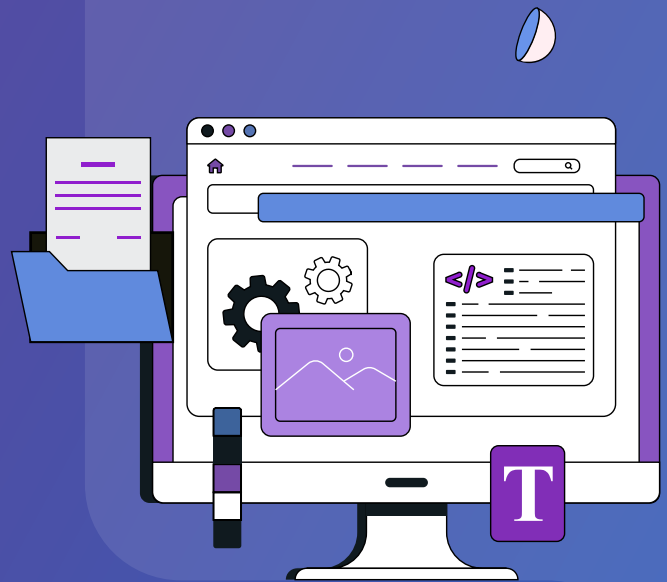


rebus

KraftHeinz



Designing the Perfect Shift with Real-Time Data

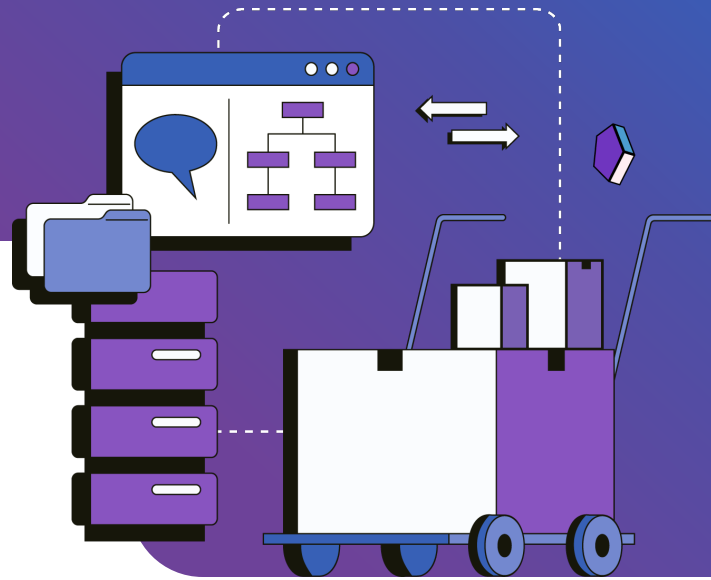
Rebus Analytics for Standardized Warehouse Operations

“We’ve ‘Rebus-ified’ our entire reporting structure. It’s all in one platform. It’s real-time. We don’t have to download something and then run it through a pivot table or a macro or something else. All the data is exactly where we want it to be.”

— Nick Peterson, Associate Director Logistics Operations, Kraft Heinz

Summary

Kraft Heinz, one of the world's largest food and beverage companies, sought to streamline warehouse operations across internal sites and 3PL partners using Rebus but discovered that inconsistent data usage and limited governance undermined its “perfect shift” goal. By establishing a single source of truth—standardizing dashboards, naming conventions, and performance metrics—Kraft Heinz clarified report ownership and improved communication. These measures let teams make mid-shift adjustments with real-time data, align all stakeholders, and eliminate duplicative dashboards, ensuring each site has up-to-date insights for efficient decision-making.

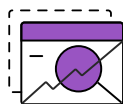


Challenges



Absence of Preset Standards

Without pre-established guidelines for processes, dashboards, and reporting, data structures across various sites risked duplication and inconsistent naming conventions.



Unclear Allocation of Responsibilities

Teams and 3PL partners were creating multiple iterations of similar dashboards, causing confusion about who owned specific data or reports.



Deficiency in Cross-Functional Collaboration

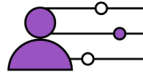
As Kraft Heinz introduced new dashboards or updated existing ones, the organization realized a formal strategy was needed to communicate these changes effectively and keep stakeholders aligned.

ROI and Benefits



Building the Perfect Shift

Operators and supervisors use real-time data to make on-the-fly adjustments mid-shift, rather than waiting until the next shift to solve problems.



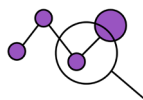
Optimized Performance Measurement

Standardizing meeting structures and metrics across all sites has streamlined the flow of information, making it easier to compare performance from site to site.



Greater Alignment and Visibility

By consolidating dashboards and standardizing naming conventions, Kraft Heinz fosters a “single source of truth,” ensuring every site accesses the same up-to-date data.



Enhanced Data Organization

Through governed data protocols, the company avoids duplicate reports and inconsistent filters, dramatically cutting down on user confusion and rework.



Implementation Strategies



Reorganization of Data and Reports

Kraft Heinz systematically removed or consolidated duplicate reports, categorizing them in ways that were intuitive for end users. A unified naming convention helped align datasets and dashboards across the network.



Developing a Comprehensive Strategy

Through a top-down approach, Kraft Heinz involved multiple sites to capture real-world feedback. In parallel, they defined overarching governance rules—who could build dashboards, what data standards to maintain, and how reports should be filtered—ensuring consistency everywhere.



Improving Communication and Rollout Processes

The Kraft Heinz team created a structured communication strategy for any new or updated dashboard. This ensured everyone, from frontline associates to site managers, knew what data was available and how to interpret it.

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