acumen
Invest Implementation

At a glance

Client: A multi-category supplier in the dairy, early-life nutrition and water business.

Objective: Implementation of Acumen Invest to support their digital transformation and optimise business planning.
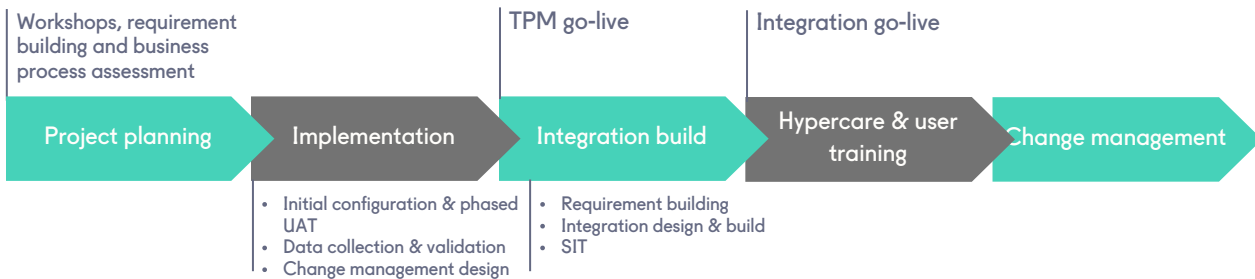
Challenges

1. Separate Excel files for customer planning, making it a very manual, impractical and cumbersome process
2. No granular volume planning and forecasted volume did not match sales plan
3. No well defined process for managing and planning indirect customers, resulting in very limited visibility
4. Large number of data inconsistencies and exceptions to be managed, due to manual entries

Solution

By integrating our TPM solution, Acumen Invest, our client successfully freed up valuable time for KAMs, allowing them to concentrate on strategic planning rather than laborious data collection. With their data consolidated in Invest and reporting seamlessly generated from this central repository, our client can confidently rely on a single source of truth for teams across demand planning, finance, and sales.

Implementation

Workshops, requirement building and business process assessment

TPM go-live

Integration go-live

| Project planning | Implementation | Integration build | Hypercare & user training | Change management |

- Initial configuration & phased UAT
- Data collection & validation
- Change management design

- Requirement building
- Integration design & build
- SIT

Project Outcomes

Time Saving
By removing 72 excel files, we significantly reduced the time spent on manual data validation

Revenue Generation
Introduction of pre & post evaluation of all promotional activity allowed us to identify areas to reallocate trade spend

Risk Mitigation
Reduced reliance on Excel files increased the governance around business planning and greater visibility to facilitate better decision making

Client Feedback

'The biggest impact is that now everyone is using one tool we can really focus on how to accelerate the business''

"Acumen are simplifying the balance of agile business vs slow corporate processes and simple reporting in parallel"