

Building a Healthier Foundation for Financial Planning with Oracle Fusion Cloud

Great HealthWorks is a vertically integrated direct-to-consumer health and wellness company headquartered in Fort Lauderdale, Florida. Best known for its flagship OmegaXL® joint and muscle supplement, the company develops, manufactures, and markets a growing portfolio of nutraceutical products designed to help consumers live healthier lives.



Business Challenges

Like many rapidly growing organizations, Great HealthWorks had built its financial planning processes around speed and practicality. As the company evolved, however, the finance organization found itself relying on Excel as its primary budgeting and forecasting tool, with limited visibility into enterprise-wide financial performance and planning activities.

Although Oracle Fusion Cloud ERP provided a strong transactional foundation, it lacked the level of detail needed to support comprehensive FP&A reporting and analysis. Planning processes remained highly manual, making it difficult to connect workforce, gross margin, and financial planning into a cohesive view of the business. As the organization shifted from a "get it done" mindset to a more strategic approach, leadership recognized the need to invest in modern planning processes that would provide greater visibility, stronger governance, and a scalable foundation for future growth.

Approach

Great HealthWorks partnered with Peloton Consulting Group to implement Oracle Cloud EPM, creating an integrated planning platform that connected finance, workforce, and operational planning across the organization. The implementation included Financial Planning, Workforce Planning, and a custom Gross Margin Planning solution designed to provide deeper insight into business performance while integrating with Oracle Fusion Cloud ERP and ADP.

More than simply deploying technology, Peloton worked closely with the Great HealthWorks team to understand how the business operated and to identify the planning processes that would best support its long-term objectives. Rather than focusing solely on software implementation, Peloton helped establish a strategic FP&A roadmap and foundational planning framework that aligned people, processes, and technology. This collaborative approach provided the structure needed to modernize budgeting and forecasting while creating a platform capable of evolving alongside the business.

Business Impact

The implementation established a strong planning foundation that continues to deliver value across the organization. By replacing disconnected Excel-based processes with Oracle Cloud EPM, Great HealthWorks significantly improved forecasting capabilities and created a single, integrated planning environment for finance and business leaders.

Perhaps even more importantly, the transformation changed how the finance organization approaches planning. With standardized processes and better-defined business metrics, teams are now positioned to perform deeper analysis, enhance reporting, and make more informed business decisions. Rather than spending valuable time maintaining spreadsheets, finance can focus on generating insights that help drive the business forward.

The relationship has also continued well beyond implementation. Through Peloton's Managed Services organization, Great HealthWorks continues to expand and enhance its Oracle Cloud EPM environment, treating Peloton as an extension of its own team. Together, the organizations continue to build upon the original implementation through a shared commitment to continuous improvement, ensuring the platform evolves alongside the company's changing business needs.

Summary

Great HealthWorks' transformation demonstrates that successful digital transformation extends beyond technology and that it begins with building the right foundation.

By partnering with Peloton and implementing Oracle Cloud EPM, Great HealthWorks replaced manual planning processes with a connected, scalable platform that empowers finance with greater visibility, stronger forecasting, and more meaningful business insights. Today, supported by an ongoing Managed Services partnership, Great Healthworks continues to enhance its planning capabilities and expand the value of its investment, positioning itself for sustained growth and continuous innovation.



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 AI, 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!