



Business Objective

- The client does not have a consolidated view of account manager performance that is related to the Annual Operational Plan (AOP).
- The client wanted to have a comprehensive reporting solution to measure Sales Effectiveness with different relevant parameters like Sales Revenue, Forecasts Opportunities, Account Visits, Customer Service
- With Sales Effectiveness Dashboard the client wished to: Prioritize and focus on regional sales mediation activities, Increase the Account Manager Throughput, Increase the opportunity conversion rates, Meet the Targeted AOP.

Client

- The client is a leading global provider of innovative packaging materials and other packaging systems. They are into designing, developing, and delivering packaging solutions for various consumer and industrial market segments.

Industry

- Manufacturing and Logistics

Function

- Manufacturing

Technology

- S/4HANA



The Solution

- The TekLink Team implemented the data models in HANA Cloud and Dashboards in SAC for all the KPIs required for Sales Effectiveness. These include: Net Sales – Actual Vs Forecast, Expected Revenue, Annualized Opportunity Value, Account Visit Compliance, List of Growth and Deficit Accounts, Win/Loss Opportunities.
- The Team designed a solution architecture and developed the technical design document for future use.
- The Team set up the HANA Cloud Account and Spaces, i.e., HANA Deployment Infrastructure (HDI) Containers, Cross Schema, Access, and Security.
- The Team built the data flows using replication tasks, and flow graphs for the data sources like S/4HANA, C4C, AOP (Flat Files).
- The team built the Virtual Data Models using Calculation Views for Master Data, Sales Order and Billing, Opportunities, Account Visits, Forecasted Pipeline.
- The solution developed provides an integrated view of the Sales Revenue, i.e., Actual Vs. Forecast.
- The Team also provided an effective system that enables accurate performance analysis and optimizations.
- TekLink provided the following activities for AMS:
 - HANA Cloud Models and SAC Dashboard Support.
 - Data Flow Monitoring and Fixes
 - Future Enhancements as required
 - Performance Optimizations



Outcomes and Benefits

- The solution helped the performance of the reports by 30%
- The new solution gives the decision-makers access to critical information that allows them to:
 - Track performance against AOP and Sales KPIs
 - A better understanding of the product category performance and devising the areas of improvement.
 - End-of-year forecasts and ability to drive an increased Account Manager Performance and Accountability.
 - The solution also helps in enabling monitoring of Sales Opportunities and identify the causes for the lost opportunities.