



## How AMC Took Center Stage with Peloton Consulting Group and Oracle Cloud EPM

AMC Entertainment Holdings, Inc. is more than a movie theater chain. It is the largest movie exhibition company in the United States, Europe, and across the globe, operating approximately 950 theaters and more than 10,500 screens worldwide. Headquartered in Leawood, Kansas, AMC has consistently redefined the guest experience through premium formats, enhanced food and beverage offerings, loyalty programs, and innovative entertainment concepts.



### Business Challenges

As AMC expanded globally, its planning and reporting landscape became increasingly fragmented. The organization was operating in a hybrid environment that included on-premises Hyperion, DRM, Oracle Cloud EPM, and Oracle Cloud EDM.

Planning and forecasting processes were heavily dependent on offline Excel workbooks, with inconsistent approaches across lines of business. Management reporting required pulling data from multiple hard-to-maintain applications, creating latency and limiting transparency. Significant manual data movement between systems introduced risk, complexity, and overnight processing delays.

In addition, AMC lacked a clearly defined functional and technical roadmap to migrate to the cloud and align applications to evolving business needs. The result? A finance environment that was operational, but not optimized for agility, scenario modeling, or real-time decision-making, all critical capabilities in the fast-moving entertainment industry.

### Approach

Partnering with Peloton Consulting Group, AMC embarked on a strategic modernization initiative designed to bring clarity, integration, and scalability to its enterprise performance management landscape. The journey began with a short-cycle strategic mobilization to assess pain points and define a best-practice roadmap for migration to Oracle Cloud. From there, AMC deployed “fit-for-purpose” Oracle Cloud EPM solutions, including:

- A driver-based rolling forecast model supporting domestic and international operations
- Redesigned weekly and monthly management reporting packages with actionable KPIs and visual dashboards
- Enhanced workforce planning and annual budgeting capabilities
- Oracle Enterprise Data Management (EDM) Cloud to govern master data and ensure consistency across applications

Redundant cubes were eliminated, data latency was removed, and planning processes were transformed from overnight batch cycles to real-time, interactive analysis. Additionally, technical debt associated with on-premises applications was reduced as key functionality migrated to supported cloud platforms.

## Business Impact

The transformation delivered measurable, enterprise-wide impact. AMC achieved integrated business planning across domestic and international operations, creating a single source of truth for forecasts and plans. Scenario modeling capabilities now enable finance teams to simulate base, low, and high outcomes across operational and financial drivers, empowering proactive decision-making.

Management reporting was completely reimaged, shifting from static “vomit of numbers” reports to visually oriented dashboards with actionable insights and robust ad hoc analysis capabilities. Application footprint was reduced by 65%, significantly lowering complexity while improving user experience and functional performance. Perhaps most importantly, FP&A now owns and administers the planning processes with minimal IT dependency, accelerating responsiveness and enhancing organizational agility.

## Summary

In an industry built on storytelling, AMC rewrote its own financial transformation narrative. By partnering with Peloton and leveraging Oracle Cloud EPM and EDM, AMC transitioned from a fragmented, manually intensive environment to an integrated, cloud-based planning and reporting platform. The result is a modern finance organization equipped with real-time analytics, advanced scenario modeling, streamlined governance, and scalable architecture to support continued global innovation.

The curtain has risen on a new era, one where AMC’s financial systems are as dynamic and forward-looking as the stories shown on its screens.



## About Peloton Consulting Group

Peloton Consulting Group has the vision and connected global capabilities to help organizations envision, implement, and realize the benefits of digital transformation. Our team has the best practices, knowledge, industry expertise, and know-how. We make digital transformation a reality by leveraging AI, Enterprise Performance Management (EPM), Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Human Capital Management (HCM), Customer Experience (CX), Analytics, and Data Management for the cloud. Through connected capabilities, we bring people, processes, and technology together. We help organizations go further, faster. That is the Peloton way!