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The Navigator for Enterprise Solutions

**CLOUD**  
**EDITION**



Making Digital  
Transformation  
a Reality

**Peloton**  
CONSULTING GROUP

**Guy F. Daniello,**  
Founder and CEO



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**Peloton is built on the power of connection. We prioritize our ability to connect with our clients, helping them modernize business processes with integrated cloud-based applications and analytics**



**Guy F. Daniello,**  
Founder and CEO of Peloton Consulting Group

# Peloton

CONSULTING GROUP

## Making Digital Transformation a Reality

**D**igital transformation is crucial for companies' competitiveness in today's fast-evolving business landscape. Peloton Consulting Group has the vision and connected global capabilities to help organizations envision, implement, and realize the benefits of digital transformation. The award-winning team has the best practices, knowledge, industry expertise, and know-how. It makes digital transformation a reality by leveraging Enterprise Performance Management (EPM), Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Human Capital Management (HCM), Customer (CX),

Analytics, and Data management for the cloud. "Peloton" refers to a large group of cyclists in a race. Typically, a Peloton consists of different teams and individuals working together and doing so on average with 35% greater efficiency. Guy F. Daniello founded Peloton Consulting Group with that same ideology in mind. He wanted to help companies go further faster by helping them digitally transform. Through connected capabilities, his vision has always focused on how Peloton brings people, processes, and technology together.

"Peloton is built on the power of connection. We prioritize our ability to connect with our clients, helping them modernize business

processes with integrated cloud-based applications and analytics,” says Daniello.

## INNOVATIVE STRATEGIES FOR EFFICIENT RESULTS

Achieving digital transformation success is reliant on the harmonious interaction between people, processes, and technology – which Peloton refers to as the PPT framework. Unfortunately, many digital transformation initiatives focus solely on technology integration, neglecting the essential integration of people, processes, and business challenges. This is where Peloton sets itself apart, emphasizing the fundamental elements that drive successful transformation.

Peloton takes a unique approach to helping its clients by providing a comprehensive set of services. It starts by providing advisory services that help envision a transformation. Then, it offers consulting services to execute the necessary changes. Finally, it offers managed services to ensure that the transformation is successful. Peloton believes that in today's digital age, successful organizations will thrive by creating hyper-connected capabilities that bring together their people, processes, and technology.

At the start of each client engagement, Peloton provides advisory services to better understand the client's unique challenges, business goals, and technology needs. Through this process, it helps clients envision the potential of digital transformation. To ensure a comprehensive approach, it develops a prioritization blueprint that highlights the key aspects of the business and its potential for transformation, specifically in terms of people, processes, and data.

During the execution phase, Peloton utilizes its tried and tested Breakaway Methodology to ensure seamless integration of technologies right from the beginning. This approach

allows its teams to work closely with customers to fully comprehend the difficulties they encounter, establish effective strategies, and facilitate user acceptance. Additionally, Peloton's Fit-to-Modern approach complements this process by assisting clients in aligning their ongoing transformation with their desired future state and conceptual design architecture.

**“Why choose between a responsive boutique firm and a global firm with robust capabilities when you can have both with Peloton?”**

Throughout implementation, the team leverages Business Adoption Models (BAM) that increase quality and adoption by driving end-user requirements and technical design. BAM provides early exposure to the tools and technologies being implemented, allowing the team to interact with the solutions earlier in the project. Focused on change and iteration, these models enable users to

better adapt the solutions to business needs. It also drives consensus and aligns expectations around essential requirements between the business and technology teams.

Peloton's Application Managed Services team ensures receive ongoing training, education, and the support needed to be successful. These services help clients solidify the change within their business and continually evolve with their needs.

Peloton leverages years of experience and expertise to make use of industry best practices, benchmarking, and analysis tools known as solution accelerators. These tools not only shorten project timelines but also reduce the overall cost of ownership.

“Transformation is more than a buzzword. It leads to growth, agility, and cost savings,” says Daniello.

## CUSTOMER SATISFACTION ABOVE ALL

Peloton prides itself on delivering the best possible customer experience with a unique balance of innovative and collaborative approaches to digital transformation. Its Fit-to-Modern and Breakaway Methodologies are designed to help companies drive adoption and change, ensure results, and mitigate risk throughout the entire life cycle of their digital transformation.

Client success is a passion for Peloton. The team listens, empathizes, shares knowledge, and focuses on tangible outcomes to earn trust while solving strategic problems during the partnership. A project is considered successful only when the client begins to trust the data generated from the newly implemented systems and relies on insights derived from their financial teams to gain a competitive advantage and make better decisions.

Peloton serves customers across wide range of industries, including retail, professional services,

manufacturing, high tech, life sciences, and construction and engineering.

Regardless of the industry, all clients experience the same level of exceptional customer service. Peloton recently worked with a professional services client that was running a legacy system and struggling to support their international growth. Manual processes were no longer scalable in light of the global expansion that was poised to take the firm to the next level.

Peloton stepped in and started with a Phase Zero approach that drove key requirements and mitigated risks from the project. It worked with the client's financial team to adopt a cloud platform that provided greater visibility and control over project costs, reduced manual processes, automated profitability analysis, and reporting, and supported international currencies, languages, and localizations.

In another instance, a retail client in the process of transforming their business was seeking to leverage strategic investments in technology to promote growth. With highly manual financial planning and reporting processes, they required the capabilities to better leverage driver-based planning and transition off the existing on-premises legacy solutions.

Peloton worked closely with the client's finance and IT teams to enable driver-based planning for core financial statements, provide sales and margin planning across all channels and individual locations, automate account reconciliation processes for compliance, and enhance the task management process.

## EMBRACING TECHNOLOGIES FOR CONTINUED GROWTH

Tried and tested methods have helped Peloton achieve impressive double-digit year-over-year growth over the past ten years. Despite the rapid expansion, it remains dedicated to offering personalized attention to client needs.

What is unique about Peloton Consulting Group is that it is big enough to matter yet small enough to care. Daniello often states, “Why choose between a responsive boutique firm and a global firm with robust capabilities when you can have both with Peloton?”

Alliances with leading technology providers like Oracle, NetSuite, and Anaplan allow Peloton to transform customers' businesses, make them more agile, and improve their efficiencies and, in turn, have a huge impact on the business.

Peloton drinks the Kool-Aid. What is fascinating is that Peloton practices

processes and a single source of truth across all business functions. The team constantly innovates and improves its approach to fit customer environments wherever they are in their cloud journey.

The combination of its highly passionate team of subject matter experts, leading practices, and superior capabilities helps clients realize their vision of digital transformation.

## A CULTURE OF COLLABORATION

Diversity and inclusion are strongly valued, both internally and within the community. It infuses the Peloton Way:

**“Transformation is more than a buzzword. It leads to growth, agility, and cost savings**

what it preaches. It uses best practices, methodology, technology, and business operational excellence to drive its own growth. Peloton utilizes the same tools it implements for customers, including ERP cloud financials and projects for back-office operations, planning, and budgeting cloud service to support pipeline and revenue forecasting processes, and it leverages Eloqua for email lead generation and marketing automation.

The company has officially launched its Oracle NetSuite Advisory and Implementation Services. This expansion enables Peloton to offer comprehensive services and solutions to their customers in their industries. It is also a highly respected partner within the Anaplan ecosystem.

Through these strategic partnerships Pelont helps clients connect all parts of their enterprise, bringing consistent

Together, we help our customers, our partners, and our communities go further faster.

Peloton also firmly believes in giving back to society. Through its not-for-profit mission, Peloton Kids Foundation, the company donates money and in-kind resources to empower children and their families in communities throughout the U.S. and India. It also works with other charity organizations to support people in need.

As businesses continue to rely on digital transformation for growth, cost savings, and increased efficiency, AI and automation will continue to play a significant role. Data will be the engine that supercharges organizations, and how they leverage that data will make or break their business. Regardless of the changes in the way business is conducted, Peloton is perfectly poised to meet the future needs of its customers. [CR](#)