

# Inconsistent RCA Across 40 Plants.

*Now, 650 Users  
and One Standard.*

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How PepsiCo Frito-Lay's Senior Reliability Manager unified RCA across **40 sites and three business units** — starting with 25 pilot users, letting plants choose adoption over mandate, and scaling to **650+ users** with full corporate visibility into quality and corrective action status.

# From site-by-site guesswork to 650 users, 40 sites, one standard



<b>INDUSTRY</b> Food & Beverage Manufacturing	<b>FOOTPRINT</b> ~40 Sites, North America	<b>PREVIOUS RCA PROCESS</b> No centralized tool or methodology	<b>USERS ON EASYRCA</b> 650+
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## THE CHALLENGE

Jerid Jackson, Senior Manager of Reliability & Asset Management at PepsiCo Frito-Lay North America, oversees reliability across nearly 40 sites — Frito-Lay, Quaker, Sabra — many running identical equipment. RCA quality varied wildly from plant to plant: some teams went deep, others barely went through the motions. Nothing was standardized, and corrective actions routinely fell through the cracks.

*"Everyone was doing an analysis to different levels — from pretty thorough to nothing at all — and there was no oversight... and not a lot of follow-through."*

— Jerid Jackson, Senior Manager of Reliability & Asset Management

## THE ROLLOUT

PepsiCo started with a pilot of 25 users across carefully selected plants. Jerid's approach: offer EasyRCA as something that makes the job easier, not a mandate. That "show and support" model built plant ownership, and word spread — the user base grew to 75, then 100, and now 650+ across the network.

*"We didn't worry too much about the quantity or quality to begin with — we just tried to get people using it and understanding it."*

— Jerid Jackson, Senior Manager of Reliability & Asset Management

## AI AS AN ACCELERATOR

Jerid started skeptical of AI — he changed his mind quickly. AI-generated executive summaries saved time, and suggested logic tree nodes helped new users get past the blank-page problem and dig into systemic causes, not just surface symptoms.

*"It helped us know what level to get to... I think I saw a little surge after some of those AI features were added."*

— Jerid Jackson, Senior Manager of Reliability & Asset Management

## RESULTS AFTER YEAR ONE

- **650+ users onboarded** across ~40 sites — without a top-down mandate
- **Standardized methodology** across Frito-Lay, Quaker, and Sabra business units
- **Corporate visibility** into RCA quality and corrective action status across all plants
- **Culture shift** — RCA training with EasyRCA taught teams to think, not just click

## FEATURES IN USE

- ✓ **RCA Builder**  
Logic tree analysis built on the plant floor, in real time
- ✓ **AI-Assisted Analysis**  
Suggested nodes, corrective actions & executive summaries
- ✓ **Action Center**  
Task assignment, deadlines & verification tracking per RCA
- ✓ **Templates & Sharing**  
Replicate solutions across identical equipment network-wide
- ✓ **Power BI Dashboard**  
Corporate visibility into RCA quality & action status
- ✓ **PROACT® Methodology**  
Multi-day training paired with in-app prompts for deeper analysis

## WHAT SPREAD IT

No mandate. No campaign. Jerid offered EasyRCA as a tool to make work easier — and plants chose it. Technicians talked. Other sites came asking. That's the adoption signal most software rollouts never get.

## THEIR ADVICE

*"If you're going to do root cause analysis, this tool will help you do it more efficiently and better quality."*

### Jerid Jackson

Senior Manager, Reliability & Asset Management, PepsiCo Frito-Lay NA

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