



Your Trusted Analytics and Planning Partner



Revolutionize your Trade Management Capabilities using SAP Customer Business Planning

Session 1/2

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Hariharan Margabandhu

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- IT and Management consulting leader with 20 years cross-functional and cross-industry experience in IT / Analytics strategy, roadmap and execution.
- Hari leads TekLink's Analytics Advisory and Trade Management Solutions practice.
- A trusted partner to Analytics and Business Process Leaders, Hari's expertise includes designing and improving information systems and business processes, and managing large programs with a focus on SAP tools and technologies. Hari is a SAP BW certified professional.
- Bachelors in Mechanical Engineering from Delhi University
- MBA from Kellogg School of Management, Northwestern University.



Arvind Bhaskar

Associate Vice President TekLink International Inc.

- Over 15 years of experience working with SAP products (ECC, BW, CRM integration, BOBJ). Involved largely with consumer product industries .
- Focus is delivery of BW, BW-IP & BW on HANA. Strong technical skills in areas such as cross-module application integration, ABAP developments, and performance tuning.
- Lead BW architect for Accelerated TPM on HANA
- MBA Finance – Booth School of Business

- **Industry Trends and Challenges in Trade Management**
- **SAP's Trade Management solutions**
- **SAP CBP and its positioning/ value proposition**
- **Key features of SAP CBP**
- **A quick summary of what's planned for session2**
- **Wrap Up and Q&A**

Some Recent Trends in CPG Industry...

Changing Consumer & Shopper Behavior

Empowered with Information, Demanding...

- connected, informed, social
- prefer customized products
- own terms, 'trust' redefined

Multiple Formats...

- use different channels for convenience, experience

Changing and Varied Product Preferences....

- heterogeneous brand and product preferences

Redefining Value...

- extending beyond physical product and price

.....



Trends in CPG business priorities & strategies

Micro-Segmentation of Consumers...

- Granular segmentation and targeting strategies
- Varied product portfolio / complex supply chains**
- Varied products catering to micro-segments' preferences, leads to supply chain complexity
- Reduce supply chain cost / inefficiencies through better supply chain management

Omni-channel strategies....

- Between 2001 – 2014, E-commerce grew 19.1 vs. overall retail growth of 3.2%
- Support Direct-to-consumer deliveries

More Effective partner management needed

- Further consolidation in retail – e.g. Top 20 retailers make 64% of US grocery sales
- Retailers more demanding



Need Effective tools and processes to support CPG Trade Management strategies

Comprehensive data sets in decisions....

- Data sources on consumer, category, product, and competitive behavior

Robust and user friendly planning tools....

- Collaborate better with retailers/ consumers
- Create win-win strategies / plans
- Need better visibility to plan, actuals and P&L

Read demand signals closer to point of demand..

- Local factors & consumer data – weather, events, demographics, festivals, occasions etc.

Sound and Actionable Analytics....

- Provide real-time visibility

Systems and tools to support Omni-channel strategies....

- Manage supply chain & incentives by channel

Creating Win-Win Strategies with Trade Partners is all the more Critical!

However...Current CPG Trade Management leaves a lot to be desired...

- **Many companies still use offline excel for planning volume, revenue & promotions**
 - Planners planning “blind”not much visibility into effects of changes, overlaps etc.
 - Version control issues

- **Systems not integrated, Poor system performance**
 - Not all the desired data is being captured / taken into decision making
 - Promotion effectiveness analytics not done properly or not taken into account
 - High deductions

- **Poor collaboration with retailers:**
 - Far from ‘win-win’ – lack of tools to support joint value/ profitability planning with retailer
 - Incoherence between manufacturer & retailer strategies → inefficient trade events, excess stock / out of stock situations



-19% average ROI on trade promotions
(Capgemini)

20% lost sales due to product out of stock (GS1)

75% of product launches fail... (AMR)

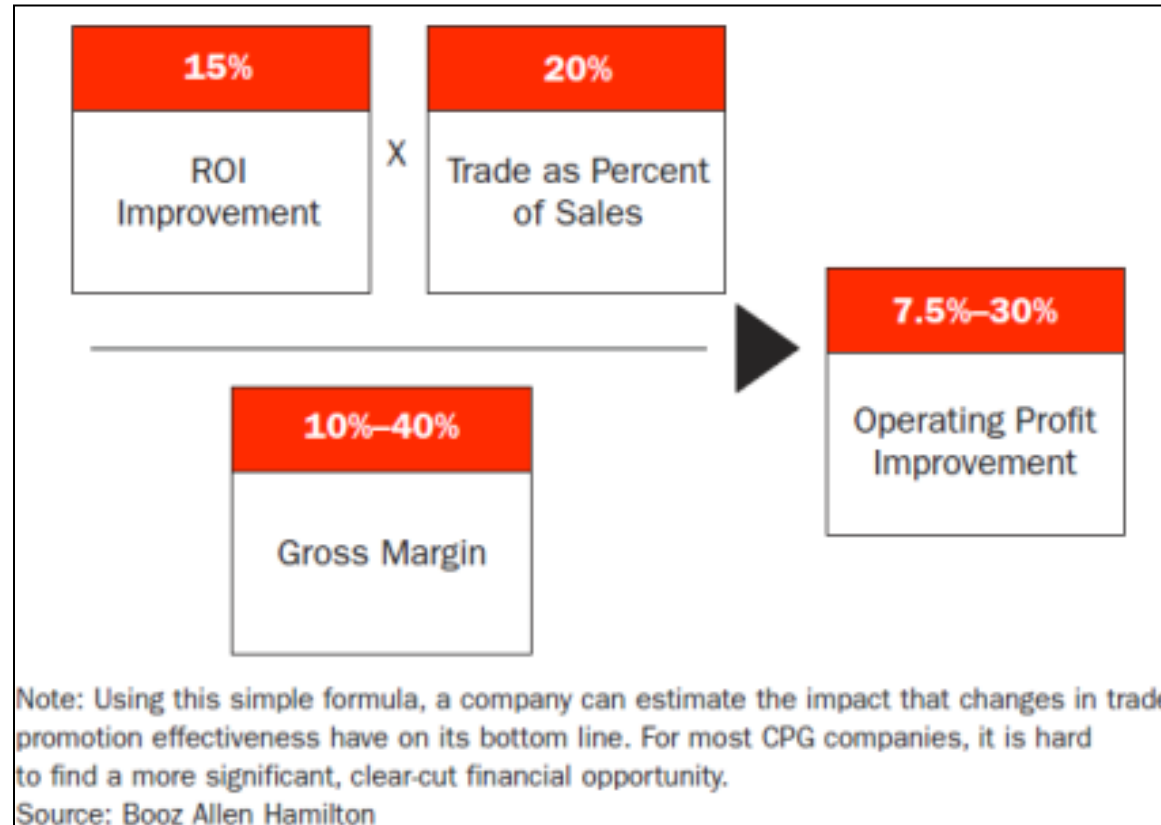
27% loss of sales due to product wanted **not available in assortment** (Q&A Research & Consultancy)

Only 41% of events had positive return on trade spend (per a sample study by Booz & Company)

-100% to **+500%** - range in efficiency b/w the best and worst events at account/brand Level (per a sample study by Booz & Company)

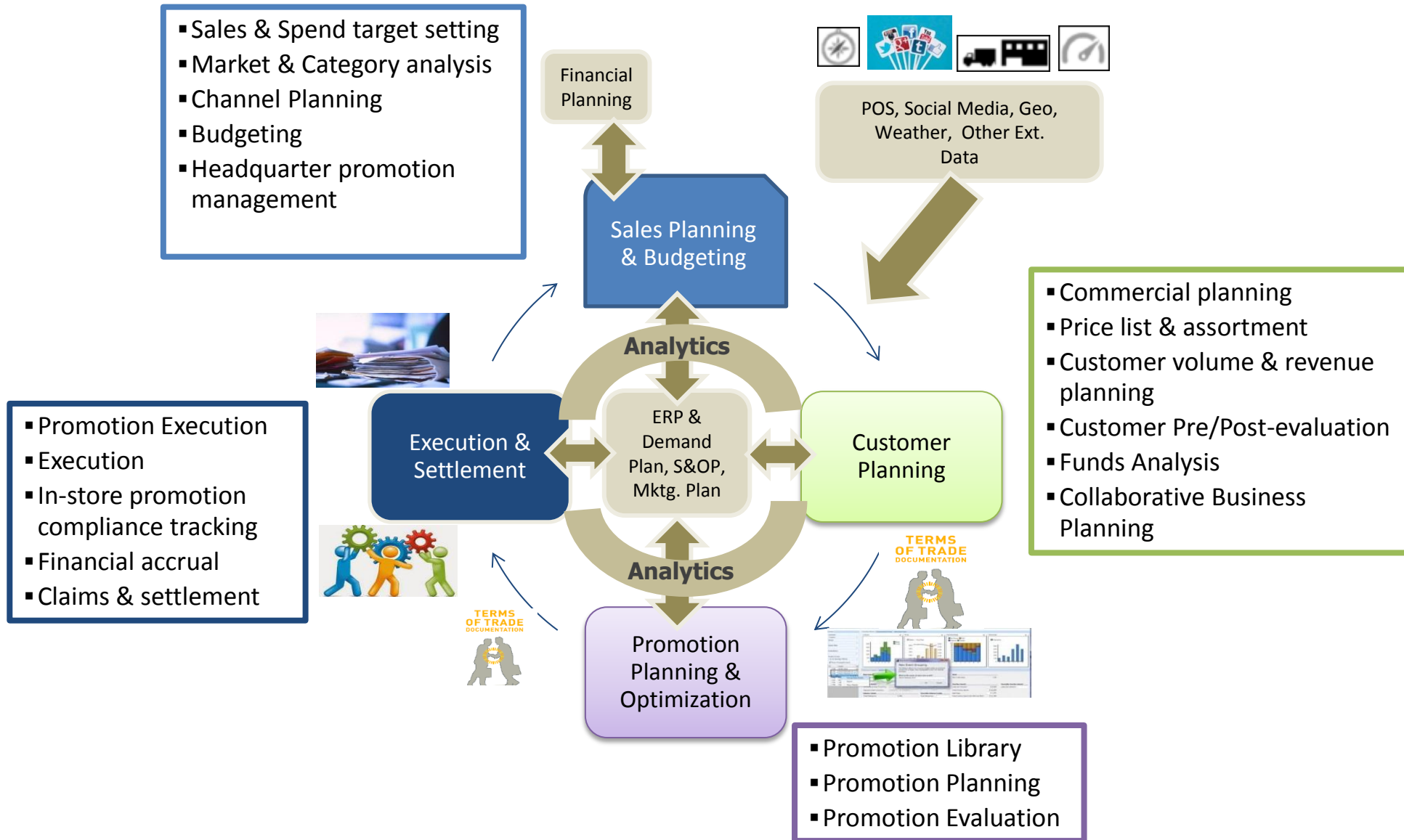
What's the opportunity?

- What difference can efficient trade management and better analytics make?



Imagine what can a revolution in Trade Management do for YOU!

SAP Trade Management Solutions – A Holistic & Integrated Approach



Accelerated TPM

- Build highly tailored promotion plans/ large promotions with granular data up to day level accuracy
- Provide real-time visibility to the planner
- Improve accuracy of trade spend allocation
- Determine optimal programs and promotions given planned spend, based on goals & objectives

Customer Business Planning

- Enable collaborative planning with retailer for volume, price & promotions
- Also enables assortment planning and financial planning
- Planners have internal as well as retailer perspective for targets and plan data
- Real-time visibility and insight into latest estimates and impact of changes to the plan

Demand Signal Management

- Cleanse, harmonize & store large volumes of data from sources, such as Point-of-Sale (POS) data, market research (syndicated) data etc.
- Improve forecast accuracy
- Visibility into consumer sales performance (sell-out)
- Enhanced post-event analysis

Trade Promotion Optimization

- Analyze baseline v. incremental, promoted v. non-promoted
- Assess impact of price, promotion and merchandising activity on category and customer
- Determine optimal programs and promotions given planned spend and available budgets



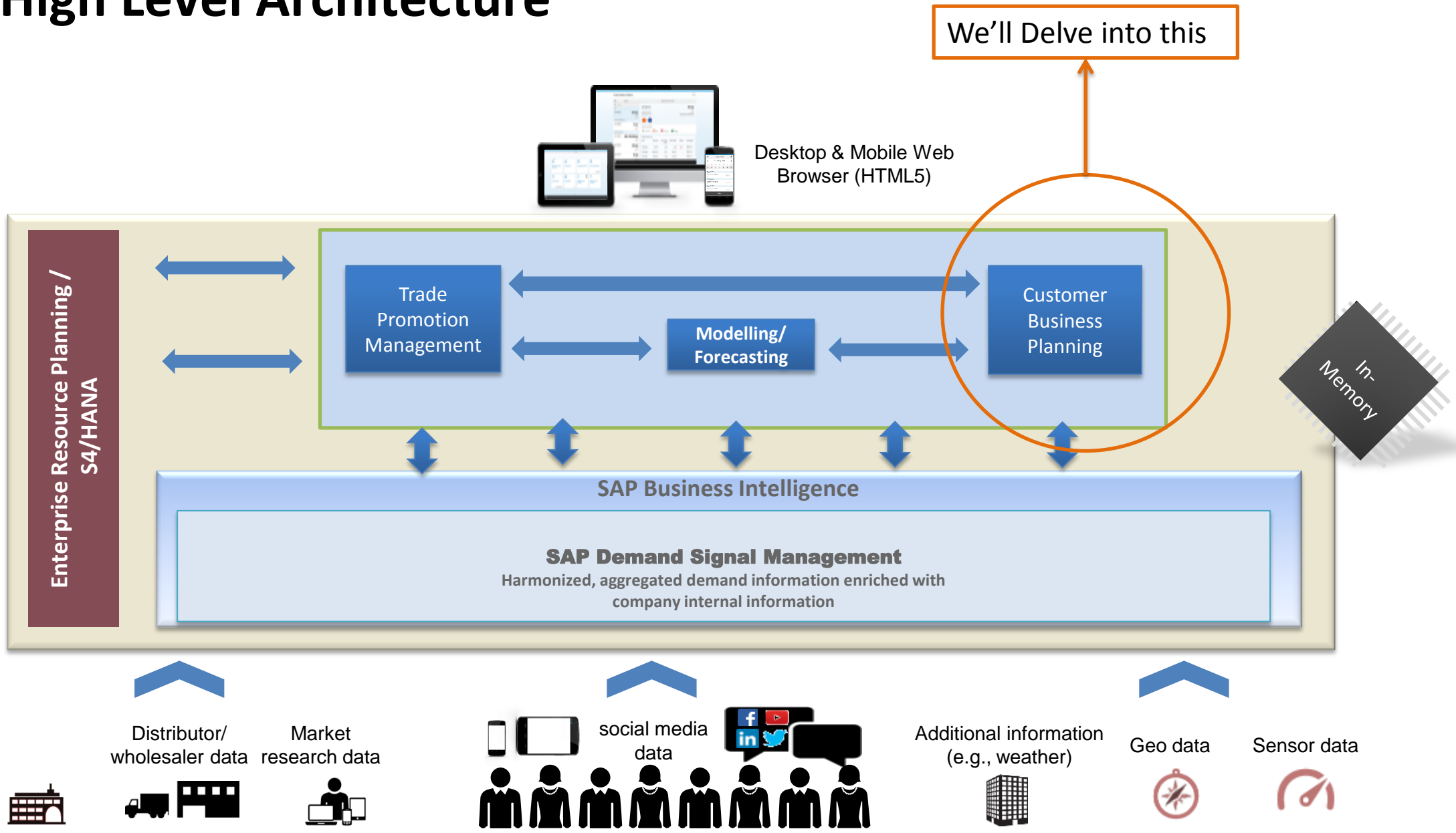
Recent Innovations have leveraged HANA platform to dramatically improve performance and capabilities of SAP Trade Management solution

- Start with a more **accurate** forecast
- Sense / **Predict** impact of price, promotion and merchandising activity to **optimize**
- Use fact-based analysis to suggest the right promotion / tactic / activity to retailer (build **trust with retailer**)
- Align better with retailer – better **coherence between retailer and manufacturer’s activities**
- Empowered KAMs & sales leaders **owning customer P&L**
- Driving **internal margin growth** & helping retailers **achieve their target (win-win)**



The components of SAP Trade Management solution come together to create a compelling advantage for CPG companies!

High Level Architecture



What are CBP's key capabilities / features?

- **Set Targets:**
 - Internal (CPG manufacturer's) Sales and Profit targets – Driven by corporate sales targets
 - Retailer's targets by Buyer (Can define buyer by category)
- **Define Planning hierarchy and assortment**
 - Define a planning hierarchy to align with retailer product hierarchy
 - Assign buyers to planning hierarchy nodes - Used to show retailer's (buyer's) view of the plan
 - List and delist products for simulation and consideration of new product introduction
- **Volume, Revenue and Profitability Planning - Base-line (Non-Promoted) & Promotion plan**
 - Plan and Adjust baseline plan based on additional knowledge (e.g. new store opening)
 - Calendar views to display events, headquarter promotions, and customer specific promotions
 - Plan based on trading units / consumer units
 - Understand impact of promotions on overall plan in terms of volume, revenue and investments
 - Compare spend with respect to budget to avoid overspending
- **Analytics & Scenario Planning embedded in**
 - Real-time visibility into latest estimates (LE), P&L, LE vs. target, LE vs. reference plan etc.
 - Compare Scenarios (in CBP 2.0)

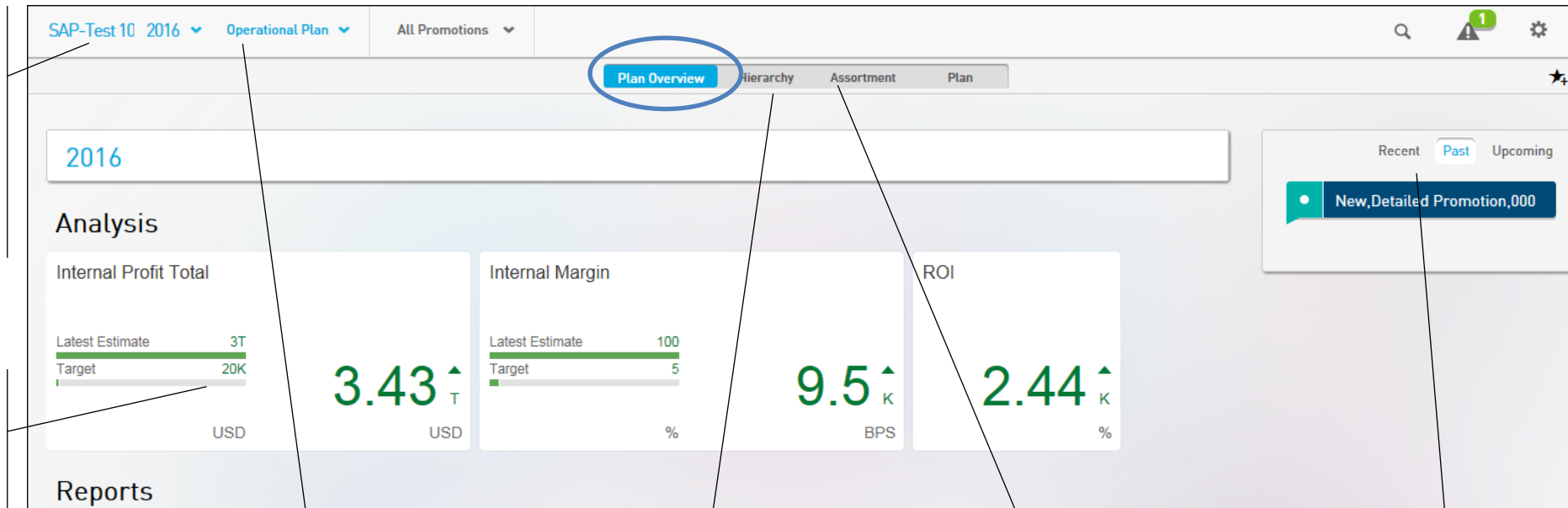
CBP – Plan Overview (for a Key Account Manager)

Show which Responsibility area has been selected

Drop down to change to other Responsibility area

Targets for the KAM for the Responsibility Area that's chosen

Color coded alerts



Additional Reports can be added as tiles here (No reports added in this view)

Select the version of business plan

Can compare Operational Plan side by side with other (and shows delta)

Define Customer Product Hierarchy

Define Assortments allowed in the plan

Displays 'recent', 'past' or 'upcoming' activities

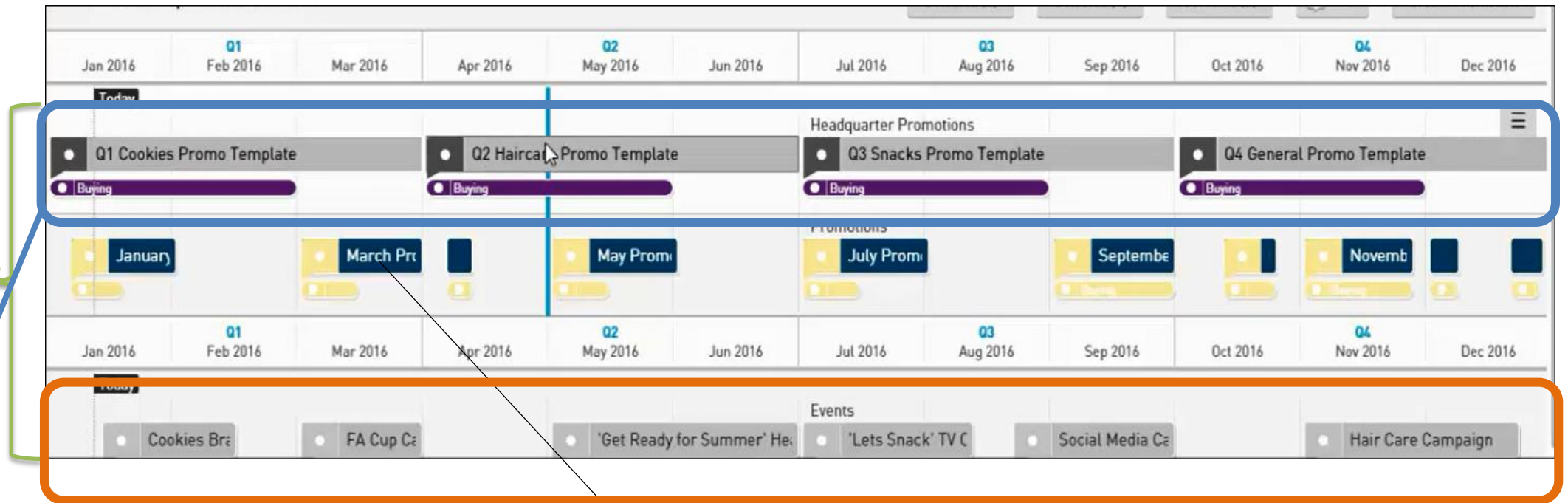
CBP Planning – Calendar View

The screenshot displays the 'CBP Planning – Calendar View' interface. At the top, there are navigation tabs: 'Plan Overview', 'Hierarchy', 'Assortment', 'Calendar', 'Profit & Loss', and 'Product Tree'. The 'Calendar' tab is selected and circled in blue. A 'Plan' button is also circled in blue. A 'Current date (today)' callout points to the 'Today' label in the calendar grid. A 'Short term plan (orange)' callout points to the orange highlight under the 'May' column in the calendar grid. On the left, a callout 'Targets for the KAM are displayed here' points to a summary card showing 'Internal Profit...', 'Internal Margin', and 'ROI'. Another callout 'Clicking on Buyers will display targets by the buyer' points to the 'Product Display' dropdown menu. On the right, a 'Budget Monitor' widget shows 'Non-Event' and 'Event' budget bars. A callout 'Displays promotional and non-promotional budget, planned and spent' points to this widget. Below the calendar, there are 'Display', 'Filter', 'Split Calendar', and 'Zoom' controls. Callouts 'Allows you to select what items are shown in the display below' point to the 'Selected (2)', 'Selected (4)', and 'Selected (2)' buttons. The main calendar area is divided into 'Promotions' and 'Events' sections. A callout 'HQ Promotions & Events and customer promotions are all displayed here, per selection' points to the 'Promotions' section. Another callout 'Events calendar – Brand Promotion activities – coherence in activities' points to the 'Events' section. A callout 'Promotions' points to a specific promotion card in the 'Promotions' section.

Planning – Calendar View - Details

- **HQ Promotions and Marketing events are visible to Account Managers**

HQ Promotions & Events and customer promotions are all displayed here



HQ Promotions

Events calendar – Brand Promotion activities – coherence in activities

Promotions

Planning – P&L View

The screenshot shows the SAP Planning P&L View interface. At the top, there are navigation tabs: 'Plan Overview', 'Hierarchy', 'Assortment', and 'Plan'. Below these are 'Calendar', 'Profit & Loss', and 'Product Tree'. A 'Select KPIs to Display' dialog box is open in the center, listing various KPIs with checkboxes. To the right, there is a 'Budget Monitor' section with a bar chart comparing 'Non-Event' (0 EUR) and 'Event' (1 M EUR). Below that is a 'Comparison Data' section with a zoomed-in line chart showing data for Q3 and Q4 across months from Aug 2016 to Dec 2016. A 'Re-Calculate' button is visible next to the chart.

Key Figures for planning
Can customize your view to only display what you want to plan on

Can switch from T to CU (consumer)
System will run planning function in the background. GTIN a pre-requisite in master data

Graphical view chosen
Can switch to Tabular view

Zooming in displays comparison data

Can compare with prior year / reference data etc.

Planning – P&L View – Compare LE with Reference Data

Calendar Profit & Loss Product Tree

Product Display
SAP Mart Superstores Format

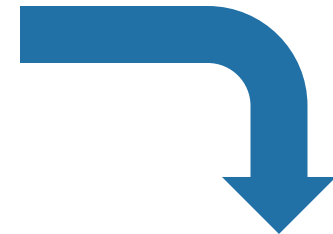
Units: TU CU Update Plan: Please Select Comparison Data: Latest Estimate v/s R... Zoom: View: Re-Calculate

Totals	Jan 2016	Q1 Feb 2016	Mar 2016	Apr 2016	Q2 May 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016
Total Volume CS 2,15 M	136,84K	109,01K	202,98K	139,69K	183,57K	130,84K	131,98K	130,82K	131,19K	254,94K	169,83K	423,46K
Baseline Volume CS 1,56 M	99,11K	109,01K	130,81K	130,82K	200K	130,84K	130,81K	130,82K	130,82K	156,98K	127,1K	127,08K
Uplift Volume CS 583,98 K	37,73K	0	72,17K	8,87K	26,6K	0	1,17K	0	369	97,96K	42,73K	296,37K

Latest Estimate v/s Plan
 Latest Estimate v/s Previous Year
 ✓ Latest Estimate v/s Reference
 Latest Estimate v/s Version

Choose what you would like to compare the LE with

Then Zoom In (slide the zoom button)



Calendar Profit & Loss Product Tree

Product Display
P Mart Superstores Format

Units: TU CU Update Plan: Please Select Comparison Data: Latest Estimate v/s R... Zoom: View: Re-Calculate

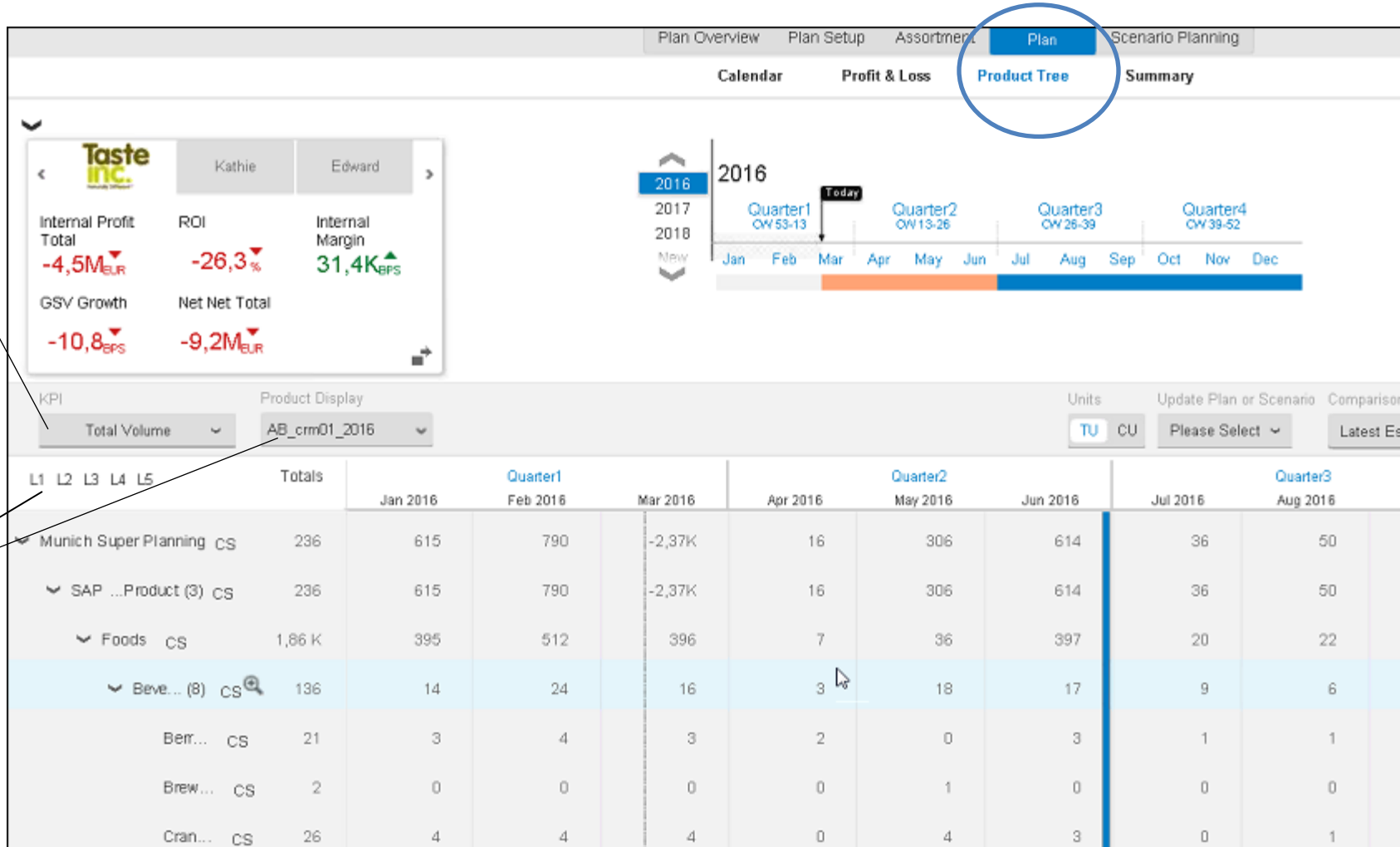
Totals	Jan 2016	Q1 Feb 2016	Mar 2016	Apr 2016	Q2 May 2016	Jun 2016	Jul 2016	Q3 Aug 2016	Sep 2016	Oct 2016	Q4 Nov 2016	Dec 2016
Total Volume 2,15 M	136,84K	109,01K	202,98K	139,69K	183,57K	130,84K	131,98K	130,82K	131,19K	254,94K	169,83K	423,46K
LE Data 111,18 K	8,93K	8,93K	8,93K	8,93K	10,71K	8,93K	8,93K	8,93K	8,93K	10,71K	9,18K	9,18K
Reference Data 111,18 K	8,93K	8,93K	8,93K	8,93K	10,71K	8,93K	8,93K	8,93K	8,93K	10,71K	9,18K	9,18K
Base...lume CS 1,56 M	99,11K	107,25K	130,81K	130,82K	200K	130,84K	130,81K	130,82K	130,82K	156,98K	127,1K	127,08K
LE Data 111,18 K	8,93K	8,93K	8,93K	8,93K	10,71K	8,93K	8,93K	8,93K	8,93K	10,71K	9,18K	9,18K

Planning – Product Tree View (Product Hierarchy Display)

Key Figures for planning

Can customize your view to only display what you want to plan on

Product Display and Hierarchy levels



Planning – View All Key Figures

Plan Overview | Plan Setup | Assortment | **Plan** | Scenario Planning

Calendar | Profit & Loss | **Product Tree** | Summary

Taste inc. | Kathie | Edward

Internal Profit Total: **-4,5M_{EUR}**

ROI: **-21,5%**

Internal Margin: **36,8K_{EPS}**

GSV Growth: **-10,8_{EPS}**

Net Net Total: **-9,2M_{EUR}**

2016 | 2017 | 2018

Quarter1 (QW 53-13) | Quarter2 (QW 13-26) | Quarter3 (QW 26-39) | Quarter4 (QW 39-52)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Budget Monitor

Non-Event

Event

Units: TO CU | Update Plan or Scenario: Please Select | Comparison Data: Latest Estimate w/s Plan | Zoom

L1	L2	L3	L4	L5	Total Volume	Baseline Volume	Uplift Volume	Total Sell-Out Volume	Baseline Sell-Out	Uplift Sell-Out	List Price	Gross Sales Value	Permanent Placement Fee - ON	Permanent Placement Fee (%)	Permanent Placement Fee (per case)
					236	3,03K	-2,79K	800	800	0	40,79	9,63K	204,1	107,84	0
					236	3,03K	-2,79K	800	800	0	40,79	9,63K	204,1	107,84	0
					1,86K	1,86K	0	480	480	0	48,33	89,84K	907,28	8,9	0
					136	136	0	0	0	0	78	10,61K	108,08	2	0
					21	21	0	0	0	0	78	1,64K	18,38	2	0

Planning – Customize to choose only a subset

- Customize the view by choosing only a subset of the view

Plan Overview | Plan Setup | Assortment | **Plan** | Scenario Planning

Calendar | Profit & Loss | Product Tree | Summary

Taste inc. | Kathie | Edward

Internal Profit Total: -4,5M_{EUR} | ROI: -21,5% | Internal Margin: 36,8K_{EPS}

GSV Growth: -10,8_{EPS} | Net Net Total: -9,2M_{EUR}

2016 | 2017 | 2018

2016: Quarter1 (OW 53-13), Today, Quarter2 (OW 13-26), Quarter3 (OW 26-39), Quarter4 (OW 39-52)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Units: TU CU | Update Plan or Scenario: Please Select | Comparison Data: Latest Estimate w/s Plan | Zoom

L1	L2	L3	L4	L5	Total Volume	Baseline Volume	Uplift Volume	Total Sell-Out Volume	Baseline Sell-Out	Uplift Sell-Out	List Price	Gross Sales Value	Permanent Placement Fee - ON	Permanent Placement Fee (%)	Permanent Placement Fee (per case)
	Munich Super Planning				236	3,03K	-2,79K	800	800	0	40,79	9,63K	204,1	107,84	0
	▼ SAP ...Product (3)				236	3,03K	-2,79K	800	800	0	40,79	9,63K	204,1	107,84	0
	▼ Foods				1,86K	1,86K	0	480	480	0	48,33	89,84K	907,28	8,9	0
	▼ Beverages	136			136	136	0	0	0	0	78	10,61K	108,08	2	0
	▼ Ber...				21	21	0	0	0	0	78	1,64K	18,38	2	0

Select KPIs to Display

- Select All
- Permanent Placement Fee (per case)
- Extra Visibility
- Extra Visibility (%)
- Extra Visibility (per case)
- On Invoice Total
- Net Invoice Value (per case)
- Net Invoice Value (Total)
- Permanent Placement Fee - OFF
- Permanent Placement Fee (%)

Apply Cancel

Planning – P&L View – Additional Features

- Clicking on ‘Promotion Power’ results in promotions showing up.
- ‘Harvey Balls’ represents the effect of promotion
- You can plan in ‘Trading Units’ (How manufacturer sells to Retailer) or in ‘Consumer Unit’ (How retailer sells to consumer)

Product Display		More Options		Units		Predict Baseline		Update P...	
Munich Super Plan...		Select	TU	CU	Forecast	Please S			
		Totals	Quarter1			Jun 2016	Jul 2016		
			Jan 2016	Feb 2016	Mar 2016				
Total Volume	CS	236	615	790	-2,37K		614		36
Baseline Volume	CS	3,03 K	615	790	620		614		36
Uplift Volume	CS	-2,79 K	0	0	-2,99K	0	200	0	0

Product Display		More Options		Units		Predict Baselin		
Munich Super Plan...		Selected (1)	TU	CU	Forecast			
		Totals	Quarter1			Quarter2		
			Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016
Total Volume	CS	236	615	790	-2,37K	16	306	614
Baseline Volume	CS	3,03 K	615	790	620	16	106	614
Uplift Volume	CS	-2,79 K	0	0	-2,99K	0	200	0
Total Sell-Out Volume	CS	800	160	160	0	0	0	160
Baseline Sell-Out	CS	800	160	160	0	0	0	160
Uplift Sell-Out	CS	0	0	0	0	0	0	0
List Price	EUR	37,74	41,84	40,94	41,58	17,5	11,7	41,66
Gross Sales Value	EUR	8,91 K	25,73K	32,34K	-98,67K	280	3,58K	25,58K

Maintaining Internal Targets

- Defined for Responsibility area and period
- Updated in Backend via file upload in CBP1.0
- Saved in a CRM loyalty management object
- Option to also update via Administrator view in CBP 2.0

Analysis

<p>Internal Profit Total</p> <p>Latest Estimate 460.99</p> <p>Target 20K</p> <p style="text-align: right;">USD</p>	<p style="font-size: 2em;">-19</p> <p style="font-size: 1.5em;">K</p> <p style="text-align: right;">USD</p>	<p>Internal Margin</p> <p>Latest Estimate 100</p> <p>Target 5</p> <p style="text-align: right;">%</p>
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Only in CBP 2.0

Update the factors

		2016											
		'Period'1 CW 53-13			'Period'2 CW 13-26			'Period'3 CW 26-39			'Period'4 CW 39-52		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Product Category		SAP Mart Freiberg hyper											
Responsibility Area		SAP Mart Freiberg hyper											
		Update Targets											
		Please Select v Re-calculate											
Totals		01.2016	02.2016	03.2016	04.2016	05.2016	06.2016	07.2016	08.2016	09.2016	10.2016	11.2016	12.2016
Sum of Last Year LE CS		0	0	0	0	0	0	0	0	0	0	0	0
» Economic Factor %		0	0	0	0	0	0	0	0	0	0	0	0
» Corporate Factor %		0	0	0	0	0	0	0	0	0	0	0	0
» Class Of Trade Factor %		0	0	0	0	0	0	0	0	0	0	0	0
» Customer Factor %		0	0	0	0	0	0	0	0	0	0	0	0
» Product Factor %		0	0	0	0	0	0	0	0	0	0	0	0
Internal Factor Before Adjustment		0	0	0	0	0	0	0	0	0	0	0	0
Corporate Volume Adjustment CS		0	0	0	0	0	0	0	0	0	0	0	0
Brand Volume Adjustment CS		0	0	0	0	0	0	0	0	0	0	0	0
Sales Hierarchy Volume CS		0	0	0	0	0	0	0	0	0	0	0	0
Internal Target CS		0	0	0	0	0	0	0	0	0	0	0	0
Difference Target to last year LE (%)		0	0	0	0	0	0	0	0	0	0	0	0

Maintaining Targets by Buyer

- Updated in Buyer Setup
- Maintain KPIs by Buyer (Margin %, Revenue, Profit, Revenue Growth etc.)

The screenshot displays the 'Buyer Setup' interface. On the left is a navigation menu with options: P&L Setup, Dele Alli (highlighted), Eric Dier, Harry Kane, Christian Eriksen, and + Add Buyer. The main area shows the details for 'Dele Alli', including First Name (Dele), Last Name (Alli), E-Mail (nicole.mayers@customer.com), Work Phone, and Mobile Phone. Below this is a section titled 'Set Buyer's Targets 2016' with four KPI cards: Cust. Mar. (20%), Cust. Revenue (1,500,000 EUR), Cust. Profit (300,000 EUR), and Cust. Revenue Growth (12%).

Annotations include:

- 'Add Additional Buyers' pointing to the '+ Add Buyer' button in the navigation menu.
- 'Maintain KPIs by Buyer' pointing to the 'Set Buyer's Targets 2016' section.

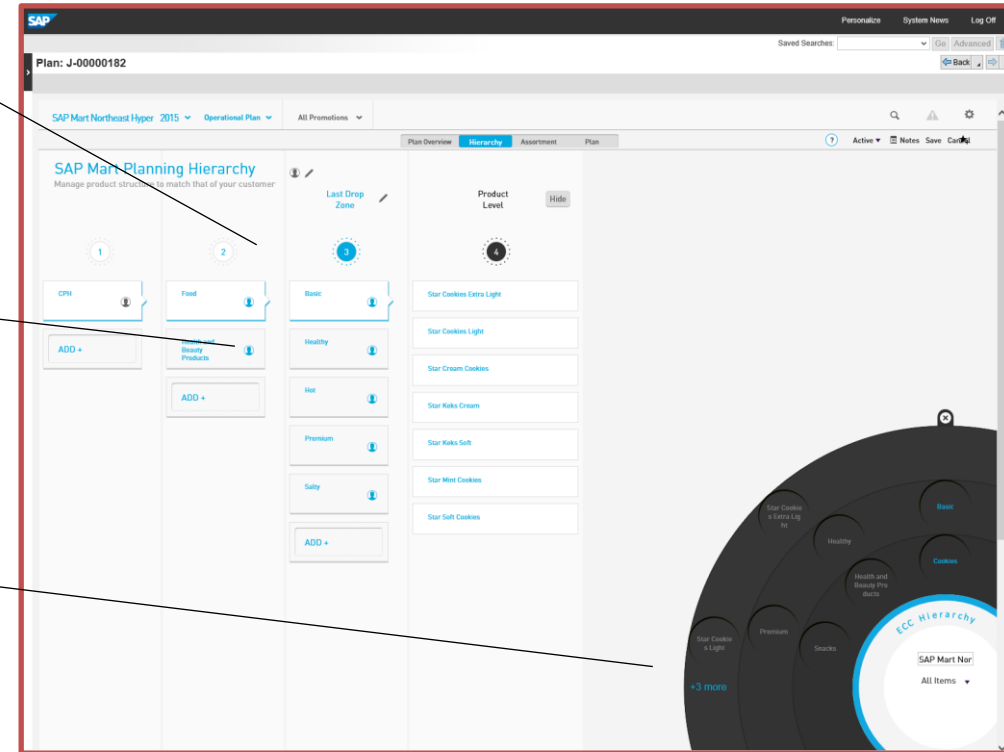
Hierarchy Set Up – Create a Customer Product Hierarchy

- Create a product hierarchy based on how the customer defines it
- Use your ECC product hierarchy levels to update this hierarchy (drag and drop from ECC hierarchy into customer hierarchy) to get the products underneath
- System modification possible to read CRM product hierarchy
- The customer product hierarchy is saved in underlying BW system as a hierarchy

Freely build your planning hierarchy structure

Assign Buyer to a planning node

Drag & Drop a node to your planning node from a simple view of the categories under your responsibilities



Hierarchy Set Up – Assign a Buyer to a Hierarchy Node

- You can assign buyers to the product hierarchy level by right clicking and selecting buyers



Assortment Set Up

The screenshot shows a 'Products' management interface. On the left, a navigation tree includes 'Munich Super Planning' and 'SAP Consumer Product' with sub-categories like 'Foods', 'Home Care', and 'Personal Care'. The main area displays a table of products with columns for 'Product', 'Validity', and 'Actions'. The first product, 'Vegetables Chunky Soup 1X 6 200 ml', is selected and has a blue circle around its validity bar, which contains a double vertical line icon. A dropdown menu is open at the top right, showing options like 'List Selected', 'DeList Selected', and 'Please Select'. Annotations with arrows point to various parts of the interface: 'Upload from Listing' points to the 'Upload From Listing' button; 'Based on listing maintained in ECC for this retailer' points to the left navigation tree; 'List / DeList' points to the dropdown menu; 'Can add a product that isn't listed' points to the '+' icon in the actions column; and 'Update Validity' points to the double vertical line icon in the validity bar.

Product	Validity	Actions
<input checked="" type="checkbox"/> Vegetables Chunky Soup 1X 6 200 ml	2015 — — 2019	More + -
<input type="checkbox"/> Bacon baked beans 1X 6 200 ml	2015 — — — 2019	+ -
<input type="checkbox"/> Berry Blue Soft Drink 1X 6 200 ml	2015 — ██████████ — 2019	More + -
<input type="checkbox"/> Brew Mild Coffee 1X2 200g	2015 — ██████████ — 2019	More + -
<input type="checkbox"/> Chicken Tortilla Soup 1X 6 200 ml	2015 — — — 2019	+ -

- Assortments need to be defined to be able to plan
- Assortments are saved in CRM system

Can add a product that isn't listed

Update Validity

Planning – Scenario Planning

Plan Overview | Plan Setup | Assortment | Plan | **Scenario Planning** | Save | Cancel

Profit & Loss | Product Tree

Taste inc. | Kathie | Edward

2016 | 2017 | 2018 | New

Quarter1 CW53-13 | Today | Quarter2 CW13-26 | Quarter3 CW26-39 | Quarter4 CW39-52

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Planned Scenarios

Units: TU | CU | Update Plan or Scenario: Please Select

KPIs | Comparison Charts (Operational Plan vs. Scenarios)

Internal Profit Total

Operational Plan	236	CS
Baseline Volume	3,03K	CS
Uplift Volume	-2,79K	CS
Total Sell-Out Volume	...	CS

AB_test02 Aggressive

Total Volume	-3,31K	CS	↓
Baseline Volume	0	CS	↓
Uplift Volume	-3,31K	CS	↓
Total Sell-Out Volume	CS		↓

AB_MAR11 Cautious

Total Volume	0	CS	↓
Baseline Volume	0	CS	↓
Uplift Volume	0	CS	↑
Total Sell-Out Volume	CS		↓

Promotions

Operat...	AB_te...	AB_MAR11	Trade Promotion/Description/Type	Product	Planning Profile Gr...	Tactic	Planning Account	Buying Start Date	Bu
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	T-00005365 Draft Promotion	Hair Fall Rescue Shampoo 1 X 10 500ml	CBP Planning on Prd&BPHN Draft Promo		SAPMart Munich / 398 / 11191 Munich	05/01/2016	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	T-00005266 Draft Promotion	Hair Fall Rescue Shampoo 1 X 10 250ml	PCAT&PROD@BPHN CRM RATES - DAY LEVEL		SAPMart Munich / 398 / 11191 Munich	03/10/2016	

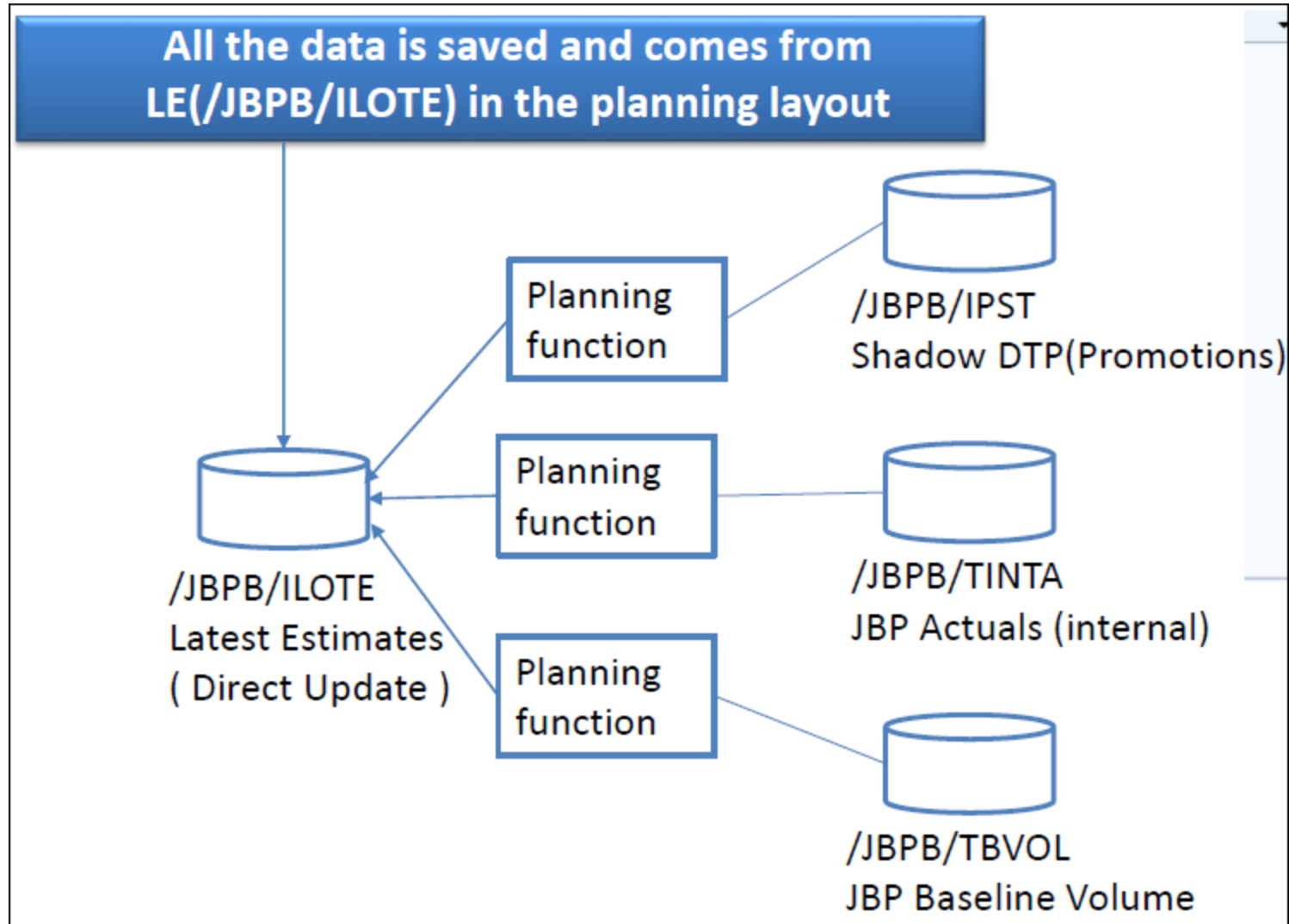
View Impact to KPIs
Make a decision

Create Scenarios and compare with Operational plan

Create Fast Promotions

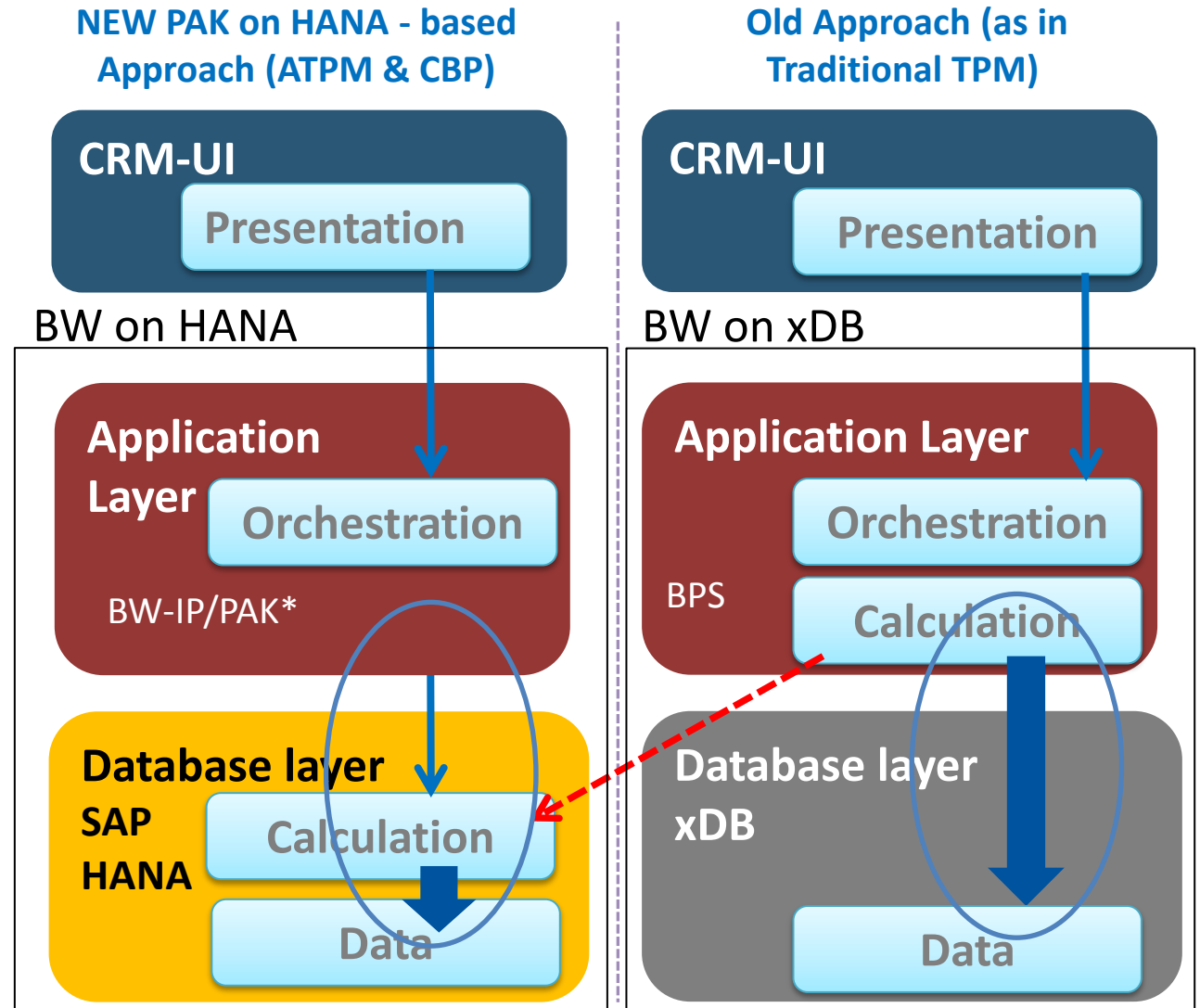
Assign Promotion to scenario

Data Model Architecture of CBP



How does it leverage HANA?

- Integration to BW-IP based Planning via In-memory Planning (HANA)
- Planning functions leverage HANA
- Support Top-Down and Bottom-Up Planning
- Flat scaling with data volume increase



In Summary

Having an integrated tool for customer business planning enables KAMs to plan more accurately, to identify deviations of the plan faster and to react on deviations more effectively

Combining volume, margin, assortment, promotion and financial planning in one single business application

Combining manufacturer and retailer perspectives and helps to communicate and negotiate towards customers in customer language

Helps driving price, volume and margin towards company targets

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Global Delivery & Support

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BPC Accelerators
Cloud & Technical Services