

How Keurig Dr Pepper Replaced Siloed Planning with Faster, Data-Driven Decisions



Website: www.keurigdrpepper.com

Industry: Food & Beverage Manufacturing

Vertical: Consumer Packaged Goods (CPG)

Headquarters: Burlington, MA & Frisco, TX



The Challenge

Breaking Through Legacy Processes and Siloed Decision-Making

Keurig Dr Pepper (KDP), one of North America's leading beverage companies, operates a highly complex supply chain spanning manufacturing, distribution, and direct-store delivery. With a diverse product portfolio and multiple operating models, the organization faced a familiar but critical challenge: data and decision-making silos across functions.

Planning processes were often fragmented between teams, with different groups using their own tools, assumptions, and metrics. This lack of alignment made it difficult to create a single, trusted view of the supply chain. As a result, KDP faced challenges in:

- Coordinating decisions across demand planning, supply planning, and logistics
- Aligning short-term execution with long-term strategy
- Responding quickly to disruptions or shifts in demand
- Driving consistent decision-making across the organization

What KDP needed was not just better data—but a way to connect people, processes, and decisions across the enterprise.

“We just didn’t have time to continue to churn through things in smaller segments. We needed to look at the network holistically, and we needed to be able to react much quicker.”

– Tyler Waddles, Director of Logistics - Transformation & Business Operations at Keurig Dr. Pepper



The Solution

A Connected, Decision-Centric Approach to Planning

To address these challenges, Keurig Dr Pepper partnered with GAINS to rethink how planning and network decisions were made across the business.

Instead of relying on disconnected tools or one-off analyses, the team built a working model of the network that they could use day-to-day. A big part of the shift was staying close to the process. KDP was not handing data off and waiting for answers. They were directly involved in building, testing, and validating scenarios.

Key components of the solution included:

- **End-to-End Decision Visibility** – GAINS provided a centralized platform where teams could access a common data foundation and understand how decisions in one area impact the broader network.
- **Cross-Functional Alignment** – By connecting planning functions, GAINS enabled KDP to align demand, supply, and inventory decisions, reducing conflicting priorities and improving coordination.
- **Scenario Planning & What-If Analysis** – Teams gained the ability to evaluate trade-offs, simulate outcomes, and make more informed decisions in both tactical and strategic contexts.
- **Change Management & Adoption** – GAINS worked closely with KDP stakeholders to drive adoption, ensuring that new processes were embedded across teams and supported by leadership.

This unified approach helped shift KDP from siloed decision-making to a more collaborative, insight-driven planning model.

“We needed to find a partner that could help supplement the skills that we didn’t have, but also a tool that would advance our ability to scenario the network. We shifted to GAINS because of the ability to put our hands on the tool and the architect modeling tool. It was important for us to be a part of the modeling, the data collection, the validation and the scenario building. Rather than just pass over data, here are the keys.”

– Tyler Waddles, Director of Logistics - Transformation & Business Operations at Keurig Dr. Pepper

The Results

Greater Alignment, Faster Decisions, Stronger Performance

By breaking down silos and establishing a more connected approach to planning, Keurig Dr Pepper achieved meaningful improvements across its supply chain operations:



Stronger Alignment Across Teams

Teams across demand, supply, and operations began working from a shared understanding of data and priorities, reducing friction and improving collaboration.



Faster, More Confident Decision-Making

With access to scenario modeling and a single source of truth, planners were able to evaluate options quickly and make decisions with greater confidence.



Enhanced Visibility Across the Network

KDP gained clearer insight into how decisions impacted inventory, service levels, and costs—enabling more proactive management of the supply chain.



More Proactive Planning

The ability to simulate and adapt allowed KDP to respond more effectively to disruptions, demand shifts, and changing market conditions.

These improvements translated into broader strategic benefits as well:

- ✓ Stronger alignment between tactical execution and long-term planning
- ✓ Reduced inefficiencies caused by disconnected processes
- ✓ Improved communication and trust across teams
- ✓ A more resilient and adaptable supply chain organization

Together, these outcomes represent a shift from siloed operations to a more integrated, decision-centric supply chain.

Why GAINS?

Empowering Connected Decisions Across the Enterprise

GAINS helped Keurig Dr Pepper move away from disconnected tools and toward a more holistic, decision-driven approach to supply chain management.

Through the Decision Engineering & Orchestration (DEO) framework, KDP is now able to:

- Connect decisions across functions and understand trade-offs in real time
- Align day-to-day planning with enterprise-wide objectives
- Use advanced analytics and scenario modeling to guide strategy
- Foster collaboration across teams through a shared platform

The partnership between Keurig Dr Pepper and GAINS continues to evolve, with ongoing efforts focused on expanding capabilities, deepening integration, and driving even greater value from connected decision-making.

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