# acumen
# Invest Implementation

## At a glance

**Client:** Danone Waters, Germany.

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

## CHALLENGES

1. No granular volume planning - forecasted volume did not match sales plan
2. Non-matching customer hierarchies and indirect assumptions between functions
3. Input mistakes in customer planning due to manual entry without any system cross-checks for data validity
4. Master contracts structure - differed rebates are booked against master contract customers and not actual customers
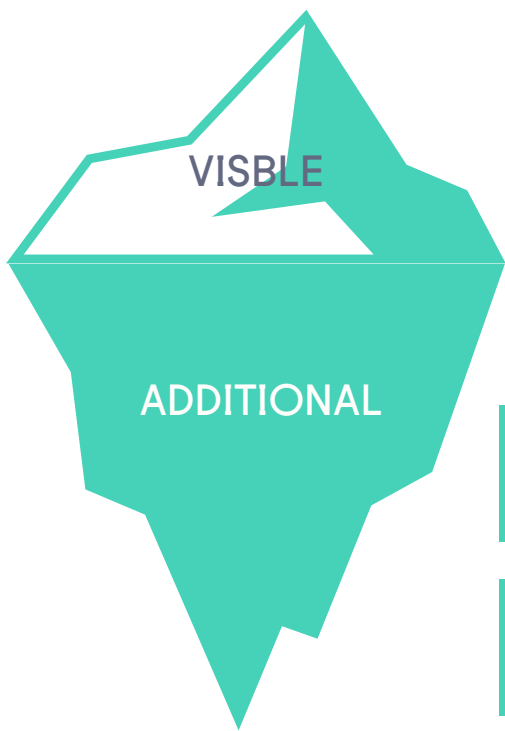5. No visibility and control over pricing and trade terms

## SOLUTIONS

Alongside implementation of our Acumen Invest TPM solution, our consultants conducted a business processes assessment, to determine how to best integrate the tool within the business, providing recommendations to optimise the planning cycle.

## ROADMAP

Acceptance criteria for testing captured through stakeholder interviews

App go-live

| Requirements gathering | App configuration | Business process assessment | App testing | Business process findings |

Testing scripts shared

Recommendations shared

## BENEFITS

VISBLE

ADDITIONAL

### Tangible Outcomes:

**COST REDUCTION**
Reduced time spent validating data leading to more time spent making decisions

**REVENUE GENERATION**
Introduction of pre & post evaluation of all promotional activity and identified areas to reallocate trade spend

**RISK MITIGATION**
Reduced reliance on Excel files, Increased governance around business planning and greater visibility to facilitate better decision making

### Additional Benefits:

**1 TIME SAVING**
Removal of over 100 separate Excel planning files in a single market thanks to Invest

**2 ONE SOURCE OF TRUTH**
X-functional users input data into the same solution, leading to one aligned view across all functions

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