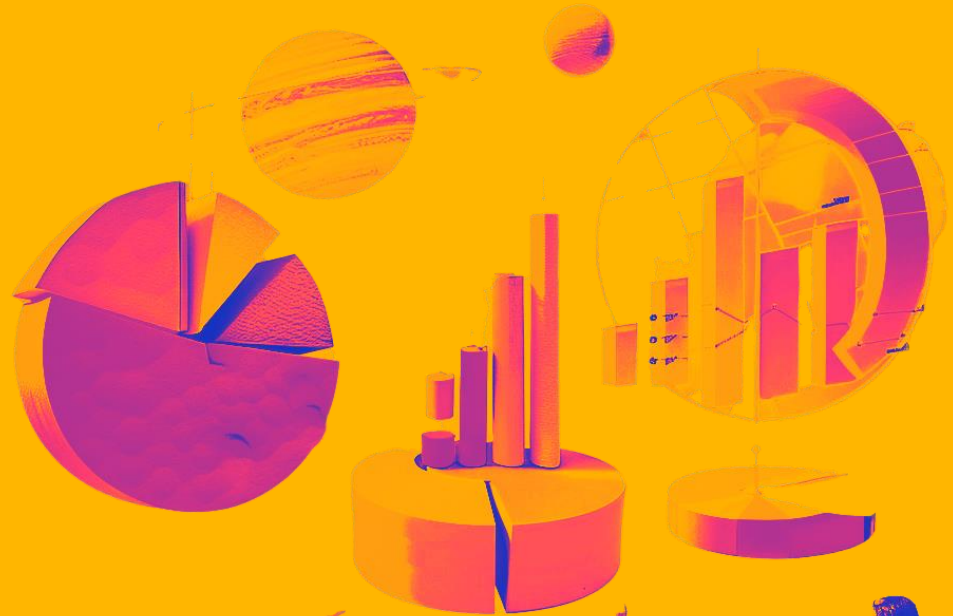


From order taker to strategic partner

PepsiCo's insights **evolution**



Your speakers



Julia Franco

Chief Customer Officer



Kate Schardt

VP, Global Insights Capabilities
and Partnerships



Get our connected insights framework



Connected insights framework

	LEVEL 1	LEVEL 2	LEVEL 3
Level of insights	Disconnected	Fragmented	Connected
Role of insights	Order-takers	Advisors	Strategic partners
PEOPLE	Individuals	A team	A function
	Reactive	Proactive	Collaborative and assertive
PROCESS	Ad hoc projects	Separate programs	Systematized
	Seldom or never	Often	Always
TECHNOLOGY	Decentralized	Shared	Centralized
	Disconnected	Siloed	Connected
DATA	Point-in-time impact only	Partial access	Democratized
	Consumed occasionally	Involved on a recurring basis	Integrated on an ongoing basis
CONSUMER	Consulted occasionally	Involved on a recurring basis	Integrated on an ongoing basis

Level 1: 2017 Order-takers

LEVEL 1	
Level of insights	Disconnected
Role of insights	Order-takers
PEOPLE	Individuals Reactive
PROCESS	Ad hoc projects
TECHNOLOGY	Seldom or never Decentralized
DATA	Disconnected Point-in-time impact only
CONSUMER	Consulted occasionally

Level 2: 2020 Advisors

LEVEL 2	
Level of insights	Fragmented
Role of insights	Advisors
PEOPLE	A team Proactive
PROCESS	Separate programs
TECHNOLOGY	Often Shared
DATA	Siloed Partial access
CONSUMER	Involved on a recurring basis

Level 3: 2023 Strategic partners

LEVEL 3	
Level of insights	Connected
Role of insights	Strategic partners
PEOPLE	A function Collaborative and assertive
PROCESS	Systematized
TECHNOLOGY	Always Centralized
DATA	Connected Democratized
CONSUMER	Integrated on an ongoing basis

Want to move from order taker to strategic partner?

Learn how in **Zappi x PepsiCo's** upcoming book

The Consumer Insights Revolution



Steve Phillips
CEO, Zappi



Ryan Barry
President,
Zappi



Stephan Gans
SVP, Chief
Consumer
Insights Officer,
PepsiCo

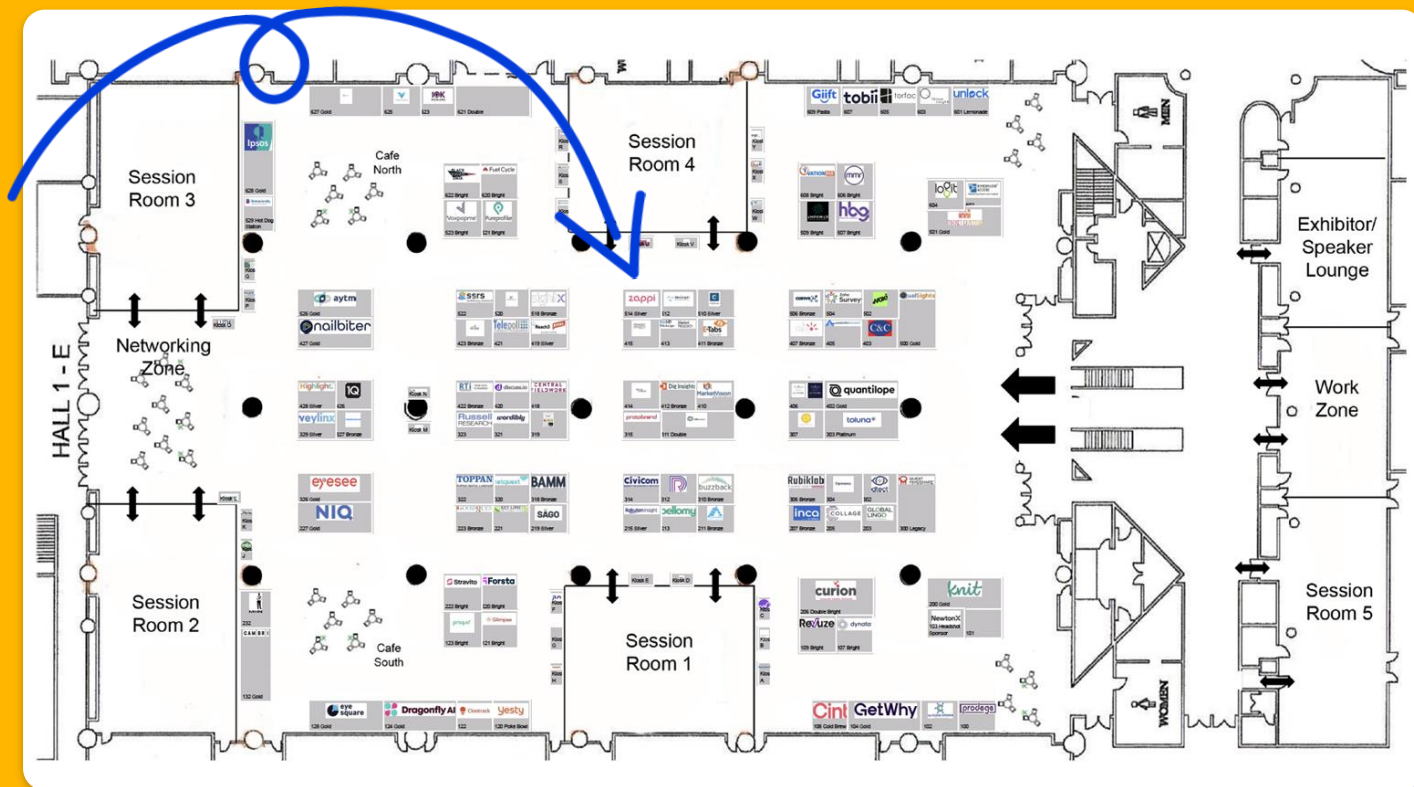


Kate Schardt
VP, Global
Insights
Capabilities &
Partnerships,
PepsiCo

The
**Consumer
Insights
Revolution**

Visit booth 514!

To enter for a chance to win an early edition hardcover copy of *The Consumer Insights Revolution* and other fun prizes!



Questions?



Sign up for our FREE LinkedIn newsletters



AI²
artificial intelligence
+
agile insights



Steve Phillips

**Ryan's
Rant**
a newsletter



Ryan
Barry

Admiration



a zappi newsletter

Thank you

zappi | *grow
smarter*