



## **Creating a More Efficient and Highly Automated Distribution Process**

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## Locations

Headquarters – Plano, TX  
21 Manufacturing Centers  
200 Distribution Centers

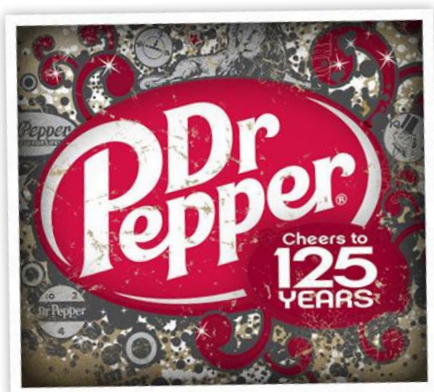
## Employees

19,000 Approximately

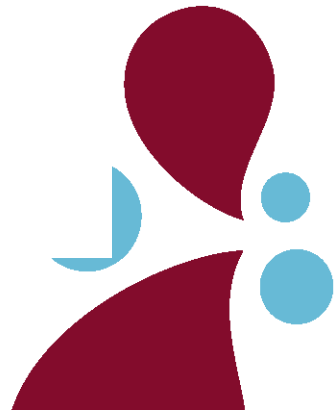
## Revenue

\$5.995 Billion

*With a brand heritage spanning more than 200 years, Dr Pepper Snapple Group's portfolio includes more than 50 brands and hundreds of flavors of carbonated soft drinks, juices, teas, mixers, waters and other beverages.*



2010



## United States



In the U.S., DPS markets, bottles and distributes a broad range of soft drinks, non-carbonated beverages and mixers, from iconic national brands to regional favorites. In addition, we distribute a number of licensed brands in various territories, such as Fiji Water, Sunny Delight and Big Red. Nearly half of DPS' annual volume is distributed through our company-owned bottling and distribution network. The remainder is driven through third-party/licensed bottlers and distributors, including those in both the Coca-Cola and Pepsi bottling systems.

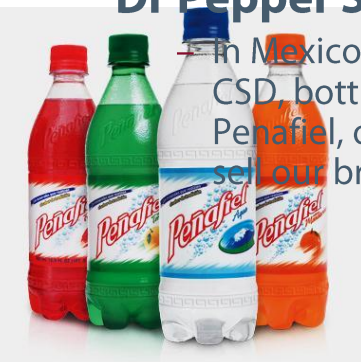
## Canada Dry Mott's, Inc.

- Canada Dry Mott's is the Canadian subsidiary of Dr Pepper Snapple Group. Based in Mississauga, Ontario, Canada Dry Mott's serves markets coast to coast primarily through third-party bottlers and distributors (for soft drinks) and via warehouse delivery (for juices, mixers and other products). The company's Canadian portfolio includes Mott's Apple Juice, Mott's Clamato, Canada Dry, Dr Pepper, Crush, Mott's Fruitsations, Schweppes, Orangina, Mott's Garden of Eatin' and M & Mrs T mixers, among other brands.

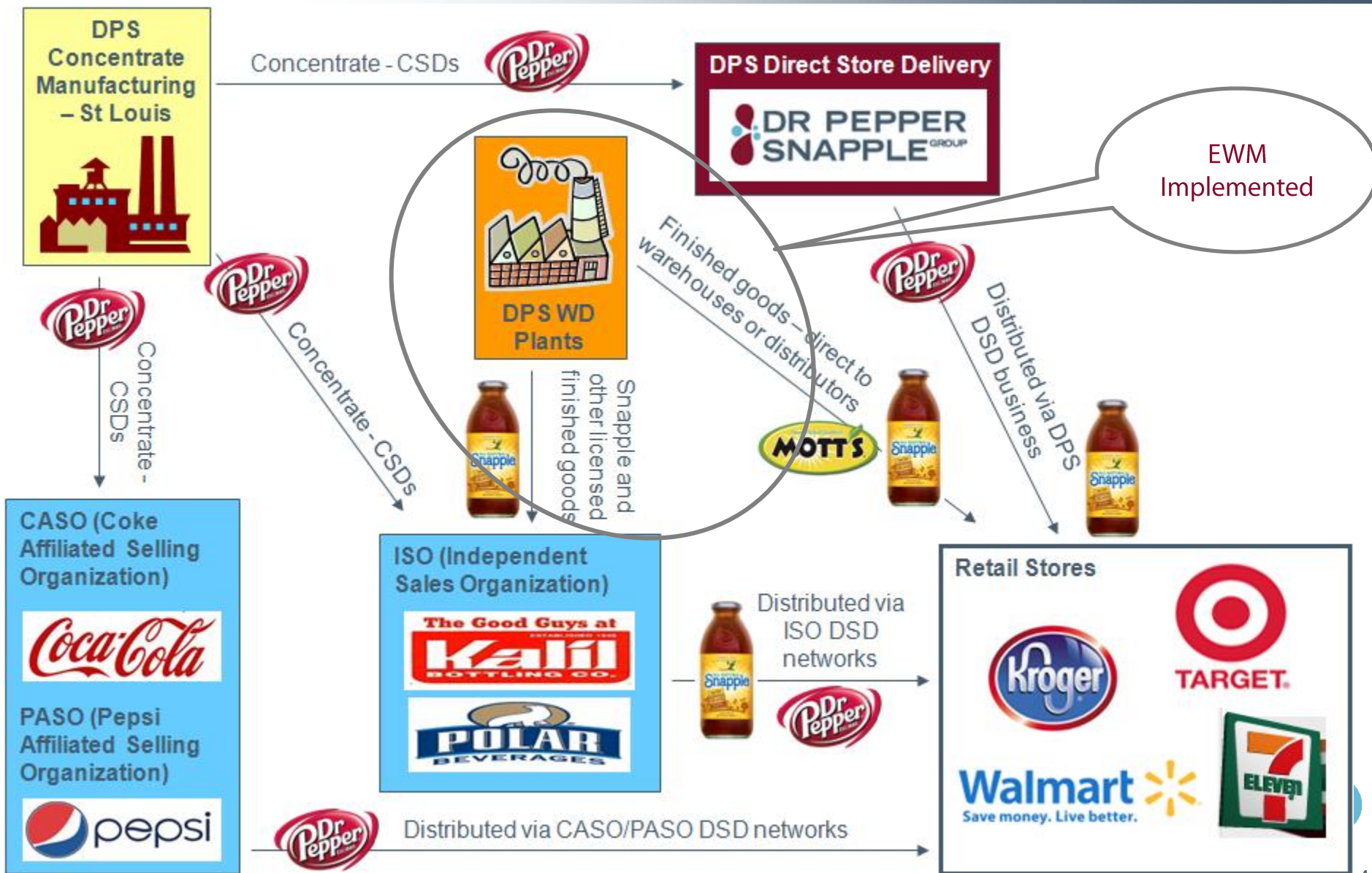


## Dr Pepper Snapple Group Caribe & Latinoamérica

- In Mexico and the Caribbean, DPS operates primarily in the carbonated mineral water, flavored CSD, bottled water and vegetable juice categories. In Mexico, where we do business as Grupo Penafiel, our key brands include Peñafiel, Squirt, Clamato and Aguafiel, and we manufacture and sell our brands through both our own bottling operations and third-party bottlers.



# How Our Products Go To Market



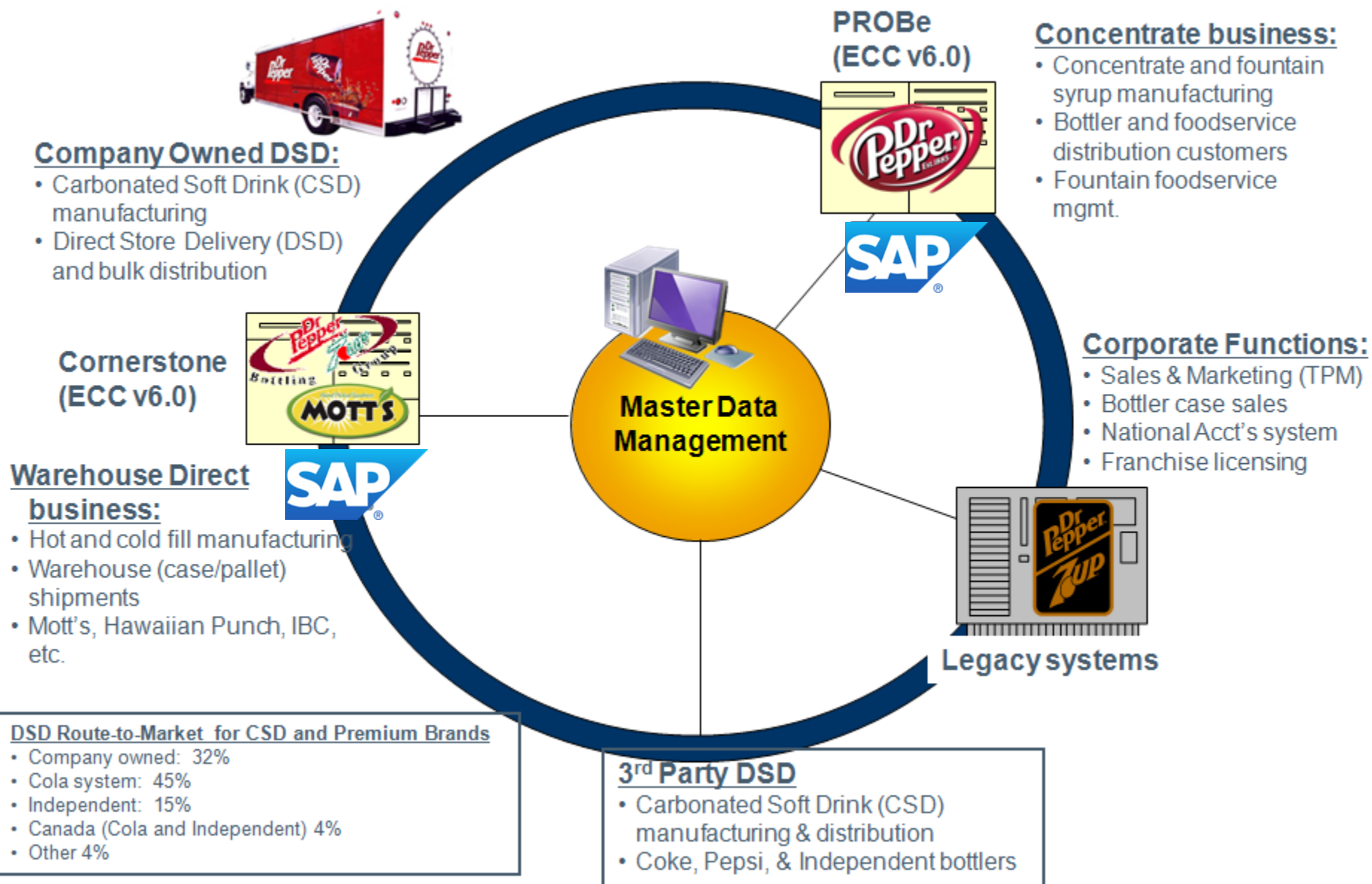


## Business Overview – Warehouse Direct

- Warehouse Direct manufactures and sells products such as, Hawaiian Punch, Clamato, Mott's juice and apple sauce, premium CSDs and mixers
- These are produced at DPS plants as finished goods and are primarily distributed to retailers' warehouses or distributors
- Warehouse Direct operates in both the US and Canada

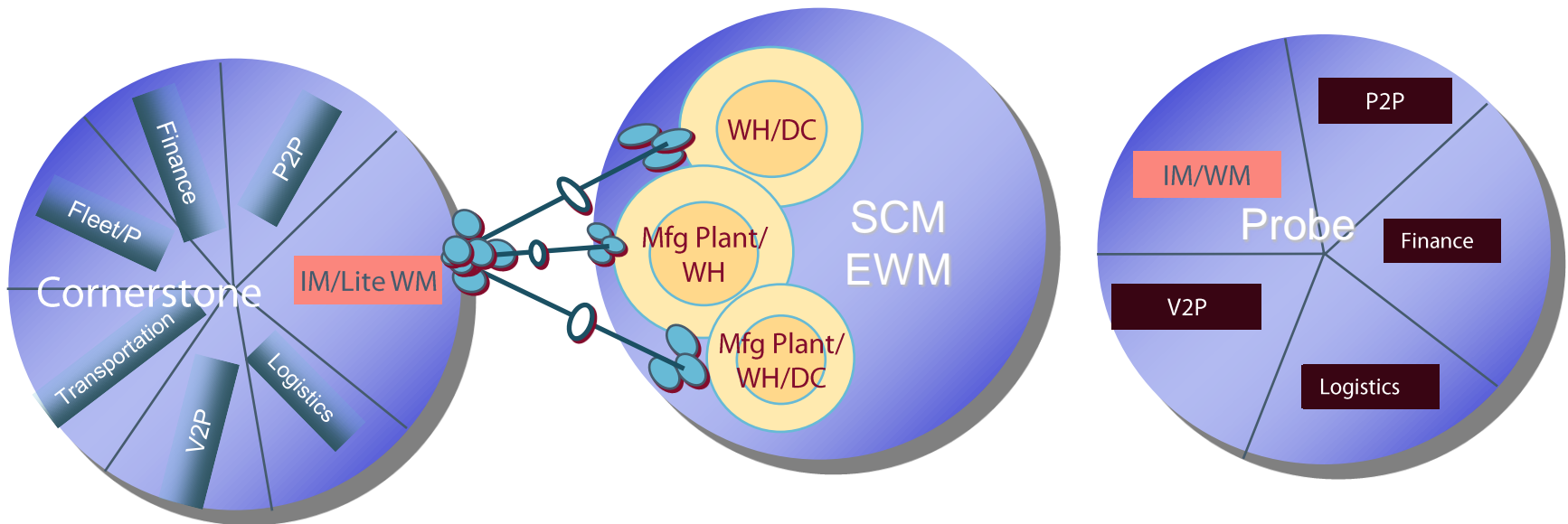


# How Our Business Maps to Our IT Systems



Simple Facility/Operations

Complex Facility/Operations



WH/DC Managed within  
ECC

Mfg Facility/WH/DC Managed in SCM Extended  
Warehouse Management

- Improve operating efficiency using replenishment pull systems
- Harmonized processes and integrated business model
- Improved customer service & product availability
- Streamlined data and reduced IT complexity

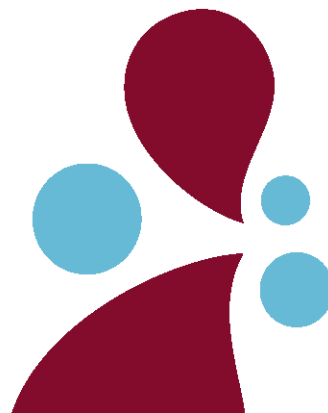




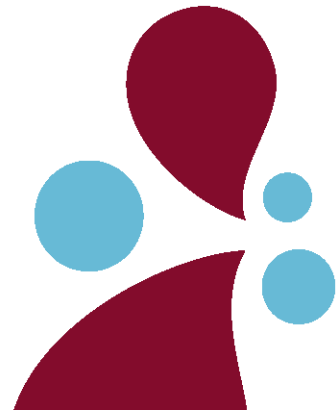
# Phased and Template driven Implementation Approach

<u>Implementation Phases</u>	<u>Functional Areas &amp; Processes Delivered</u>			
	<u>Goods Receipt</u>	<u>Goods Issue</u>	<u>Internal Processes</u>	<u>Administration</u>
Pipestone EWM Pilot	Unloading	Loading	Replenishment	Resource Management
	Direct Put-away	Direct Pick	Rework	
	Staged Put-away	Staged Pick	Stocktake	
	Returns	Case Pick	QA Hold	
	RF Task Execution			WT/WO Creation Manual
	Exception Processing			WT/WO Allocation Manual
Keystone	Yard Management			Wave Management (Simple)
		Interleaving		
	Slotting	QA - White Glove	Rearrangement	
EWM Mfg/RDC Model	Production Receipt			
	Shuttle Process			

- Currently live at 5 locations
- Of which two are multi-site locations
- Average Implementation time per location is 12 weeks
- Implementation team – DPSG, HCL and Westernacher



- The design of a seamless repetitive manufacturing process in ECC to EWM including the back flushing of components
- The design of a Vehicle Check- In/Out process that shows the users the optimum doors for loading / unloading
- Batch Management solution for all finished products at the Plant level
- Internal 'Shuttle' process using RF between locations within a plant
- Double pallet picking
- Flexible Process Oriented Storage Control for Unload / Putaway and Pick / Load



- Standardizes all Warehouses within same WMS platform and operating processes
- Facilitates Production Batch management for end-to-end traceability within WD Network
- Decentralized for High Availability allowing fail/over options within ECC and EWM applications
- Operational productivity enhancements / enablers:
  - Reduces forklift idling
  - Reduced travel times
  - Automated pick task creation
  - System directed cycle-counting at bin level
  - System directed put away and loading
  - Task / Resource management
  - Dashboard monitoring tool for task/labor assignment
- Technology changes transparent to the user, with minimal change management for Material Handlers

**-25%**

reduction in load times per  
warehouse

**-10%**

reduction of Vehicle travel

**+30%**

Increase in productivity of labor

# THANK YOU ....Lets Play



*Let's Play is a community partnership led by Dr Pepper Snapple Group to get kids and families active nationwide. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM!, a national non-profit that's saving play by ensuring there is a great place to play within walking distance of every child.*

