

Descartes Helps Pepin Distributing Optimize its Beverage Distribution in Tampa



Numerous businesses across Tampa, FL rely on Pepin Distributing to keep their shelves and fridges stocked with leading local, national, and import alcoholic and non-alcoholic beverages. Eager to take the business to new heights, Pepin chose to work with Descartes and implement its route execution and fleet performance management solution. They have gained full fleet and field operations visibility, enabling them to improve operational efficiency and productivity and achieve consistent service levels.

“Descartes’ route execution and fleet performance management solution will give you visibility in real-time and allow your team to make split-second decisions that would otherwise be missed with other programs. In today’s market, you must run as efficiently as possible—and this is the tool that allows you to create that environment.”

John Barton, Service Execution Manager
Pepin Distributing

Company Profile

Pepin Distributing
Beverage Distribution

Descartes Solutions

Descartes’ Route Execution &
Fleet Performance Management

About the Client

Pepin Distributing Company was founded in 1960 and is based in Tampa, FL. As a total beverage distributor, the company offers beer, vodka, wine, teas, and sparkling water, representing brands such as Anheuser-Busch, Nestle, Bass, Drifter, Corona, and Tiger.

Quick Overview

Challenge

Poor Visibility to Resources in the Field

Solution

Performance Data Enhances Decision-Making

Results

- Enhanced Visibility
- Improved Resource Allocation
- Empowered Decision-Making
- Increased Productivity

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Challenge: Lack of Visibility Impedes Optimal Fleet Performance

Pepin Distributing lacked visibility of merchandisers' travel times, the progress of fleet deliveries, and sales team stops. This led to inefficient distribution operations and service time performance per account, causing questions about the proper resource allocation.

John Barton, Service Execution Manager, recognized Descartes' solution's value from prior use and anticipated enhanced efficiency. "I knew if we used it as well, we would run more efficiently and allow our workforce to operate at its full potential," he said.

With Descartes, Pepin aimed to optimize the performance of all of its workers in the field.

Solution: Real-Time Tracking Offers Transparency Needed to Drive Positive Change

By implementing Descartes' route execution and fleet performance management solution, Pepin has transformed its distribution operations. The solution provides real-time tracking of merchandisers, delivery, sales, and line cleaners, offering insights into every route's status and performance.

According to Barton, the solution has brought "full transparency" to their fleet operations, positively impacting behavior and boosting productivity. Teams start their day on time and leave the warehouse earlier, avoiding peak traffic periods.

The solution has facilitated better resource allocation and communication between departments. "Everyone is looking at the live feed and talking to each other," explained Barton.

Reporting capabilities have enabled Pepin to track service frequencies, assess individual performance, optimize route sequencing, and identify areas for improvement. The ability to analyze data and generate custom reports has empowered them to make informed decisions and drive continuous improvement. The data has also assisted with route sequencing by providing more accurate stop/service times.

Barton recommends that businesses look no further than Descartes' route execution and fleet performance management solution to get the insights that matter. "In today's market, you must run as efficiently as possible, and this is the tool that allows you to create that environment." He spoke highly of Descartes' experts, who are responsive and committed to helping Pepin achieve its goals. "They are a wonderful team to work with."

Results:



Enhanced Visibility

Real-time tracking of merchandisers, delivery, sales, and line cleaners provides full transparency and boosts productivity.



Improved Resource Allocation

Better communication and accurate delivery arrival times optimize operations and enhance customer service.



Empowered Decision-Making

Reporting capabilities enable the business to track service frequencies, assess individual performance, and drive continuous improvement.



Increased Productivity

The solution has changed behavior by prompting teams to start their days earlier, reducing traffic encounters and boosting productivity and labor hours.