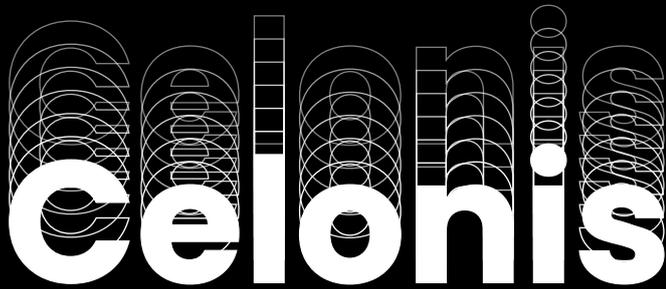


# Celonis for Consumer Goods

How CPG brands can  
turn any opportunity  
or challenge to their  
advantage



# at a glance

- Undisputed market leader in process mining
- Over 1,350 customers, including some of the largest enterprises in the world
- Thriving ecosystem of over 250 service partners, 25k+ Celonis-certified professionals, and 600+ academic partners
- We help some of the world's most iconic organizations discover value opportunities hidden in their processes, then act on them, fast

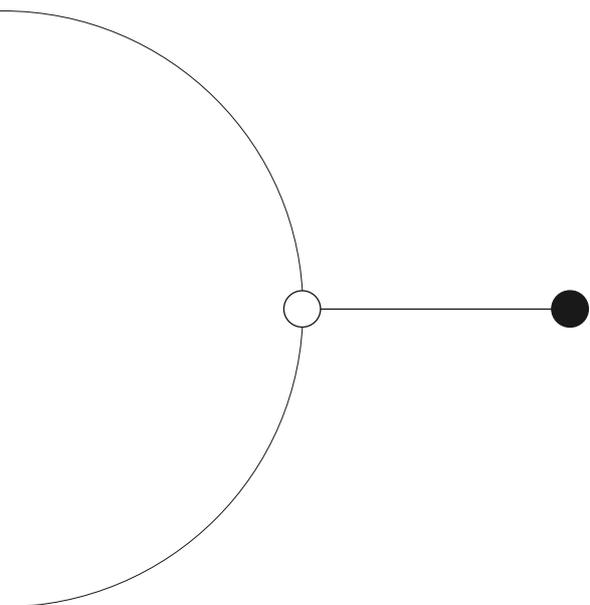
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Let's talk

# Build CPG operations

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# that are ready for any future



(3)

Cutting costs, creating value, and improving service levels are formidable challenges for CPG brands in a climate of supply chain disruption, inflation, and business model reinvention.

These challenges are compounded by complex CPG operations made up of multiple processes siloed in different systems and teams — across the back office, supply chain, and customer service.

The old times of predictable growth — or predictable *anything* — feel like a distant memory, and many are stuck in survival mode. But even through the worst of the recent disruptions, some CPG brands have continued to invest in people, process, and technology, building a foundation of process excellence and operational improvement.

They've embraced **process innovation** as much as **product innovation**. These innovators are poised to react with speed, flexibility and confidence, so that whatever comes next — challenge or opportunity — they'll be ready to turn it to their advantage.

# Prepare your brand

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# for the future by:

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## Improving customer satisfaction

Happy customers are essential to success in any business, but in the highly competitive CPG market, where switching is simple, customer satisfaction is critical.

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. Whether it's identifying alternative stock sources in real time to avoid stockouts, synchronizing with suppliers' delivery performance to set realistic lead times, or proactively setting customer expectations by flagging delays, Celonis helps you boost customer satisfaction and long-term loyalty.

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## Increasing operational efficiency

In an unpredictable climate, the businesses that are best prepared to deal with disruption, as well as to take advantage of emerging opportunities, are those operating at maximum efficiency.

Whatever the future holds, we can help you cut unnecessary costs and improve productivity across all your processes, giving your business the agility to excel in any environment.

Celonis empowers your finance operations to avoid duplicate payments or unwarranted cash discounts. It helps your procurement teams automate manual tasks and eliminate rework. And it enables your supply chain teams to minimize less-than-full trucks on the road while also meeting ESG targets.

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## Optimizing working capital

(4)

Free cash flow is one of the strongest indicators of business resilience, and optimizing working capital should be a high priority as you prepare for whatever the future holds.

With Celonis, you can accelerate your cash conversion cycle by collecting more intelligently, leveraging favorable payment terms, and ensuring financial documents are created and entered correctly the first time.

We'll help your AR team prioritize and accelerate cash collections. We'll help your AP team harmonize payment terms and apply the right data to the right invoice to ensure payments are made on-time. And we'll help you accelerate cycle times by ensuring orders are right from the get-go.

# Celonis in action

## Reckitt

**Problem:** Reckitt wanted to improve order management to boost on-time delivery, but with over 30 million products sold daily, increasing visibility was a challenge.

**Solution:** Reckitt used Celonis to prioritize critical orders at risk and recommend actions to quickly resolve order blocks, directly impacting customer satisfaction.

**Outcome:** This increased the no-touch order rate **from 34% to 84%**, **improved on-time delivery by 12%**, and unlocked millions of dollars in value.

## Kraft Heinz

**Problem:** Kraft Heinz needed to dive into AR activity to understand and improve how cash discounts were offered and managed across the company's customer base.

**Solution:** Using Celonis, Kraft Heinz gained visibility into customer payment behavior, which helped it renegotiate existing discounts and optimize how new discounts are offered.

**Outcome:** Increased visibility enabled a **30% reduction in overdue invoices** in Accounts Receivable.

(5)

## PepsiCo

**Problem:** PepsiCo had millions of dollars worth of write-offs across 20 distribution centers in Mexico, and the team didn't know what was causing them.

**Solution:** By feeding its distribution center data into Celonis, PepsiCo was able to track write-offs down to two root causes (blockages caused by issues like compromised stock, plus processing delays leading to late shipping and expensive storage costs) and solve them at the source.

**Outcome:** With Celonis running in nine warehouses in Mexico (and more to come), PepsiCo is not only helping associates work smarter but **saving many millions in write-offs**.

**Ready to join  
these CPG  
innovators**

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**and prepare  
your operations  
for whatever the  
future brings?**

(6)

[Get started with Celonis today.](#)