

Win More CPG Cloud EPM Deals, Faster

In today's competitive CPG landscape, closing deals requires more than just great software — it demands implementation and industry credibility from Day One. Peloton Consulting Group's CPGXcelerate helps Oracle sales teams address the #1 concern of CPG prospects: successful implementation and time-to-value.

Why Partner with Peloton on Oracle Cloud EPM CPG Opportunities?

Close More Competitive Deals

- Differentiated value proposition with industry-specific solution accelerator
- Reduced customer concerns about implementation complexity and risk
- Pre-built CPG demos and proof points align to customer expectations and address common objections
- Up to 40% reduced implementation risk compared to traditional approaches
- Pre-configured solution drives faster time-to-value — results in weeks, not months

Enhance Customer Experience

- Implementation and industry credibility from first customer conversation
- Joint selling approach with Peloton experts supporting the sales process
- Seamless transition from sales to implementation with consistent messaging
- Higher customer satisfaction driving references and expansion opportunities

Shorten Sales Cycles

- Ready-to-use demos targeted to CPG-specific pain points
- Industry-specific success stories and proven ROI models
- Coordinated technical deep dives with prospects
- Implementation planning assistance during the sales process

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Showcase these powerful capabilities to differentiate your Oracle Cloud offerings:

Pre-Built CPG Capabilities

- **Flexible CPG Planning:** Best practice functionality configurable for a wide range of CPG organizations, including volume, gross margin, and corporate planning
- **Product & Customer Profitability Reporting:** Pre-configured PVM variance analysis
- **New Product Introduction:** Launch planning and pro-forma reporting
- **Advanced Planning:** AI and ML-powered predictive capabilities
- **What-If/Scenario Modeling:** Quickly flex key drivers against baseline forecasts
- **Financial Statements:** Monthly P&L with simplified Balance Sheet & Cash Flow
- **Scalable Integration:** Seamless connection with Workforce, Capital, and Projects modules

Addressing Key CPG Customer Pain Points

Help your prospects understand how CPGXcelerate solves their specific challenges:

- **Demand Volatility:** Enhanced forecasting and scenario planning capabilities
- **Supply Chain Disruptions:** Improved network visibility and contingency planning
- **Changing Customer Behavior:** Better trade promotion ROI tracking and performance metrics
- **Data Silos:** Connected planning eliminates barriers between functions
- **Digital Transformation Complexity:** Reduced implementation risk and timeline

The CPGXcelerate Advantage for Oracle Sales

Joint Account Planning

- Unified value proposition focused on CPG business challenges
- Target account identification with industry-specific qualification criteria
- Coordinated outreach strategy with consistent messaging
- Shared opportunity qualification and pursuit planning

Co-Selling Support

- Joint presentations and demos with industry-specific scenarios
- RFP response collaboration with implementation credibility
- Technical solution validation and architecture guidance
- Pre-sales solution design and scoping assistance

Implementation Acceleration

- Pre-configured forms, input templates, and business logic
- Standardized delivery methodology reduces risk
- Gap-fit analysis of pre-built logic to client requirements
- Comprehensive training and go-live support

Success Stories that Resonate

- Industry-specific references and case studies
- Documented business value realization metrics
- Implementation success stories with timelines and outcomes
- Ongoing customer advocacy and expansion opportunities

How We Support You

Sales Enablement Resources

- CPG industry training for your sales team
- Solution demos customized for different CPG segments
- Objection handling guides and battle cards
- Joint value proposition messaging



Pre-Sales Technical Support

- Solution architecture validation
- Technical deep dives with prospects
- Integration planning and road map development
- Scope development and solution design

Proposal and Pricing Support

- Implementation scope and timeline guidance
- Joint ROI and business case development
- Pricing and licensing optimization support
- Contract structure recommendations



Key Benefits to Highlight to your CPG Prospects

- **Reduced Cost:** CPG-specific logic is pre-built, allowing skilled resources to focus on adapting logic to suit org-specific differentiators.
- **Faster Requirements Phase:** Utilizing industry methodologies drives out higher-quality requirements more efficiently, reducing capital costs.
- **Rapid Deployment Option:** Option to rapidly adopt the accelerator as-built, connect sources and start planning, allowing teams to explore capabilities and evolve into the platform.
- **Enhanced Business Performance:** Visibility to planning assumptions leads to better insight and plan accuracy, while scenario modeling drives team consensus and optimized decision-making.

Contact your Peloton alliance manager today to schedule a CPGXcelerate overview session for your sales team and start bringing this powerful advantage to your CPG opportunities.

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