Case story - Bräuner A/S

Bräuner a/s

Distributor of brand name goods gets campaign overview and efficient forecasting with Effectmakers BMS

Bräuner A/S replaced a lot of complex spread sheets with a single, user-friendly campaign and KAM forecast in Effectmakers BMS. The new system delivers non-stop insights into ongoing campaigns plus accurate, data-driven forecasting. It also helped Bräuner cut down on time-consuming manual processes – and reduce the risk of human error.

Effectmakers

Case is based on an interview with Jan Pilgaard - CFO - Bräuner

"With Effectmakers BMS, we always have an overview of where we are with all our orders, campaigns and brands across all the countries where we do business. And it's all in one intuitive system," says Jan Pilgaard, CFO at Bräuner A/S.

The company has 33 employees and is the Nordic distributor for a large number of name brands, including Vicks, Cocio, Magnum Chocolate, Wella Styling and Old Spice.

But it requires good logistics to make sure that forecasting, procurement and deliveries go smoothly. Especially when daily operations involve so many different brands, campaigns and flavours for retail chains in several countries.

Optimized order and campaign management in close co-operation with NAV

"Before, our assignments and information were spread between our NAV solution and some even more complex Excel spread sheets. It was hard to tell which data was the most up-to-date and what information was the most 'correct.' And there was a lot of data input work, which was both unproductive and increased the risk of mistakes," Pilgaard says.

That's why Bräuner chose Effectmakers BMS, which brings campaign management and forecasting together in one. In Bräuner's case, Effectmakers BMS harvests data directly from NAV, so employees get an updated overview every morning and can make forecasts based on fresh data.

"NAV owns the data, but it's through Effectmakers BMS that we get an overview and work with campaigns, orders and forecasting. That means that there's never any doubt about whether the information is updated elsewhere or not, because there's only one data set we need to look at. And the solution is easy to use. It only takes about 30 minutes of training to be able to use it effectively," Pilgaard explains.

About Bräuner A/S

Bräuner A/S is a Danish-owned distribution company with its headquarters in Ringkøbing, Denmark and Nordic distribution agreements for a large number of quality brands. Bräuner A/S has 33 employees.

Increased accuracy and much less typing

Using Effectmakers BMS, Bräuner builds a rolling forecast. Then the modified data is sent back to NAV, which suggests purchase orders based on historical trends, seasonal factors, and current campaigns. That allows employees to concentrate on verifying and optimizing orders and logistics instead of typing in data.

"It's also easy to adjust campaigns, priorities or forecasts and quickly extract exactly the information we need for reporting to suppliers, for example. It's incredibly easy – but something that would have once given us grey hair and taken an incredibly long time, because there was a risk of having to rebuild a complex Excel spread sheet from the bottom up," Pilgaard says.

Over time he's noticed that forecasts have become more accurate, because Effectmakers BMS is constantly getting more historical data to work with. This allows Bräuner to optimize procurement, stay organized and – in the long run – increase earnings in their sales-driven business.

Pilgaard has also noticed that reducing the number of typing tasks and other manual processes has made employees more efficient and minimizes the number of mistakes. And it allows employees to use their time, skills and knowledge more effectively than before.

"Now we're flying the plane"

Bräuner's CFO calls the co-operation with Effectmakers "excellent", in part because the development company has been able to quickly address challenges that always seem to pop up during the implementation of a business-critical system.

"They're always ready to bring in resources to solve the major problems that are significant to us. For example, to adapt the solution so it can handle different fiscal years. Of course, we don't get everything we want right away – there is a release cycle and other customers' needs and priorities to consider. But as new versions arrive, I see more and more of the items on our wish list turn up. So we're not just a number in the queue. We feel like they're actually listening to us," says Pilgaard.

He also believes the company has gained specific business advantages by working with Effectmakers BMS.

"Today I feel like we're flying the plane. Based on factual data – how far we are with all our brands and campaigns, and where we're headed. I can work with increasingly accurate forecasts and we avoid a lot of manual labour," says Pilgaard.

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