



# PRE-CALL BRIEFING DOCUMENT

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 **URGENT: Meeting in 25 minutes**

**Meeting:** pepsiCo client meeting - 1

**Date:** 6/8/2025, 12:30:00 pm

PepsiCo, a global food and beverage giant with a diverse portfolio, seeks innovative technologies to optimize operations and market reach. This meeting initiates discussions about their current IT landscape and potential transformation initiatives.

## CLIENT CONTEXT

PepsiCo, a global food and beverage giant with a diverse portfolio, seeks innovative technologies to optimize operations and market reach. This meeting initiates discussions about their current IT landscape and potential transformation initiatives.

## ENGAGEMENT HISTORY

First meeting, no prior engagement.

## EXTERNAL INTELLIGENCE

PepsiCo's significant revenue underscores their scale and potential investment capacity in technology. Focus on solutions that deliver efficiency and competitive advantage.

## TALKING POINTS


- ▶ 1. Highlight Cprime's experience in successful cloud migrations for large enterprises, emphasizing reduced costs and increased agility.
- ▶ 2. Demonstrate our expertise in DevOps and CI/CD implementation to accelerate PepsiCo's product development and deployment cycles.
- ▶ 3. Present our digital transformation consulting services, focusing on data-driven decision making and enhanced customer engagement.
- ▶ 4. Discuss Cprime's ability to optimize their current tech stack through cloud-native solutions.


## KEY QUESTIONS

- ▶ 1. What are PepsiCo's key strategic priorities for the next 1-3 years, particularly concerning technology?
- ▶ 2. What are the biggest challenges PepsiCo faces in their current IT environment?
- ▶ 3. How is PepsiCo currently leveraging cloud technologies, and what are their future cloud ambitions?
- ▶ 4. What are PepsiCo's key performance indicators (KPIs) related to digital transformation?

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## RISKS & OPPORTUNITIES

 **Risks:** PepsiCo's size may indicate complex internal processes and decision-making structures. • Potential resistance to change within a large organization.

 **Opportunities:** Large-scale cloud migration and optimization project. • Implementing modern DevOps practices across multiple product lines.

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## CPRIME EDGE

**Services:** Cloud Migration & Architecture | DevOps & CI/CD Implementation | Digital Transformation Consulting

**Differentiators:** End-to-end cloud migration expertise • AWS Advanced Consulting Partner  
• Located in IITM Research Park, Chennai

**Pre-Meeting Checklist:** Review action items • Prepare technical diagrams • Confirm attendees • Ready follow-up template

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