



# PRE-CALL BRIEFING DOCUMENT

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 **URGENT: Meeting in 12 minutes**

**Meeting:** pepsico meeting - 2

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

## CLIENT CONTEXT

PepsiCo, a global food and beverage leader, is actively investing in digital transformation and cloud adoption to improve consumer experience, optimize supply chains, and enhance decision-making. This is our second meeting; aim is to understand their specific challenges and opportunities related to their cloud initiatives.

## ENGAGEMENT HISTORY

N/A - First interaction

## EXTERNAL INTELLIGENCE

PepsiCo is heavily invested in cloud infrastructure leveraging Azure, AWS, and data platforms for AI, ML, supply chain, and consumer behavior analysis. They are also prioritizing FinOps for cost management.


## TALKING POINTS


- ▶ 1. Discuss Cprime's expertise in cloud migration and architecture, highlighting our ability to optimize cloud infrastructure for cost efficiency (FinOps).
- ▶ 2. Showcase Cprime's experience in implementing DevOps and CI/CD pipelines, focusing on how this can accelerate PepsiCo's application development and deployment cycles.
- ▶ 3. Present Cprime's digital transformation consulting services, emphasizing our ability to align technology investments with business objectives to achieve measurable outcomes.
- ▶ 4. Illustrate success stories of how Cprime has helped other large enterprises in similar industries improve their agility and innovation through digital transformation and cloud adoption.

## KEY QUESTIONS

- ▶ 1. What are PepsiCo's biggest challenges related to cloud migration, management, and optimization?
- ▶ 2. How is PepsiCo measuring the ROI of its cloud investments, and what are the key performance indicators (KPIs)?
- ▶ 3. What are PepsiCo's priorities for improving its DevOps practices and accelerating its software delivery pipeline?
- ▶ 4. What are PepsiCo's key strategic goals for its digital transformation initiatives over the next 12-24 months?

## RISKS & OPPORTUNITIES

 **Risks:** PepsiCo may have pre-existing relationships with other consulting firms for similar services. • PepsiCo's internal IT team may have limited capacity to implement large-scale transformation initiatives. • Budget constraints might limit the scope or complexity of potential projects.

 **Opportunities:** Position Cprime as a strategic partner that can help PepsiCo achieve its digital transformation goals and maximize the value of its cloud investments. • Identify opportunities to provide targeted consulting services in areas such as FinOps, DevOps automation, and data analytics. • Explore potential for long-term partnerships with PepsiCo to support their ongoing cloud migration and digital transformation efforts.

## 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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