

PepsiCo Transforms with an Enterprise Data Foundation for Agentic Intelligence

Accelerating AI Innovation
at Scale



Presenters



From Silos to Self-Optimization

How PepsiCo implemented the largest ever Data Blueprint for Agentic Intelligence!

With Microsoft Azure, Tiger Analytics helps retailers move from AI hype to AI results through a scalable, industry-aligned data foundation. Our work with PepsiCo proves the impact across forecasting, promotions, and supply chain execution. Discover what's possible – don't miss our In-Booth Theater Presentation.



Irina Feygin

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BU Head – Retail, CPG & Manufacturing

Tiger Analytics – A leading Data AI & Analytics Organization, working with Top Global Clients

Who we are?



7,000+

Data and AI Professionals

Fastest growing end-to-end data & analytics transformation partner focused on generating business value



Headquartered at Santa Clara, CA



Office Locations



Customer Satisfaction & Employee Engagement



85%

Revenue is repeat business from existing clients



90+

Consistent NPS of 90+ Across Customers



10%

Attrition rate & highly engaged team



120+

Fortune 1,000 Clients across Industries

Representative Industry Accolades



Strong Industry Partnerships



The Case for Enterprise Data Foundation

Why we needed to build a unified foundation for data.



Data Chaos

- Fragmented data ecosystem
- Limited cross-functional visibility
- Data risk & compliance gaps



Decision Lag

- Slow & reactive decision-making
- Inconsistent metrics, misaligned outcomes
- Lack of real-time insights



Operational Strain

- Operational inefficiency & longer time to market
- Slowed innovation due to fragmented data processes
- High cost & resource dependency

ALL OF THIS LED TO ONE NEED: ENTERPRISE DATA FOUNDATION



Standardized Horizontal Frameworks

- Reusable frameworks for ingestion, Quality, catalog, and DevOps
- Built-in security, access control, and audit logs
- Standardized governance across Business functions



Reusability & Accelerated Rollouts

- Accelerated development of Data Products
- Faster, consistent onboarding across Business functions
- Rapid multi-market deployment with reduced time-to-value



Core Principles of EDF



Microsoft's Industry Data Model

- Industry Data Model driven integration across source systems
- Harmonized, cross-market data views
- Enterprise-ready analytics consumption



Scalability & Maintainability

- Centralized monitoring and alerting
- End-to-end data & cost observability
- Sustainable, long-term platform health

Co-Creating EDF with Microsoft – and the Frameworks to Accelerate it

Microsoft Industry Data Model

PepsiCo leverages Microsoft's CPG Industry Data Model as the backbone for its Enterprise Foundation

Future-Ready Architecture: Scalable foundation enabling advanced analytics and AI

Cross-Domain Consistency: Harmonized model integrating insights across key business functions

Reduced Development Effort: Pre-built entities drastically shorten design cycles

Accelerated Time-to-Value: Standardization speeds up data onboarding and delivery



Data Foundation Core (Reusable Frameworks)

DevOps Framework

Self Service UI based Ingestion Service (Automated Code Generation)

Audit Framework

Data Modelling (GenAI Powered Assisted Data Modeling)

Data Quality Management

Data Catalog Enrichment & Discovery (GenAI-driven metadata accelerator)

Sustain and Support

Platform Provision and Validation Services

Microsoft Core Services



(Orchestration and acquisition)



Azure Data Lakes Storage with Delta Lake



Azure SQL Server



Azure Logic Apps



Azure Key Vault



Azure Function App



Azure App Service



Azure Service Bus



Azure Event Grid



Azure Log Analytics



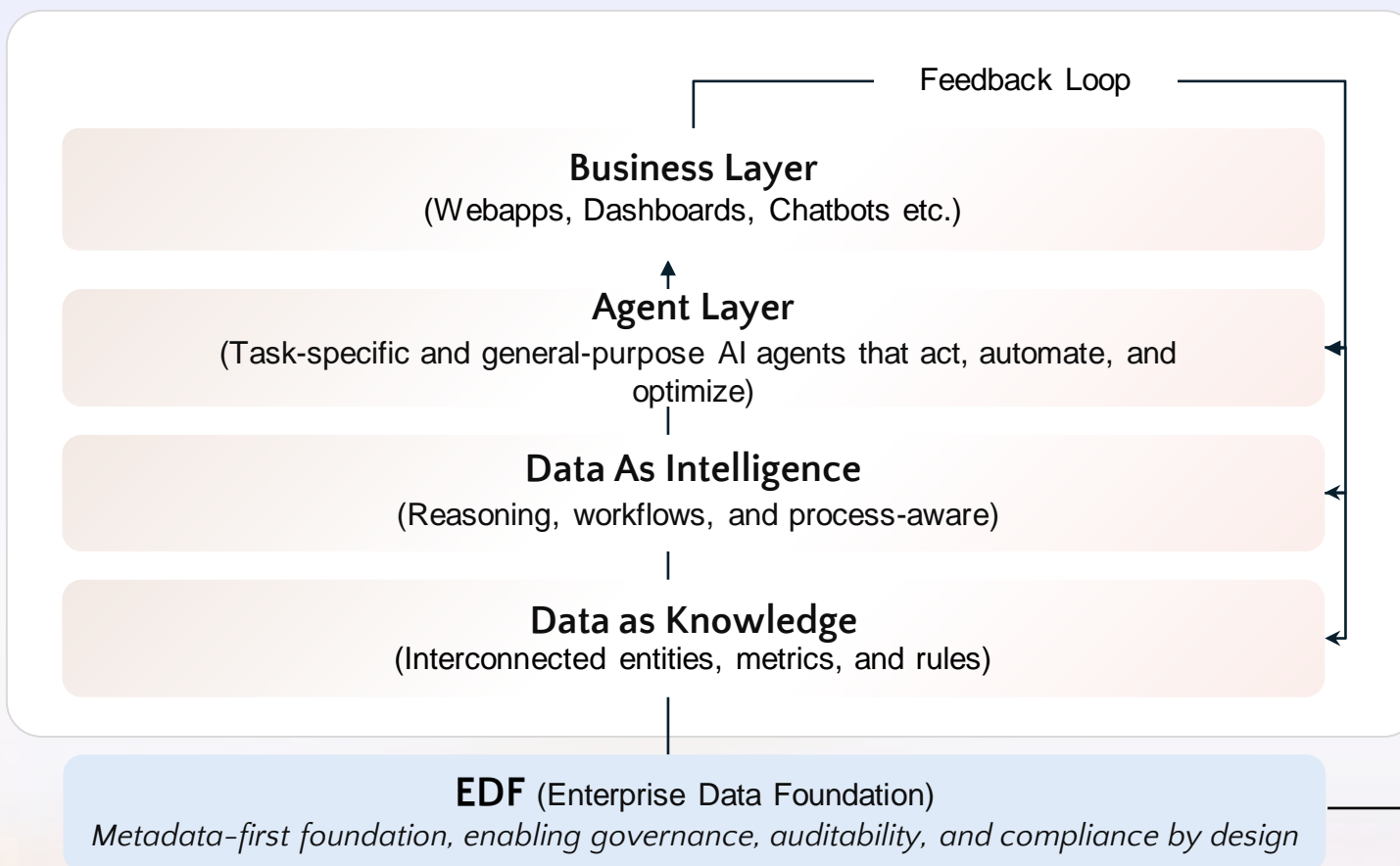
Azure DevOps



Azure OpenAI

The Future of EDF – Powered by Agentic AI

Goal: To evolve Enterprise Data Foundation so that AI agents can understand, query, and reason over structured data—just like a human analyst, but with context, lineage, and explainability built-in.



From data for dashboards to data for agents:

Tomorrow

- Connected Knowledge Graph as the intelligence layer
- Agents that reason, decide, and act
- Shift from insights to autonomous execution

Today

- Data pipelines feed dashboards
- Insights depend on human interpretation
- Decisions driven by manual rules

Data & AI Connected Platform Ecosystem Powered through EDF



2025

2026+

Data Product Management

AI Solutions & Platforms

Data Science & Advanced Analytics

Business Intelligence & Reporting

Integrated Business Planning (IBP)

Revenue Growth Management (RGM)

Sales Force Automation (SFA)

PepsiConnect (B2B)

Financial Planning & Analysis (FP&A)

Sustainability (Pep+)

Sourcing & Procurement (S&P)

Research & Development (R&D)

Global Agro

Enterprise Data Foundation

Data Architecture & Governance, Responsible AI, and External Partnerships

Data Engineering, Platforms, & Management (Integration + Operations)

Thank you

Scan the QR code to connect with us.

