Customer Success Story

EG America

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Fueling Smarter Growth: How EG America Transformed Planning with Oracle Cloud EPM and Peloton Consulting Group

EG America is one of the fastest-growing convenience retailers in the United States, operating Certified Oil, Fastrac, Kwik Shop, Loaf N’ Jug, Minit Mart, Quik Stop, Sprint Food Stores, Tom Thumb, and Turkey Hill stores. The retailer is owned by EG Group, a UK-based fuel station and convenience store chain, and operates 1,500 locations across the Unites States. EG America is committed to delivering a modernized consumer retail experience that exceeds expectations and creates a true one-stop retail destination.

Business Challenges

As one of the nation’s fastest-growing convenience retailers, EG America faced growing pains in its financial planning processes. The company relied on Excel-based planning that was both time-intensive and prone to error, limiting its ability to focus on value-added analysis. Multiple distribution and consolidation cycles made it difficult to maintain accuracy throughout the budgeting process, leaving the company vulnerable to inconsistencies. Without store-level planning capabilities, EG America lacked the detailed visibility needed to make informed decisions across its 1,500 locations.

Approach

To modernize and streamline planning, EG America partnered with Peloton Consulting Group to implement a driver-based planning solution leveraging Oracle Cloud EPM. The project introduced automated variance thresholds and intuitive input templates for department expenses, corporate employees, and direct store planning. Through Peloton’s Breakaway Methodology, the joint team worked efficiently to deliver the project in just 13 weeks; this accelerated timeline ensured early user adoption and rapid value realization. Direct responsibility reports and built-in store segmentation capabilities empowered EG America’s finance team with both standardized and ad hoc reporting, creating a single, cohesive view of performance across the business.

Business Impact

With its new planning and budgeting solution, EG America has eliminated the manual effort once required to produce key management reports, freeing finance teams to focus on strategic analysis. The company now benefits from full visibility into real-time updates, allowing consolidated P&L views to instantly reflect changes as plans evolve. By introducing variance commentary and accountability thresholds, EG America strengthened department ownership of budgets and established new standards for financial discipline. What was once a fragmented, manual process is now a streamlined, insight-driven planning environment that supports smarter, faster decisions.

Summary

Through its partnership with Peloton, EG America transformed its planning and budgeting process into a modern, cloud-based solution that delivers speed, accuracy, and accountability. The company's new driver-based planning approach provides real-time insights, empowers teams across departments and stores, and sets the foundation for continued growth. By embracing innovation, EG America is fueling its vision of a connected, data-driven retail enterprise.

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!