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2007 innovators: **Buffalo Rock** uses technology to improve DSD operations.

Buffalo Rock, North America's largest single-family-owned Pepsi-Cola bottler, has improved efficiency more than 20 percent since implementing a software solution from HighJump Software, a [3M company](#), in 14 distribution centers. The bottler, based in Birmingham, AL, deployed HighJump DDE to build on the benefits it has achieved from HighJump's mobile sales and delivery solutions. The applications provide real-time sales and delivery execution information to employees across more than 800 routes in Alabama, Florida and Georgia.

The story of **Buffalo Rock** spans more than 100 years and four generations of the Lee family. Beginning in the late 1800s, with the founding of the wholesale Alabama Grocery Co. by Sidney W. Lee, the firm moved into the soft drink business when Lee and chemist Ashy Coleman developed **Buffalo Rock** Ginger Ale.

Since then the company has emerged as an innovator in the soft drink industry with initiatives such as the introduction of the highly successful three-liter bottle.

Buffalo Rock continues to focus on innovation and is using advanced technology applications as a key component of its supply chain strategy and success. The company says HighJump solutions are integral in helping the bottler meet Pepsi-driven initiatives relating to advance ship notices, equipment service data and reporting and tracking compliance.

"The HighJump solutions help us increase productivity and maximize profitability, and we look forward to driving additional efficiency and process improvement," says Jim Jernigan, **Buffalo Rock's** general manager, financial operations. "More importantly, we're able to put the right information in the hands of our employees, which enables them to respond quickly to our clients' needs."

Buffalo Rock relies on its suite of HighJump software applications to support continuous process improvement efforts. For example, HighJump DDE has allowed the company to measure the effectiveness of its divisions using a balanced scorecard approach. This takes into consideration metrics such as out-of-stocks, error-free truck loading and the quality of product builds.

HighJump DDE has enabled **Buffalo Rock** to reduce shipping errors, enhance visibility and optimize space and deliveries at each stop with efficient loading and unloading. The solution has helped the company move to a rolling cart system, where orders in the distribution center are built on rolling containers that are loaded on trucks and moved directly into retail stores.

"**Buffalo Rock** is a true technology leader. The success the company has achieved with its HighJump solutions and overall approach of moving its business forward through technology is impressive," says Chris Varney, general manager, delivery division, HighJump, Eden Prairie, MN.

"We're looking forward to a stronger partnership."