

Digital Transformation

Optimizing production planning
at Grupo Peñafiel



Overview

Grupo Peñafiel stays close to Mexico's soft drinks consumers with Infor

Grupo Peñafiel is a leading Mexican bottling business and part of the giant Keurig Dr Pepper group. The company bottles Mexico's best-selling soft drinks and ships tens of thousands of market-leading products from its three manufacturing plants and 40 distribution centers every day.



Challenge

Streamline supply chain management by integrating data across three production sites



Infor solution

Infor Supply Planning establishes visibility and consistent data across multiple production lines



Outcome

Improves production planning uptime, reduces production downtimes and strengthens confidence in data

Challenge

Streamline production processes across three manufacturing plants

The soft drinks industry is hyper-competitive where some of the world's biggest Fast Moving Consumer Goods (FMCGs) businesses operate. Each day, manufacturers battle for consumers' affections on every shelf, refrigerator and kiosk.

Grupo Peñafiel, whose products lead many categories in Mexico's soft drinks market, understands this. "We need to be very close to the market and available," says Francisco Avila, Director Supply Chain, Sales & Operational Planning, Grupo Peñafiel. "We need to be competitive in every place and occasion where a consumer thinks to buy a drink."

The group is rethinking how its supply chain is managed. Shifting from a fragmented data approach, it's driving towards a singular view of operations across its three production plants and more than 400 SKUs.

Infor solution

Creating a data-led organization

Taking a critical step toward integrating demand-side data into daily production planning.



Infor Supply Planning establishes, for the first time, a single view of supply chains and all production lines. It also incorporates data from products shipped from bottlers in the US. At a stroke, the cloud-based software eliminates the use of individual analysis.



Infor was chosen after an extensive vendor analysis and competitive testing. This was based on its supply chain expertise, food and beverage industry knowledge and a recommendation from users at Grupo Peñafiel parent company, Keurig Dr Pepper group. “Plus, Infor were invested in seeing us succeed, not selling us extra, unnecessary services,” Avila adds.



To embed a cultural shift, the implementation was carried out alongside teams from each location, involving experienced supply chain staff. “The base of our business has always been people,” says Avila. “People are still critical, but our future will rely on the data they handle.”



“As a business, we want to innovate and we want to get the best product to be always available to the consumer, at the best price.”

Francisco Avila
Director Supply Chain, S&OP,
Grupo Peñafiel

Outcome

Grupo Peñafiel is driving a complete digital transformation of its operations, with Infor Supply Planning



**30% improvement in
production planning time**



Precise inventory management



Absolute trust in data

Transforming production planning to get closer to the consumer

With Infor, Grupo Peñafiel is able to develop an integrated, national production plan considering the specific constraints of each plant. Production is now aligned across the full manufacturing system, 24/7. There is greater production uptime, leading to improved cost management and less waste. Avila estimates a 30% improvement in production planning time.

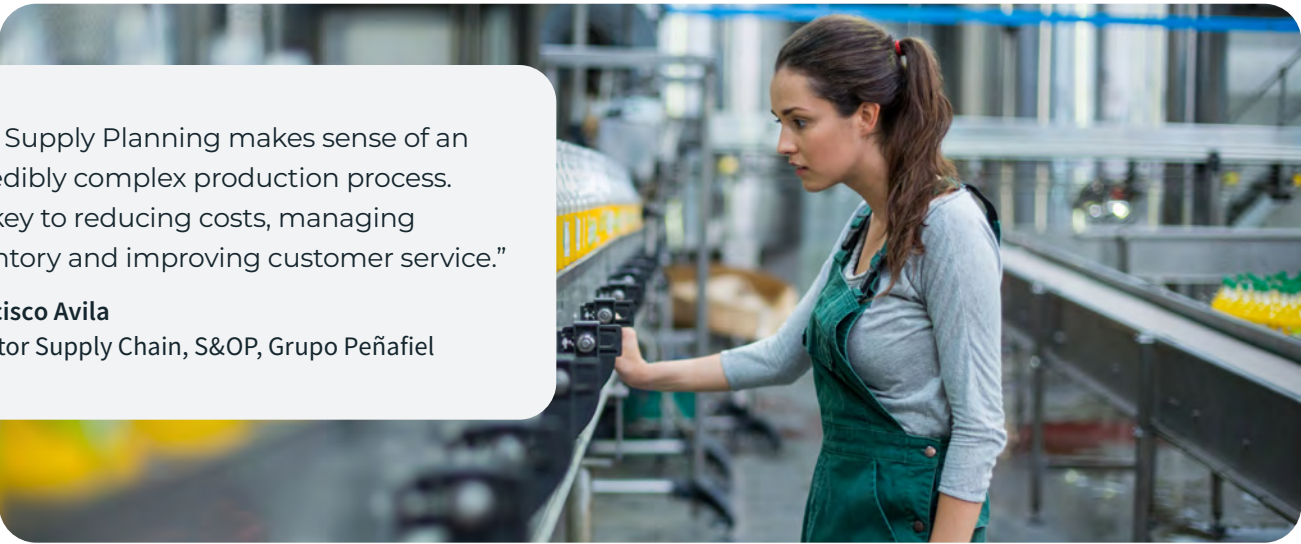
Precise inventory management

Infor Supply Planning ensures tighter control of inventory. With a single view of national levels and incoming stock from US bottlers, the business has a clearer understanding of stock levels. It paves the way for greater scrutiny over raw materials.

“Infor Supply Planning will enable us, for the first time, to implement automated material resource planning,” says Avila. “We never had an automated process previously.”

Absolute trust in data

The transformation to become a data-led organization may take some years, says Avila. Infor Supply Planning is key to generating early momentum, from users and management. The next phase will see the capture and integration of demand data, married to insight from local sales and marketing efforts. The intention is for specific consumer trends to inform supply chains and inventory management. “Innovation in Peñafiel is key and we launch multiple new products each year. This pace will only accelerate. We want to be even quicker at spotting winning products and successful launch strategies,” says Avila.



“Infor Supply Planning makes sense of an incredibly complex production process. It is key to reducing costs, managing inventory and improving customer service.”

Francisco Avila
Director Supply Chain, S&OP, Grupo Peñafiel

About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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