

Unify the Shopping Experience with AWS

Make Omnichannel Commerce a Reality

The 2020 pandemic radically reshaped consumer shopping behaviors, spending habits, and brand preferences. How can consumer packaged goods (CPG) companies adapt to this new environment to ensure they are the brand of choice no matter how consumers shop? CPGs must integrate the shopping experience across multiple retailers and their own digital commerce channels to ensure consumers can find the right product when, where, and how they want to buy it.

AWS understands how to help CPG companies provide a unified shopping experience. For 25 years, Amazon.com has provided a seamless commerce experience no matter where consumers shop using automation, machine learning (ML), and artificial intelligence (AI) capabilities with AWS at its core.

“Using AWS saves us \$900,000 in infrastructure costs alone and lets us run dozens of simulations a day so we can reduce trade spend. It’s a win-win and a pretty compelling business case for moving to the cloud.”

– Stover McIlwain, Sr. Dir. of IT Infrastructure Engineering, The Kellogg Company

Sync & Streamline Sales Channels with AWS

Create a unified commerce experience as consumers move between your digital channels, including ecommerce sites, mobile apps, and social commerce sites, and physical stores. With AWS, you can focus on enhancing your digital commerce experience and improving collaboration with retailers to maximize revenue growth—not on maintaining your IT infrastructure to make it happen.



Flex to Meet Consumer Demand Online

Digital commerce is notoriously volatile. With AWS, CPG companies can tap into flexible, elastic cloud services that easily scale up or down depending on demand, so you only pay for what you use. You now have a cost-effective platform that supports all digital channels and responds rapidly to spikes in traffic to ensure a great consumer experience.



Innovate Faster

Evolving technologies and customer preferences are rapidly transforming digital commerce. AWS gives you the ability to experiment with new ideas and quickly scale them to increase the effectiveness of your digital commerce initiatives. You can increase conversions and reach new customers with real-time streaming, AI, conversational commerce, personalization, and other capabilities across channels.



Improve Collaboration with Retailers

CPG companies need to improve collaboration efforts with retailers to enhance the shopping experience online and in stores. AWS provides solutions to improve joint planning, store planning, merchandising, and coordination to maximize sales and ensure on-time, in-full (OTIF) compliance.

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.



Optimize and Elevate Your Commerce Channels

AWS helps CPG companies unify and enhance the shopping experience for consumers no matter where they buy the products they want. With AWS, you can break down the silos across your different channels to improve shopper insights, enhance merchandising efforts with retailers, create better shopping experiences, and optimize support across the entire buyer's journey.



Customer and Category Management

Improve joint planning, store planning, merchandising, and coordination to maximize sales and ensure OTIF compliance. AWS allows companies to aggregate production, supply chain, inventory, and merchandising data to improve volume forecasting and revenue growth.



Digital Commerce

Attract new shoppers, build deeper relationships with consumers, and drive direct sales through integrated digital commerce solutions. AWS can help migrate your existing ecommerce systems to the cloud and take advantage of modern, cost-effective cloud services. Start selling in just eight to ten weeks using advanced ecommerce solutions with low implementation costs that scale across the globe.



AI-powered Contact Centers

Reduce call volume as much as 24% while saving up to 80% compared to traditional contact center solutions with no minimum fees, long-term commitments, or upfront license charges. [Amazon Connect](#) is an easy-to-use omnichannel cloud contact center that uses built-in AI and ML to personalize interactions. Improve agent productivity with the same solution used by over 70,000 Amazon service associates to support millions of customers who speak dozens of languages from customer service centers in 32 countries.

Major CPG Brands Drive Success with AWS



Zé Delivery, a subsidiary of Anheuser-Busch InBev, built a service that delivers cold beverages to consumers quickly wherever they are in Brazil. Orders grew from 1.6 million in 2019 to 27 million in 2020 as the company faced unprecedented direct-to-consumer demand during the COVID-19 pandemic. Zé Delivery also grew its user base by more than 10x in one year. "AWS provides all the technologies and services we need to evolve our online solution. It enables us to rapidly scale our infrastructure, and it's helping us improve the quality of our service as we grow." Read more [here](#).



To support international expansion, Natura—part of the Natura &Co group, the fourth-largest cosmetics company in the world—built its new global sales platform on AWS. Since implementing the recommendations proposed by AWS, the company has achieved significant improvement in the platform's user experience. Favorability ratings grew from 61% to 84%, response time improved by 300%, platform availability improved by 3X, availability incidents reduced by 70%, and operational costs reduced by 40%. Read more [here](#).

Learn more, get started, and stay ahead.

Get started today with CPG unified commerce solutions from AWS:

- Visit our [AWS CPG Overview page](#).
- Visit our [AWS CPG Unified Commerce page](#).
- Find out why [headless commerce matters](#) to CPG companies.
- Ask how AWS can support your CPG business transformation with unified commerce solutions. [Contact](#) your AWS account team today to get started.