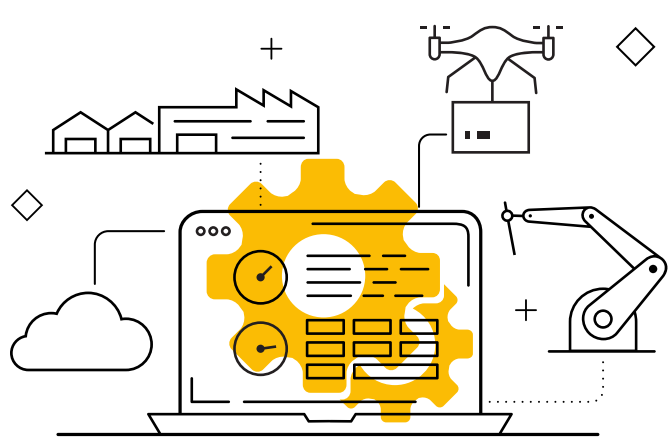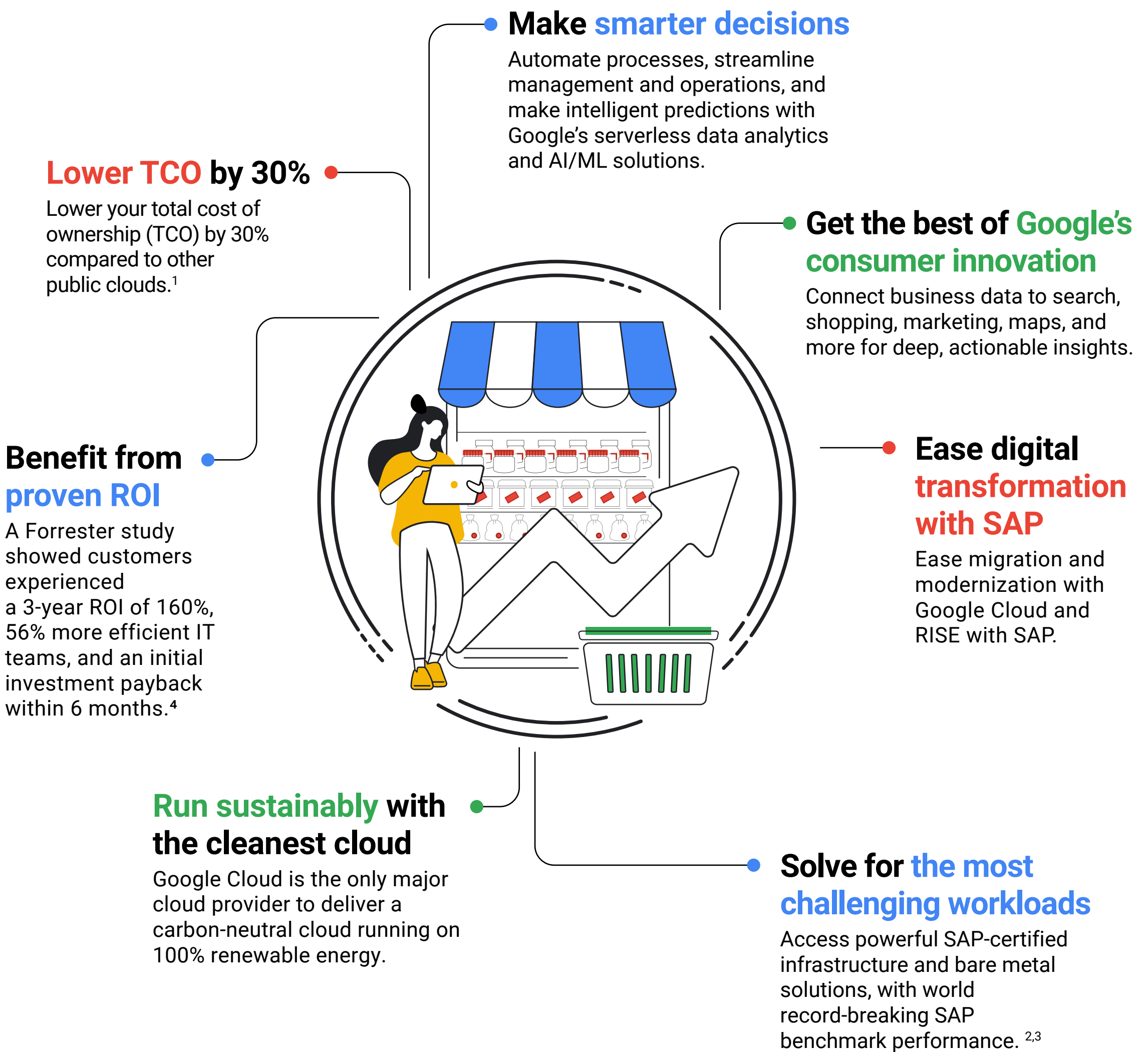# 7 reasons why CPGs choose Google Cloud for SAP

From customer experiences to supply chains, consumer packaged goods (CPG) companies are modernizing their SAP landscapes and unlocking agility and innovation across the entire business with Google Cloud.

**Make smarter decisions**
Automate processes, streamline management and operations, and make intelligent predictions with Google's serverless data analytics and AI/ML solutions.

**Lower TCO by 30%**
Lower your total cost of ownership (TCO) by 30% compared to other public clouds.[1]

**Get the best of Google's consumer innovation**
Connect business data to search, shopping, marketing, maps, and more for deep, actionable insights.

**Benefit from proven ROI**
A Forrester study showed customers experienced a 3-year ROI of 160%, 56% more efficient IT teams, and an initial investment payback within 6 months.[4]

**Ease digital transformation with SAP**
Ease migration and modernization with Google Cloud and RISE with SAP.

**Run sustainably with the cleanest cloud**
Google Cloud is the only major cloud provider to deliver a carbon-neutral cloud running on 100% renewable energy.

**Solve for the most challenging workloads**
Access powerful SAP-certified infrastructure and bare metal solutions, with world record-breaking SAP benchmark performance. [2,3]
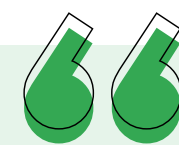
## Transform CPG on SAP with Google Cloud

Seven of the top 10 global retail and CPG companies trust Google Cloud solutions. Discover how migrating SAP to Google Cloud fuels digital innovation and agile business transformation, powering intelligent operations that will shape the future of your business.

## Learn more about Google Cloud for CPG companies.

Download the white paper, Strategy guide: Driving CPG innovation with SAP on Google Cloud or visit us online.

> As we move from traditional data platforms to Google Cloud, we have the potential to return millions of dollars to the bottom line, directly improve margins, and improve the customer shopping experience."
>
> **Steve Dee,** Chief Information Officer, Rodan + Fields

Google Cloud

intel.

1. IDC, Business Value of Google Cloud for SAP Environments, 2020
2. Single-node 6TB and 12TB VMs optimized for S/4HANA OLTP workloads.
3. SAP Sales & Distribution benchmark: a hardware-independent measure of system performance.
4. Forrester, 2020: http://services.google.com/fh/files/misc/sap_on_gc_retail_spotlight_final.pdf