

# XPRESSPSA (PLANNING, SIMULATION AND ANALYSIS) INTEGRATED PLANNING PROCESSES FOR CONSUMER GOODS MANUFACTURERS

Companies frequently use different IT systems for their budget planning. Due to media discontinuity, consolidating single-item planning is time-consuming and difficult. Problems arise especially when marketing and business planning is coordinated because planning is generally done with different key figures and at varying levels of granularity. As a result, customer condition planning ends up containing errors and risks that can lead to surprises at the end of the year.

## THE CHALLENGE

At consumer goods industry companies budget planning and extrapolation processes are poorly integrated. Different IT systems are used and media discontinuity make the consolidation of planning time-intensive and difficult. A high degree of manual effort is required to integrate separate plans from different company departments into total planning. The most difficult problems occur when marketing and business planning is coordinated because planning is generally done with different key figures and at varying levels of granularity. As a result, customer conditions planning tends to contain errors and entail risks that can lead to surprises at the end of the year. Planning processes commonly seen at companies include: using Excel with varying key figures and structures for planning data entry, consolidation of the Excel data in controlling, media discontinuity, time-consuming processes for coordinating the submitted planned sales figures and processing new target figures. The time-consuming planning process which results from this ties up many resources and employees while also causing a lack of transparency about sales conditions.

## THE SOLUTION

xpressPSA (Planning, Simulation and Analysis) is a solution for consumer goods manufacturers that specifically supports budget planning and extrapolation in sales and marketing. It can be integrated with the company's operational planning.

The solution includes the following functions:

- Strategic sales targets defined by management
- Sales/revenue planning by marketing
- Sales revenue planning in Key Account Management (gross sales, invoice sales, net-net sales)
- Distribution algorithms and seasonal variations
- Consolidating the planning and deviation analyses
- Customer condition planning in Key Account Management (individual conditions taking account of the discount sequence)
- (Administrator) cockpit to start planning in the specialist area
- Workflow to coordinate and approve planning
- Retraction based on ERP and APO
- Comparison of plan versions and integration of actual data
- User-friendly application interface on the Web

xpressPSA is based on SAP BW Integrated Planning (version 7.x). SAP BI Integrated Planning is the new planning tool from SAP that is delivered with BW release version 7.0. It is a component of the SAP NetWeaver technology platform and can be integrated with legacy planning applications in SAP ERP, SAP SCM, and SAP CRM. An advanced lock and authorization concept ensures planning data consistency. The total cost of ownership of the application is low due to the use of available licenses, servers, and IT processes. Investment in licenses and hardware for a proprietary solution is avoided just like with any "open hub licenses" for BW. Companies thus become independent of system experts for individual manufacturers. The SAP BW solution with the "Integrated Planning" component regularly undergoes further development. The solution can be adapted at any time by your own IT employees to meet future requirements.

## OUR SERVICE

The 4brands Reply consulting team is highly qualified and possesses extensive industry-specific knowledge and IT expertise. We are an authorized SAP Special Expertise Partner for the consumer goods industry. With our innovative solutions we have made a name for ourselves as a reliable and competent IT partner for well-known players in the consumer goods industry. Our approach is customer-centric. Instead of focusing on individual business processes, we place a strong emphasis on holistic integration of the solution into your company's processes. At the same time we are not dependent on one IT platform because of our close partnership with Accenture CAS AG on the CPWerx Demand Side Management application suite.

## THE BENEFITS

With xpressPSA we deliver a pre-configured planning template that is tailor-made for consumer goods manufacturers. You also reduce manual effort and risks when planning. You shorten your planning periods and achieve transparency in your customer conditions and the customer DB. You benefit because best-practice business planning processes are visible in the blueprint phase for your user. This ensures that greater user acceptance is achieved. Your (future) users can interact during the process and not start at square one. In contrast to individual development, more rapid implementation and greater ROI are possible for your company.



4brands Reply provides consumer goods companies with comprehensive consulting services for business process design based on the ECR principle and software implementation solutions that enable their customers to achieve sustainable company objectives. The proven 4brands Reply approach integrates software components from leading software vendors such as SAP, Accenture CAS, or Microsoft into customer-specific solutions. 4brands Reply's customers benefit from innovative solutions customized to closely match their requirements, the extensive industry experience of its consultants and partner-based collaboration. 4brands Reply was founded in late 2001 as a joint venture with the Melitta Group. Reply Deutschland AG holds 51 percent of shares. As part of European IT service provider Reply's corporate network, 4brands Reply has access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies generated revenues of over €384 million at its main branches in Italy, Germany, and the United Kingdom.