

## **Pepsi Bottling Group rolls out handheld CRM solution**

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### ***Distributor invests in wireless sales solution.***

The Pepsi Bottling Group is purchasing Symbol's next-generation handheld computer for its team of route accounting personnel to enhance route delivery service operations.

In a deal worth US\$20 million, The Pepsi Bottling Group has signed on the dotted line for the Pocket PC 2002 ruggedised computer. The computers will be delivered and put into action beginning in the second quarter of 2002.

The Symbol computer, viewed as central to customer management, will allow The Pepsi Bottling Group's selling and delivery

team to maximise service levels to its retail customers.

"We are delighted that Pepsi selected Symbol as a member of their world class technology supplier network," said Tomo Razmilovic, President and CEO, Symbol Technologies.

"Pepsi is not only a product pioneer, but is setting a new benchmark in providing innovative field service solutions. We look forward to a long-term relationship with The Pepsi Bottling Group as their premier mobile computing solution provider."

The product includes important features that can increase a route accounting team's efficiency, including a colour high-resolution screen for clear display of information indoors and outdoors, the Microsoft PocketPC 2002 operating system for robust application development, and a powerful 32-bit processor from Intel.