



Business Objective

- Lack of an integrated business planning application with different datasets for each brand and channel.
- The client required accurate planning for the future demands of each product.
- The client looked to use the predictions to make better sales decisions regarding specific channels and products.

Client

Our client is one of the largest American multinational food-manufacturing company producing cereal and convenience foods with over 32,000 employees worldwide.

Industry

Retail and CPG

Function

Business Planning and Consolidation

Technology

Hadoop, SAP Data Services, SQL

The Solution

- An Integrated Business Planning application was built to assist in the decision-making process for different segments of the client’s business.
- The data from internal and external sources go through a complete cleansing and re-structuring before usage.
- Data is collected from different datasets such as demand planning, sales planning, vendor consumption, actual sales, and sales forecasting.
- The tool can drill down into specific brands and channels to illustrate trends even though there are varied data sources.
- TekLink also helped in creating a technical data architecture.



Outcomes and Benefits

- The application helps provide accurate forecasts to guide future sales decisions.
- The streamlined process enables automation and minimizes the storage footprint while ensuring data accuracy.
- Provides a more rational approach to the supply chain and inventory management process.
- The application and its approach led to an increase in revenue and a better understanding of sales trends.