Drive revenue and margin growth with SAP Trade Management at Lindt USA

Business Objective

- Promo planning disconnected, lacked details, no visibility to baseline vs uplift or to ROI, or guardrails.
- Customer planning was manual, no alignment top-down/bottom-up, no visibility to customer P&L.
- Lacked funds planning at the customer level. The execution & settlement process needed more streamlining.
- Visibility into KPIs was limited, integrated reporting (between sales trade & finance) wasn't available

Client

- Lindt is a Swiss chocolatier and confectionery company founded in 1845 and known for its chocolate truffles and chocolate bars, among other sweets.

Industry

- CPG

Function

- Trade Promotions

Technology

- SAP TPM

Why SAP & TekLink

- SAP Trade Management offers a holistic, fully integrated customer and promo planning solution to help sales leaders to drive sales revenue, internal margin growth & customer category growth.
- TekLink, a leader is Planning & Analytics, has a strong track record of successfully implementing SAP TM to transform and improve trade processes at several CPG customers. TekLink has TM Accelerators and a proven methodology and is listed by Gartner and POI as an SAP TPM/TPO Partner.

Value-Driven Results

- Planners & learners empowered with visibility to Customer & Promo P&L, KPIs, funds, ROI, targets, and performance to be able to collaborate effectively with retailers and better manage to spend and effectiveness.
- Top down and bottom-up planning process and ability to slice and dice by various dimensions.
- Integrated customer & promotion planning process, integrated to JDE ERP and SAP IBP DP.
- Easier & accurate reconciliation/validation of claims and deductions enabled by an integrated solution.
- One solution for all Lindt planners and brokers managing both direct as well as indirect customers.
- Executives and leaders have access to timely reporting and KPIs to make better and faster decisions.