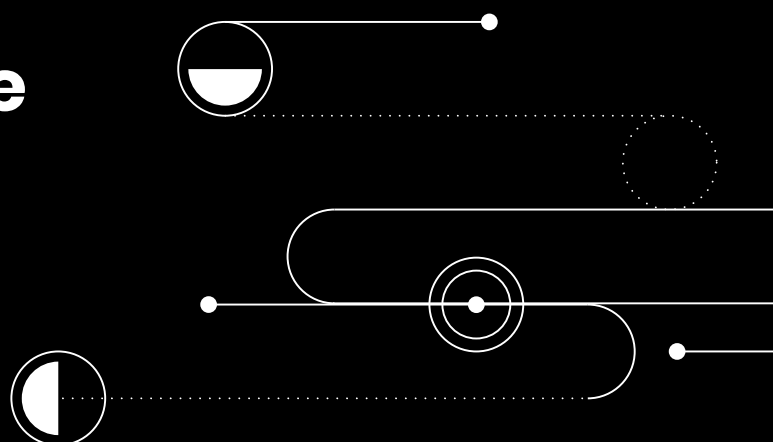


Ready for any future

CPG brands can turn any opportunity or challenge to their advantage



Between lingering supply chain issues, macroeconomic pressures, socio-political upheaval, evolving customer expectations, the rapid emergence of new go-to-market model, transformation and adaptation are now the norm for CPG brands. The old times of predictable growth – or predictable anything – feel like a distant memory.

Faced with opportunity and adversity in equal measure, some CPG brands have continued to

invest, building a foundation of process excellence and operational improvement. To help navigate a changing landscape, they've embraced **process innovation** as much as **product innovation**.

These innovators are poised to react with speed, flexibility and confidence, thriving no matter what the market throws at them – while others risk falling further behind, stuck in survival mode.



Tens of millions

of dollars unlocked



30%

reduction in overdue payments



Millions

freed up in working capital

With Celonis, you can join these CPG innovators by:

Improving customer satisfaction

Happy customers are critical to success in the highly competitive CPG market.

We can help your order management and logistics teams proactively improve the customer experience by increasing your resilience when unavoidable disruptions threaten your customer promises.

Increasing operational efficiency

Businesses operating at maximum efficiency are prepared for the unpredictable.

We can help you cut costs and improve productivity across all your processes – from finance and procurement to supply chain – giving you the agility to excel in any environment.

Optimizing working capital

Free cash flow is a strong indicator of business resilience.

We can help you accelerate your cash conversion cycle by collecting more intelligently, leveraging favorable payment terms, and ensuring orders are created and entered correctly the first time.

L'ORÉAL

MARS

ABInBev
To a Future With More Cheers

CAMPARI



reckitt

Our secure, hyperconnected, scalable, and robust cloud platform seamlessly integrates three main components:

01 Real-Time Data

Integrates data across systems, desktops, documents, and event streams.

02 Process Intelligence

Gives you an MRI of your processes to identify value opportunities and suggest improvements.

03 Targeted Action

Executes on insights automatically and orchestrates your systems.

“Celonis is the genie in a bottle we’ve all been waiting for to make our wishes come true. The working capital impact that Celonis has had – in the range of millions – is quite astonishing.”

Chris Knapik, Senior Director of Process Transformation, PepsiCo

Join the innovative CPG brands that are ready for any future.

Find out what Celonis can do for you and how process innovation can turn any opportunity or challenge to your advantage.

[Get in touch now.](#)