



PRE-CALL BRIEFING DOCUMENT

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 **URGENT: Meeting in 28 minutes**

Meeting: pepsico meeting - 3
Date: 6/8/2025, 1:00:00 pm

CLIENT CONTEXT

PepsiCo is a global food and beverage leader undergoing a significant digital transformation to enhance efficiency and consumer experience. They're investing in cloud technologies, particularly AWS and Snowflake, to improve their supply chain, gain actionable insights, and build a unified data platform.

ENGAGEMENT HISTORY

This is the first meeting; no prior engagements with Cprime.

EXTERNAL INTELLIGENCE

PepsiCo is focused on leveraging AWS for AI, supply chain optimization and consumer experience improvements, while prioritizing cost management in the cloud.


TALKING POINTS


- 1. Highlight Cprime's expertise in AWS cloud migration and optimization, specifically related to large-scale data platforms and AI initiatives.
- 2. Discuss Cprime's experience in implementing DevOps practices and CI/CD pipelines for faster and more efficient software delivery within cloud environments.
- 3. Position Cprime's digital transformation consulting services to address PepsiCo's needs in areas like supply chain optimization and improved consumer experience.
- 4. Explore how Cprime can assist with cloud cost optimization strategies and solutions.

KEY QUESTIONS

- 1. What are PepsiCo's key challenges and priorities in their ongoing digital transformation journey?
- 2. What specific AWS services and Snowflake capabilities are they currently utilizing or planning to implement?
- 3. What are their biggest concerns regarding cloud cost management and data governance?
- 4. How satisfied are they with their current data engineering and DevOps processes, and what improvements are they seeking?

RISKS & OPPORTUNITIES

 **Risks:** PepsiCo might already have established relationships with other consulting partners. • Their internal IT team might be resistant to external assistance or new technologies. • Budget constraints for new projects might exist due to current economic conditions.

 **Opportunities:** Position Cprime as a trusted advisor for optimizing their existing AWS and Snowflake investments. • Offer Cprime's expertise in DevOps and CI/CD to accelerate their software delivery and deployment processes. • Propose a phased approach to cloud optimization or digital transformation projects, starting with a pilot program to demonstrate value.

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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