

Pepsi Bottling Finds Just What it Likes **With EmERGE**

Pepsi Bottling Ventures (PBV) is the largest independent bottler of Pepsi Cola beverages in North America. A chemist created the original Pepsi soft drink in New Bern, North Carolina.

Challenge

Tucker Cowlbeck, Corporate Transportation Manager for PBV, realized the need for a more efficient way to handle RFP events. He refers to the company's "past process as "messy and complicated." He said that with a very lean/limited staff in the PBV OTR Department, it was a struggle to carve out time to put together an RFP, get the information out to carriers/brokers, and process the data once they could capture and consolidate the information.

Because of the time and effort that went into each RFP, PBV often limited the number of carriers or brokers invited to a bid event. They sent RFP invitations to four or five carriers/brokers identified as a possible fit, although the company received hundreds of solicitations from carriers and brokers every year. With such a small base of carriers and brokers, PBV realized that they might be missing out on good providers at market rates and needed to expand their network.

The lengthy bid process made it difficult for PBV to be agile, and Cowlbeck noted, "We were not able to take advantage of or to react quickly to market rate fluctuations. For a team already stretched to complete daily tasks, Cowlbeck said, "It was easy to adopt an attitude of, if the system is not broken, don't fix it."

Cowlbeck said that by relying on "old methods" and not utilizing the new technology in the logistics/transportation industry, PBV was limiting the efficiency of its operations and the ability to cut costs. However, change is not always easy for companies. Cowlbeck said, "It can be an overwhelming experience adopting a new business transformation."

When PBV decided to make the leap forward to new processes, they looked at freight procurement platforms.



Process

Pepsi Bottling Ventures was initially planning to use the Emerge RFP platform and utilize the Benchmarking feature. After further evaluation of their needs and Emerge's capabilities, they also included TMS functionality.

Discovery

1

Pepsi Bottling interviewed several solutions providers before selecting Emerge. Cowlbeck said that Emerge distinguished itself from other companies offering similar technologies by providing an exceptional customer experience. "Emerge was exceptional in handling our needs, questions, and repeated requests for forums to answer our questions," he noted.

Cowlbeck also said that the transportation team readily adopted the Emerge solution because of its user-friendly platform, and he said, "The senior management team was pleased with Emerge's willingness to work with us and to help shape the Emerge platform to meet our expected needs," he said.

2

Implementation

The onboarding process went smoothly, with each Emerge team member demonstrating a positive "can do" attitude and being available anytime Pepsi Bottling needed assistance or information. "Emerge walked us through the process and worked to train us in phases so that we can handle the entire process from start to finish without ever feeling overwhelmed or unsupported," said Cowlbeck.

3

Active Utilization

As PBV has become active users of the Emerge solution, they continue to receive help along the way. Cowlbeck noted, "The Emerge support staff is one of the most polite, helpful, and knowledgeable I have had the pleasure of working with in quite some time."

4

Future Plans

As PBV expands its sales territories and product lines, Cowlbeck said, "We look forward to growing with Emerge and look forward to the enhancements they bring to the logistics industry along the way."

Results

1

Increased efficiency

Pepsi Bottling Ventures creates bid events in a couple of hours, a task that previously took months to complete.

2

Agility

Pepsi Bottling Ventures uses the Emerge platform to secure "real-time" market rates, which is vitally important in today's global market.

3

Expanded Network

Utilizing Emerge, the company has tripled the number of brokers/carriers they send RFPs to.

4

Flexibility

Because the Emerge platform is very user-friendly, Pepsi Bottling Ventures can easily add or subtract from the number of carriers/brokers they want to participate in a bid event.

5

Cost Savings

Using the Emerge platform, the company has recognized cost savings by sending out an RFP in a matter of hours.

About Us

Emerge is revolutionizing the freight industry through its award-winning Freight Procurement Platform. Built by freight professionals for freight professionals, Emerge offers solutions that enhance the procurement process and provide current benchmarking data, enabling shippers and carriers to make more empowered, strategic decisions. The market response has been tremendous, and Emerge has been recognized nationally and locally for its rapid growth. Headquartered in Scottsdale, Arizona, Emerge was founded by industry leader Andrew Leto in 2017.



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