



## The Drive for Success: Edmunds Transforms Customer Experience with the Help of Peloton Consulting Group and Oracle Cloud EPM

Edmunds.com Inc. is an automotive information website, providing data on vehicle transactions, specifications, incentives, and other topics of interest. They serve millions of visitors each month and empower shoppers to buy smarter with instant, upfront prices for cars and trucks currently for sale at 10,000 dealer franchises across the U.S.



### Business Challenges

As a leading automotive information platform serving millions of monthly visitors, Edmunds.com Inc. faced growing pressure to modernize its financial operations to match the scale and speed of its business. The company was reliant on non-integrated, legacy financial systems, including a dated ARIA billing platform. The dated platform struggled to handle high data volumes and failed to provide the transparency and agility needed in today's fast-paced digital environment. Reporting processes were difficult to maintain and lacked real-time visibility, underscoring the urgent need for a more robust, cloud-based solution. To meet these demands, Edmunds turned to Oracle Cloud to unify and streamline its financial infrastructure, enabling smarter, faster decision-making across the organization.

### Approach

Edmunds partnered with Peloton Consulting Group to implement a holistic transformation grounded in people, processes, and technology to face their business challenges. Leveraging Peloton's deep expertise and Oracle Cloud's robust capabilities, Edmunds migrated its planning operations to Oracle Cloud EPM, which enabled greater flexibility, scalability, and the opportunity to streamline and modernize legacy calculations. In parallel, the company replaced its outdated ARIA billing system with Oracle Subscription Management, unlocking advanced tax functionality and tighter integration with its existing Cloud ERP. This end-to-end cloud migration empowered Edmunds to reimagine core financial processes while setting a strong foundation for future growth.

### Business Impact

Led by Peloton, the Oracle Cloud implementation delivered immediate and measurable business impact for Edmunds. With automated data integration across key systems, including Oracle Cloud ERP and Salesforce, the company eliminated time-consuming manual processes and improved data accuracy. A custom-built model gave Edmunds enhanced visibility into detailed vendor expenses, enabling more precise budgeting and analysis. Most importantly, Peloton helped establish a standardized, scalable financial process that not only reduced manual effort but also aligned seamlessly with Edmunds's long-term growth strategy.

## Summary

By partnering with Peloton Consulting Group, Edmunds successfully transformed its financial operations through a strategic blend of people, processes, and technology. Migrating from legacy systems to Oracle Cloud enabled the company to streamline planning, modernize subscription management, and enhance integration across platforms like Oracle Cloud ERP and Salesforce. With improved visibility into vendor expenses, automated data flows, and a scalable, standardized financial process, Edmunds is now better equipped to support its rapid growth and make smarter, faster business decisions.



## 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 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!