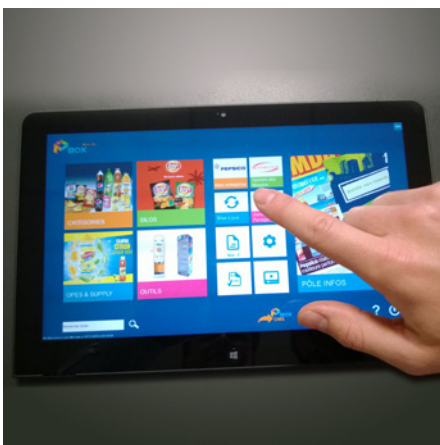
Reps can engage customers better



Product details and prices are always up to date

"A sales rep can do all his preparation for a meeting in laptop mode, and then shift to using the touch screen for the customer presentation."

- Adrien Boisheraud,
CRM project manager



A Modern Device

The Noledge* application met PepsiCo's need for efficient content management, but Out-of-Home Sales Director Guillaume Darsy realized he could transform the way his team worked by equipping them with new devices designed to meet the needs of a highly mobile workforce.

"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," says Darsy. "Doing this on a laptop can be cumbersome."

PepsiCo turned to Intel® Core™ i5 vPro™ processor-based Lenovo Helix* 2 in 1 devices. Representatives can use the devices in tablet mode for conducting store checks and customer presentations, and in laptop mode for keyboard work, such as writing slides. They can work more efficiently and stay in the field longer.

Beautiful Outside, Powerful Inside

To give the sales team the strong performance and long battery life they need for long days on the road, PepsiCo chose 3rd generation Intel Core i5 vPro processors. Remote management capabilities were a requirement, too.

"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," Adrien de Boisheraud, CRM project manager, explains.

Greater Customer Interest, Faster Sales

The new devices have had a dramatic effect not only on the way reps work, but on the image they project to customers, especially independent bar and restaurant owners.

Rather than hunching around a laptop screen, reps can lay the tablet on the table between them. "The images look really great on screen. It really helps customers see the possibilities," says Darsy.

"Bottom line: the new devices reflect PepsiCo's modern image and help our reps sell better and faster. That's a win-win."

"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."

*– Guillaume Darsy,
Out-of-Home Sales Director,
PepsiCo Europe in France*

Solution Recap

A combination of Noledge software and Intel Core i5 vPro processor-based 2 in 1 touchscreen devices allows representatives to work more efficiently and embody PepsiCo's modern, exciting brand.

- **Noledge's sales app** let sales reps access up-to-date information in a single location, from wherever they are
- **Lenovo Helix* 2 in 1** devices simplify routine tasks, engage customers, and project PepsiCo's trendy, modern image
- **Intel Core i5 vPro processor** deliver the performance, battery life, and manageability reps need for their long days in the field



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