

Transform Your IT Infrastructure with AWS

Achieve Better Business Outcomes

Many CPG companies are data-rich yet insight-poor. To find valuable insights and make better decisions, they need to connect disparate data sources and apply advanced tools like analytics and visualization. Meanwhile, IT departments need to drive efficiencies across the organization to achieve significant cost savings and lay the foundation for a culture of IT innovation, experimentation, speed, and agility.

AWS solutions empower CPG companies to reinvent IT operations to improve decision-making, reliability, and cost of ownership through infrastructure modernization and the broader use of AI and ML to rapidly innovate new applications. Offering the world's most flexible and secure cloud computing environment, AWS meets the toughest security needs of CPG companies to protect and encrypt highly sensitive data and ensure regulatory compliance.

“Our company saw an opportunity to rid itself of the traditional burdens of IT and enable the company's IT team to work on accelerated innovations and enhance competitive technologies by shutting down data centers and migrating all business systems to the cloud.”

– **Dominic Wheeler, CIO, Swire Coca-Cola**

Improve Decision-making and Operational Efficiencies with AWS

CPG companies need to improve the agility of their operations while driving down cost. With AWS solutions and services, you can focus on accelerating growth and winning with consumers every day—not on maintaining your IT infrastructure.



Reliable Scale

AWS allows CPG companies to take advantage of the widest array of compute capabilities to optimize performance, innovate faster, and drive down operating costs of workloads. It also provides the reliability CPG companies need—[with 7X fewer downtime hours](#) than the next largest cloud provider.



Unmatched Analytics

AWS combines the largest global infrastructure footprint, unmatched compute capabilities, and millisecond latency with the broadest analytics and ML capabilities in the cloud to connect data across the entire supply network to predict and react to opportunities and issues, increase manufacturing agility, improve supply chain resiliency, enhance customer collaboration, and create personalized connections with consumers.



Improve ERP Performance

AWS is the platform of choice and innovation for 5,000+ SAP customers and hundreds of partners. Whether you want to lift and shift ECC to reduce costs, migrate to SAP S/4HANA, or innovate with AWS services, you can count on AWS's unmatched experience, infrastructure, and platform breadth to get more value out of your SAP investments.



Industry-leading Security

AWS supports more security standards and compliance certifications than any other cloud provider, including PCI-DSS, HIPAA/HITECH, FedRAMP, GDPR, FIPS 140-2, and NIST 800-171, to satisfy compliance requirements for regulatory agencies around the globe. All 117 AWS services that store customer data can encrypt that data with Bring-Your-Own-Key (BYOK) and Hold-Your-Own-Key (HYOK) encryption from vetted AWS partners.

The Industry's Largest CPG Ecosystem at Work

We know how important your partners are and the critical solutions they provide. That's why we've created the industry's largest ecosystem—thousands of partners who deploy, extend, and enhance those capabilities for even greater value. We believe a big part of our job is ensuring that your partners and solutions work better together.



Modernize IT Infrastructure with Unmatched Cloud Capabilities

AWS provides unmatched cloud capabilities to help CPG companies drive digital transformation with the broadest, most flexible, and secure capabilities for data lakes, analytics, databases, and ML compared to any other cloud provider to create highly scalable, cost-efficient platforms.



IT Modernization

AWS helps CPG companies modernize and move IT infrastructure to the cloud; connect disparate data sources to take advantage of automation, AI, and ML; and innovate new applications without putting critical systems at risk.



ERP Modernization

Reduce the TCO of running SAP systems by up to 71%, compared to a traditional on-premises infrastructure, and reduce job processing time by 40%. More than 5,000 companies actively run SAP on AWS and trust us to keep their businesses running and get more value out of their ERP investment—the most of any cloud provider.



Data Science Analytics

AWS helps CPG companies draw key business insights from petabytes of data by providing unmatched compute capabilities, ML, and AI to predict opportunities and risks in time to act. Today, more than 100,000 customers use ML services from AWS across their value chains to accelerate decision-making.



IT Innovation

AWS helps CPG companies retire legacy on-premises systems and data centers and move to the cloud so they can innovate quickly by developing new applications without risking the production environment.



Digital Transformation

Customers have come to expect a rapid pace of innovation and the widest array of infrastructure solutions. AWS can help you modernize every aspect of your CPG value chain faster with our broad set of solutions and expertise. Learn from Amazon.com to help transform your organization.

CPG Digital Transformation Success Stories

SUMITOMO CHEMICAL

Headquartered in Japan, Sumitomo Chemical manufactures products for many industries, including petrochemicals, pharmaceuticals, and crop sciences. In 2016, the company unveiled a three-pronged strategy to accelerate innovation, increase IT security, and make IT a strategic initiative. Sumitomo Chemical migrated its long-standing SAP ERP backbone to AWS—one of the largest SAP implementations in the world. The migration far exceeded expectations, cut job-processing time by 40% compared to the on-premises SAP environment, and has positioned the company for more digital innovation. Read more [here](#).

lululemon

lululemon athletica, a multinational athletic apparel retailer, wanted to offer more digital services and push out new applications and features faster. However, the company had a limited ability to quickly develop new applications because of its collocated IT environment. lululemon chose AWS as the platform for its development, test, and production environments. With AWS, lululemon athletica can now stand up development environments in minutes instead of days, automate its environment, and enable continuous integration and deployment. Read more [here](#).

Learn more, get started, and stay ahead.

Get started today with CPG IT and digital transformation solutions from AWS:

- Visit our [AWS CPG Overview page](#).
- Visit our [AWS CPG IT and Digital Transformation page](#).
- Find out why CPG companies should consider a new approach to data management with a [data mesh](#).
- Ask how AWS can support your CPG business with IT and digital transformation solutions. [Contact](#) your AWS account team today to get started.
- Find out how our [AWS Partners](#) can help you build IT and digital transformation solutions.