

# Driving Sales and Margin Growth at CSM Bakery with a Comprehensive and Integrated Trade Management Solution



## Business Objective

To handle inconsistency in promotion planning and to provide visibility in trade promotion effectiveness with defined KPI's with adequate tools and information to key account managers for trade partner collaboration

### Client

CSM Bakery Solutions is a biggest player in the baking industry

### Industry

Retail and CPG

### Function

Sales and CRM

### Technology

SAP BW, ATPM, SAP Trade Management

## The Solution

- Comprehensive volume planning capability for direct as well as indirect customers
- Holistic solution for all short- and long-term agreements and associated spends with tight integration to pricing and accounting with granular level reporting capability
- Empowered KAMs with real-time visibility to overlap checks, alerts based on promotion guidelines, available funds, spends and ROI (return on investment)
- Centrally governed promotions approval and management process with better controls, reduced overall cycle time
- Real-time and granular level reporting enabled for funds and book checking
- Streamlined process for base and incremental sales volume planning and integration between APO and TPM
- Defined KPIs to enable transparent tracking and analysis of plan, actual, promotions, trends, promotional P&L



## Outcomes and Benefits

- New Trade management capabilities helped in driving incremental revenue, volume and internal margin growth as well as better collaboration with trade partners
- Integrated solution enabled better demand planning and supply chain execution, aimed at reduction in out-of-stocks
- Improved governance and guardrails check thus increasing process efficiency and optimizing trade spend
- More accurate, granular and real-time funds checkbook capabilities preventing overspend and enabled fund reallocation to categories with higher potential
- Integrated and automated solution resulting in increased productivity with reduction in manual effort of data reconciliation