



Business Objective

To handle inconsistency in promotion planning performance and to provide visibility in trade promotion effectiveness and spend with defined KPI's guidelines and checks

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

Sales and CRM

Technology

SAP BW, SAP HANA, SAP ABAP, ATPM, SAP BO Admin, SAP CRM, Design Studio/Lumira

The Solution

- SAP and TekLink paired up to deliver world's first TPM on HANA project
- Implemented SAP ATPM (Accelerated TPM on HANA) for Client's North American Business.
- Migration of SAP BPS-TPM to SAP ATPM on HANA improved performance of live reporting by moving processing down to HANA through use of HANA scripts
- Rationalized promotion types with simplistic user interface updates and innovative back-end changes to delineate planning and reporting processing
- Moved to day level planning, updated functionality for mod-ship (special pack) scenarios for accuracy
- Implemented custom sales volume planning module, using Integrated Planning and Design Studio (now Lumira)
- Implemented post-event analysis dashboards using Design Studio (Lumira)



Outcomes and Benefits

- Significant improvement in usability and tool adoption of the tool enabled through rationalized & simplified planning processes, improved planning performance, improved online checks and enhanced live reporting
- Improved data accuracy through day-level planning and new process for module-shipper ('special packs')
- Simplified UI and automated EDLP (Everyday Low Pricing) processes eliminating redundant promotion types
- Enhanced integration to SAP Supply chain management
- Enabled comprehensive online checks and alerts to empower KAMs to make better decisions during planning
- Improved productivity and decision-making ability for sales leaders and KAMS