



PRE-CALL BRIEFING DOCUMENT

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 **URGENT: Meeting in 28 minutes**

Meeting: pepsico client meeting -5

Date: 7/8/2025, 11:15:00 am



SALES BRIEFING: pepsico client meeting -5

Meeting: Thu, Aug 7, 11:15 AM

Deal Stage: FOLLOW-UP

Location: Not specified

Key Stakeholders: joshnaacsha.25cs@licet.ac.in, joshnaacsha@gmail.com



PROSPECT PROFILE & QUALIFICATION

PepsiCo is actively pursuing digital transformation, focusing on cloud cost optimization and AI-driven supply chain improvements. They are collaborating with AWS and exploring FinOps. Identifying their budget and decision-making process for cloud initiatives is crucial. Understanding the urgency behind their AI adoption and supply chain improvements will help align our offerings.



DEAL HISTORY & PIPELINE STATUS

Based on previous meetings, we need to understand their progress on cloud migration and DevOps initiatives. Identify any previously raised objections related to cost, implementation

timelines, or integration challenges. Clarify if budget has been allocated and the current deal stage in their procurement process.

Sales Cycle: 3 touchpoints completed



COMPETITIVE INTELLIGENCE & MARKET PRESSURE

PepsiCo's focus on cloud cost management and AWS partnership highlights a sensitivity to ROI and preference for established vendors. Leverage this to position Cprime as a partner that optimizes cloud investments and accelerates AI adoption to drive measurable business results, emphasizing our experience in FinOps and AWS integrations.

Market Research: "pepsico cloud capabilities"



DECISION MAKER INTELLIGENCE

ATTENDEE INTELLIGENCE (1 profiles researched)

1. joshnaacsha@gmail.com

- Company/Domain: gmail.com
- Role: Position not specified

MEETING APPROACH SUGGESTIONS

- Recommended prep: Review attendee contexts above for personalized talking points

Research conducted: Aug 07, 2025 10:46 | Sources: Professional directories and public profiles



VALUE PROPOSITIONS (Lead with ROI)

- ▶ 1. Showcase how Cprime's DevOps and Cloud Migration solutions can significantly reduce PepsiCo's cloud costs by X% through optimized resource utilization and automated processes, delivering a Y% ROI within Z months.

- ▶ 2. Emphasize our experience in implementing AI-powered supply chain solutions that drive demonstrable improvements in efficiency, responsiveness, and profitability for large enterprises like PepsiCo.
- ▶ 3. Highlight Cprime's expertise in integrating with AWS services, ensuring seamless data migration, minimal disruption, and faster time-to-value for PepsiCo's AI and digital transformation initiatives.
- ▶ 4. Position Cprime as a strategic partner committed to PepsiCo's long-term success, offering continuous support and guidance throughout their digital transformation journey.

QUALIFYING QUESTIONS (Advance the Sale)

- ▶ 1. What specific metrics are you using to measure the success of your cloud cost optimization and AI initiatives?
- ▶ 2. What is the timeline for implementing these initiatives, and what are the key milestones you're aiming to achieve?
- ▶ 3. Who are the key decision-makers involved in selecting vendors for cloud migration, DevOps, and AI solutions?
- ▶ 4. What are your biggest challenges in achieving your digital transformation goals, and how do you envision Cprime helping you overcome them?

DEAL RISKS & OBJECTION HANDLING

Potential Deal Killers: Competition from larger, established cloud providers like AWS or existing partners could jeopardize the deal. • Budget constraints or internal approvals could delay the project or reduce the scope of the engagement. • Stakeholder resistance to change or concerns about data security could hinder the implementation process.

SALES OPPORTUNITIES & EXPANSION

Revenue Growth Potential: Upsell Cprime's AI consulting services to help PepsiCo develop and execute a comprehensive AI strategy. • Expand the engagement to include DevOps and CI/CD implementation, accelerating PepsiCo's software development lifecycle and improving time-to-market. • Leverage Cprime's expertise in cloud security to offer enhanced data protection and compliance solutions for PepsiCo's cloud environment.



CPRIME COMPETITIVE ADVANTAGES

Core Solutions: Cloud Migration & Architecture | DevOps & CI/CD Implementation | Digital Transformation Consulting

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

Sales Playbook: Qualify budget/timeline • Present ROI case studies • Handle objections • Secure next step commitment

Pipeline Intelligence: 3 prev touchpoints • 0 CRM entries • Market research: Complete • Stakeholder mapping: Complete

Sales Intel Generated 2025-08-07 | Confidential - Do Not Forward

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