



At a glance

Client: A multinational dairy brand sought to gain better visibility of promotional performance and ROI.

Objective: Implementation of a TPM solution to support their digital transformation and optimise business planning.

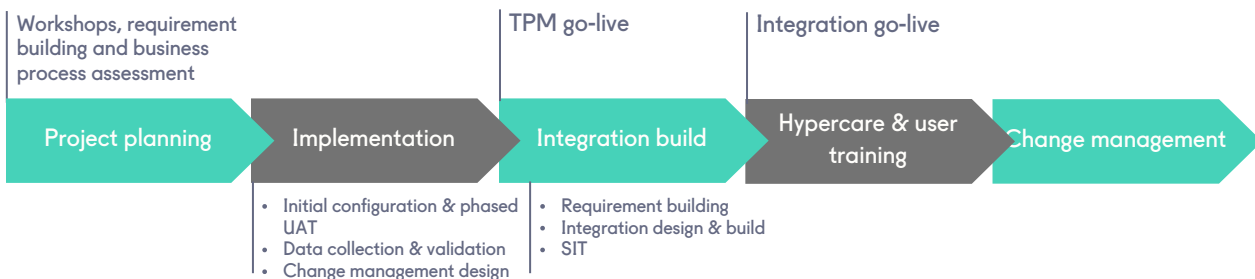
Challenges

1. Separate excel files for customer planning with volumes and P&L estimations so adding lines to the P&L was cumbersome and impractical
2. No granular volume planning - forecasted volume did not match sales plan
3. Non-matching customer hierarchies and indirect assumptions between functions
4. Input mistakes in customer planning due to manual entry without any system cross-checks for data validity
5. Master contracts structure - differed rebates are booked against master contract customers and not actual customers

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



Project Outcomes

Time Saving

By removing 100 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”