



Business Objective

To provide holistic solution which enables business to perform customer and trade promotion planning using a harmonized platform and empower the users with structured analysis of promotional and non-promotional KPI's, integration with actuals, trend analysis, effect of pricing changes etc.

Client

Our client is an International pet products and pet care company with presence in more than 70 countries and serving more than 14 million households

Industry

Retail and CPG

Function

Sales and CRM

Technology

SAP BW, SAP Analytics Cloud, SAP Basis, SAP CRM and SAP Trade Management

The Solution

- The solution to cater to all of client's needs and challenges was to implement SAP Trade Management which provides an integrated platform of SAP CBP & TPPM to manage their customers and promotions in one unified application.
- Starting from the incubation of the project till hyper-care support, TekLink was the only implementation partner, and involved in all phases of the solution implementation.
- This provided a unified view of business plans & linked promotions, ensure automatic update of plan, reference & actual data; incorporating cascading P&L and promotion layouts to cater to client's sales process.
- The implemented solution enabled planning in multiple units, with UI available in different languages with various views to analyze sales, internal targets and promotions.
- TekLink delivered analytical reporting solution in SAP Cloud and operational reports for detailed analysis, with future scalability options



Outcomes and Benefits

- Reduced time & effort previously spent in manual planning.
- Ease in planning and maintaining large number of KPI's with seamless integration with sales & budget data.
- Power to plan and analyze promotional and non-promotional spends in a single place led to user satisfaction.
- Custom implementation catered to complex sales and planning process of client.
- Improved performance by use of UI5 bundled with latest technology
- Facilitating their growth management strategy which is based upon new products and on strong promotion efforts