Data Sheet

Consumer Products Planning Accelerator: Your Catalyst for Planning Excellence

Peloton CONSULTING GROUP | Digital Transformation Realized.

Peloton Consulting Group's Oracle Cloud EPM Planning Solution for Consumer Products Organizations

Consumer Products Xcelerate is Peloton's industry-tested planning solution for Consumer Products organizations, built on Oracle Cloud EPM and sharpened with AI and machine learning to bring financial and operational planning together in one connected environment. Whether you make packaged food, footwear, consumer electronics, or wellness products, you're solving the same planning problems: modeling demand, understanding price-volume-mix, managing trade and promotional investment, and seeing true profitability by product, customer, and channel. Consumer Products Xcelerate speaks that language, whatever aisle, shelf, or storefront you sell in.

Unlike generic planning tools, Consumer Products Xcelerate understands common product structures, promotional dynamics, channel complexities, and the relationship between consumer behavior and financial outcomes across the full breadth of the Consumer Products industry. It integrates with your existing S&OP, ERP, and trade or vendor management systems to create one planning environment. Your team makes decisions on the same data, the same assumptions, and the same page.

Consumer Products Planning Challenges

Consumer Products organizations, from traditional packaged goods to apparel, electronics, sporting goods, and beyond, face planning complexities that generic solutions were never built to handle.

Operational Complexity

- Disconnected planning processes too cumbersome to quickly model demand scenarios.
- Difficulty managing multi-channel operations with varying customer requirements and pricing structures.
- Limited visibility into profitability at the product, customer, and channel level.
- Challenges incorporating consumer trends, seasonality, and promotional lift into financial plans.

Market Dynamics Challenges

- Systems built for yesterday's business don't reflect today's omnichannel reality, making accurate price-volume-mix analysis difficult.
- Multi-variant plans that reflect real consumer behavior and market dynamics are hard to build and harder to maintain.
- Inability to model the financial impact of new product launches, pricing changes, or market expansion.
- Difficulty measuring the effectiveness of trade promotions and marketing investments.

Financial Planning Integration Issues

- Recurring pressure to protect gross margin while staying competitive on price.
- Fragmented planning processes that don't leverage industry best practices.
- Time-intensive requirements gathering and implementation phases for generic solutions.
- A lack of industry-specific templates and business logic for your category.
- Insufficient predictive capability for demand forecasting and promotional planning.

Built for the Full Consumer Products Landscape

Say “CPG” and most people picture Procter & Gamble, Clorox, Kraft Heinz, PepsiCo, or Coca-Cola. Those companies are a great fit for Consumer Products Xcelerate, but they're not the whole story. We built Consumer Products Xcelerate around the planning processes that Consumer Products companies share, not the label any one of them happens to use. That means it fits organizations across a much wider set of industries, including:

- Food & Beverage
- Household Products
- Personal Care & Beauty
- Consumer Healthcare
- Health & Wellness
- Apparel & Accessories
- Footwear
- Sporting Goods
- Consumer Electronics
- Home Goods & Furnishings
- Luxury Goods
- Luggage & Travel Goods
- Pet Care
- Toys & Games
- Office & School Supplies
- Books & Educational Products
- Brand Licensing & Consumer Products

Different industries sell different products, but they run the same planning processes: revenue, volume, and average selling price; gross margin; product, customer, and channel planning; demand planning; driver-based and scenario planning; product and customer profitability; and price-volume-mix analysis.

Because Consumer Products Xcelerate is built around those shared processes, one accelerator, with a handful of configurable, industry-specific planning drivers, can support your business, regardless of your industry.

Our Approach

Pre-Built Consumer Products Content

- Industry-specific templates covering every stage of Consumer Products planning, from demand modeling to customer profitability.
- Pre-configured consumer products business logic for revenue, gross-to-net pricing, cost of goods sold, and price-volume-mix variances.
- A standardized delivery methodology that reduces implementation risk and accelerates time-to-value.
- A flexible architecture you can deploy as-is or customize as the foundation for a tailored solution.

Comprehensive Planning Integration

- Driver-Based Sales and Gross Margin Planning: Multi-channel, product-based modeling for revenue and cost of goods sold at the SKU level, incorporating demand drivers such as consumer trends, seasonality, and promotional lift.
- Advanced Demand-Driven Modeling: AI- and ML-powered scenario modeling for new product launches, pricing changes, and market expansion strategies.
- Trade Promotion Optimization: Pre-configured analytics for promotional effectiveness and ROI analysis.
- Financial Statement Integration: Delivered integration between sales, production, and financial planning.

Expert Consumer Products Implementation

- Gap-fit analysis of pre-built logic against your organization's specific requirements.
- Model integration with your existing S&OP systems and trade or vendor management platforms.
- Consumer products business logic configured to your industry's consumer behavior and market dynamics.
- Comprehensive user and admin training, with ongoing support.
- Go-live support with production deployment assistance.

Configurable by Industry

Every Consumer Products category has its own version of gross margin. Consumer Products Xcelerate ships with configurable drivers so the plan reflects how your industry makes money; this is not a generic packaged-goods template stretched to fit.

Optional planning modules extend Consumer Products Xcelerate further, including licensing and royalty planning, vendor and supplier planning, product and customer profitability, inventory planning, brand planning, collection or season planning, channel planning, merchandise planning, and wholesale planning.

Our accelerator can grow with your organization's planning maturity.

Technology Foundation

Consumer Products Xcelerate is built on Oracle's Cloud EPM platform, delivering integrated financial planning, budgeting, and forecasting that drives accurate, data-driven decisions across your organization. It leverages Oracle's Intelligent Performance Management capabilities for AI-powered predictive analytics, enabling proactive demand forecasting and promotional optimization.

Our integration capabilities connect seamlessly with your existing S&OP, ERP, and trade or vendor management systems, creating a unified data flow across your value chain. That eliminates data silos and gives your organization a single source of truth for every Consumer Products planning activity.

Benefits

Accelerated Implementation

- **Reduced Cost:** Consumer Products planning logic is pre-built, so skilled resources focus on adapting the model to your organization's nuances rather than building from scratch.
- **Faster Requirements Phase:** Industry methodologies drive out requirements more efficiently, reducing capital cost and implementation timeline.
- **Rapid Deployment Option:** Adopt the accelerator as built, connect your sources, and start planning. Your team can explore the software's full capabilities and evolve into the platform at its own pace.

Enhanced Consumer Products Visibility

- **Operational Connectivity:** Demand planning, promotional planning, and financial planning work in concert to improve decision-making and profitability.
- **Consumer Products Clarity:** Complete visibility into the core assumptions behind your demand and pricing plans, so you can adjust as market conditions evolve.
- **Scenario Modeling:** Quickly model different planning scenarios and drive team consensus on go-to-market strategy.

Consumer Products Best Practices

- **Industry Expertise:** Proven Consumer Products and Oracle planning methodologies unlock new efficiencies and ways of thinking.
- **Comprehensive Coverage:** One integrated platform covers every key planning area, from demand and sales to trade promotions and customer profitability.
- **Continuous Evolution:** A framework that lets your finance team keep evolving into a higher value-add partner to the business.

Proven Consumer Products Results

- **Tailored Solutions:** Pre-configured for the nuances and complexities of your Consumer Products category.
- **Proven Deployment:** Standardized delivery methodology that reduces implementation risk and increases time-to-value.
- **Expert Support:** Ongoing guidance from Peloton's Consumer Products experts, with deep technical and operational expertise.

Key Capabilities

Flexible Consumer Products Planning

- Product, customer/channel, and corporate planning with multi-dimensional profitability analysis.
- Driver-based planning that incorporates consumer trends, seasonality, and promotional dynamics.
- Multi-channel revenue optimization with price-volume-mix reporting.

Product & Customer Profitability Analysis

- Plans extend to the SKU and customer level, enabling market-facing decisions at an operational level.
- Position-based analysis builds profitability insight from the ground up.
- Customer segmentation and channel performance analytics.

Detailed Gross Margin Analysis

- Full gross-to-net pricing components with flexible, industry-specific standard cost line items.
- Plan and actuals analyzed across business dimensions using the Oracle Profitability & Cost Management (PCM) module.
- Uses data from your sales and cost-of-goods plans to drive actionable margin optimization.

Advanced Demand-Driven Modeling

- A consolidated financial plan that flows into scenario modeling, powered by AI and ML predictive capabilities.
- Financial impact modeling for new product launches, pricing changes, and market expansion.
- Trade promotion effectiveness analysis and optimization.

Pre-Built Analytics

- Industry-specific reports and dashboards for promotional analysis and customer profitability.
- Consumer trend monitoring and market performance tracking.
- Trade spend ROI calculations and promotional lift analysis.

Why Consumer Products Xcelerate?

Consumer Products Xcelerate is an industry-specific planning tool, not a generic planning model. We built it to capture the leading-practice methodologies for financial planning and connectivity across Consumer Products organizations. Investing in modern cloud technology becomes a genuine competitive advantage, not just an IT project.

- **Tailored For All Consumer Products:** Our pre-configured solution understands the nuances of your category, whatever it is. We speak the language and understand the underlying complexity of Consumer Products planning.
- **Successful Deployment:** Pre-configured logic and a standardized delivery methodology reduce implementation risk and increase time-to-value. Available as a rapid-deployment solution or a customizable foundation.
- **Comprehensive Planning:** One integrated platform covers every key planning area, from demand and sales to trade promotions and customer profitability.
- **Expert Support:** Continuous guidance from Peloton's experienced consultants, backed by deep technical and industry expertise.

About Peloton Consulting Group

Peloton Consulting Group is a leading global professional services firm with connected capabilities to envision and implement AI-enabled transformation. Peloton combines a client-first culture and deep industry, process, technology (cloud and AI), and analytics expertise to drive results. For more information, visit **www.pelotongroup.com**