



Powering Wholesale and Retail in Brazil: Martins Group Transforms its Operations with Peloton Consulting Group and Oracle Cloud

Founded in 1953 in Uberlândia, Brazil, Martins Group is one of the country's leading wholesale and distribution companies. Serving over 3 million customers nationwide, Martins Group offers a broad portfolio of more than 23,000 products through a hybrid sales model that combines direct distribution with a dynamic B2B marketplace. Beyond wholesale, the company's ecosystem includes integrated logistics solutions, financial services through Tribanco and Tricard, and educational programs offered by the Martins Group Retail University. With a vast fleet of vehicles and nationwide reach, the company plays a critical role in enabling growth and sustainability for small and medium-sized retailers across Brazil.



Business Challenges

Martins Group faced increasing operational challenges due to the scale and complexity of its business. As the company expanded, the need for a more agile, transparent, and compatible technology infrastructure became urgent. Martins Group set out to find a solution that would enable real-time insights, improve governance, streamline processes, and provide a scalable foundation for continuous innovation.



Approach

To achieve these goals, Martins Group began a phased transformation using Oracle Cloud ERP to progressively replace Oracle E-Business Suite and optimize critical operations, with Peloton Consulting Group as a key partner in strategy and execution. The journey began with the modernization of supply management through cloud-based sourcing, supplier qualification, and contract management, realizing the groundwork for faster and more transparent collaboration with suppliers. The company then focused on automating employee expense processes, creating a system that is more efficient, compliant, and user-friendly. The most transformative stage came with the migration of the core finance, tax, inventory, and cost management functions to Oracle Cloud ERP. This phase also included the implementation of tax and compliance functionalities specific to Brazil, addressing one of the most complex regulatory environments in the world.



Business Impact

As a result of this transformation, Martins Group improved operational efficiency and gained real-time visibility into its financial and tax data. With automated workflows and a unified cloud platform, the company can now respond more quickly to regulatory changes and make more strategic decisions. The move to Oracle Cloud Infrastructure (OCI) provided a secure and scalable foundation, supported by best-in-class governance, including Single Sign-On (SSO), role-based access control, and segregation of duties through the Oracle Risk Management Cloud Service. The Integration modernization, led by Peloton, using Oracle Integration Cloud (OIC and VBCS), and Autonomous Transaction Processing (ATP), enabled Martins Group to seamlessly orchestrate data from dozens of legacy systems. The result was improved automation, monitoring, and business continuity.

Summary

Today, financial, tax, and supply chain operations at Martins Group are streamlined and digitalized, while custom integrations meet the company's unique business requirements without compromising flexibility. The partnership with Peloton and Oracle not only enabled Martins Group to overcome immediate operational challenges but also positioned the company to scale, innovate, and lead into the future. With each quarterly Oracle Cloud ERP update and ongoing support from Peloton, Martins Group continues to evolve proving that companies can embrace digital transformation and emerge stronger, smarter, and ready to face the challenges of the future.

