

Case Story - Enterprise Implementation



A leading provider of consumer products was interested in a new planning tool to facilitate their planning routines and ensure better and more reliable planning quality. The company chose - in close competition with leading international providers - to cooperate with Effectmakers to implement Effectmakers' BMS as a new tool for customer and campaign planning.

Successful implementation in large FMCG company

Challenges

The company operates with a large number of active SKUs, more than 100 major customers, and a high rate of annual product introductions. Furthermore, the company has very large promotion sales of costly, pre-packed displays. Being able to forecast with accuracy is therefore critical.

The company had a self-developed planning system. The system was based on the volume and the estimate of net sales, and profits were based on an average calculation. This resulted in a number of inaccuracies. In addition, the system was slow to operate and far from user-friendly.

Solution and implementation

When starting the project, Effectmakers delivered a proof-of-concept based on anonymous data in their cloud solution. The installation fully matched the performance requirements.

With BMS, the company has a viable solution, on time, and to the agreed upon budget. The implementation was significantly faster than what the competing suppliers offered. In the company's own words, BMS is the quickest implemented system in Europe.

With the successful implementation of BMS in one of the largest suppliers of consumer products in Europe, Effectmakers has proven that it is possible to manage complex enterprise implementations with great success.

Moreover, BMS had the most attractive ROI, in terms of implementation, and the BMS solution has more than 90 daily users in six countries. The solution is fully integrated with the company's other systems. Every night BMS is updated with products, list prices, cost prices, realized sales, and open orders from SAP. The following day, BMS supplies the daily forecast, which forms the basis for both procurement and production of displays. The output from BMS automatically supports "carry over" handling, so that the forecast is automatically adjusted according to the processed orders.

In addition to the BMS solution, Effectmakers has also delivered a complete data warehouse solution based on Microsoft Analysis Services (Cube). Here, the sales data from SAP are combined with the planning data from BMS. Thus, the company has acquired a complete reporting tool for daily reporting at all levels of the organization.

BMS differs in several respects from the company's previous system:

- Integration of P & L takes place at the customer level and in promotions
- Planning is solely made on listed products
- Value of planning is based on actual conditions of trade per customer (not the average)
- There is greater ease in the handling of Promotions, Launches and Baseline
- The post-evaluation of promotions incl. ROI and uplift KPI's
- Planning with dummy products and at a higher level than SKU
- Point of sales data are integrated
- There is a significant improvement of performance and response time
- Comprehensive system security is standard

The CTO of Effectmakers, Mads Okkels Hansen, said: "BMS has shown that the software is able to provide high performance in applications with very large amounts of data. With this solution, we handle daily sales and planning transactions for more than 100 key account customers and 3,000 items and have a very satisfying response time."

Experiences and Effects

With BMS, the company has received a Customer Business Planning solution that provides an overview of their promotions and trade spending. Now, the company is able to forecast baseline, launches and promotions with great accuracy, and with the inclusion of open orders the coming month's estimate has become much easier to assess.

The company continuously has an updated estimate of their customers with the fully commercial P & L – real time updated in BMS and in Microsoft Analysis Service (Cube). It is now possible to evaluate and adjust each period's total estimate in one single screen.

For the individual user, the introduction of BMS has resulted in a significant reduction in the work with customer planning. Previously, it took many minutes to create a campaign. With BMS it takes seconds and the profitability is calculated real-time and is visible during the creation.

On the effect of BMS, the customer says:

"The move from a tool with 20% functionality to a 100% BMS has been great. BMS is a well-functioning system with a very high degree of user friendliness. The introduction of BMS has made a big difference in our sales department and in communication to the rest of the organization. The planning quality has improved, and forecast accuracy has improved, too".

"We appreciate the relationship with Effectmakers, a skilled and customer-oriented partner delivering a good service and who are open to our input to make the software even better."

"BMS has met all requirements for system performance and response time. It is a clear improvement over our previous system".

Facts:

- Turnover: +5 billion DKK
- Number of users: +90
- BMS is, among other things, integrated with master data from SAP and Future Master