



EMPOWERED AN ALCOBEV GIANT WITH ANAPLAN-DRIVEN ENTERPRISE PLANNING

Integrated Solutions: Forecasting, S&OP, A&P Planning & More



CLIENT OVERVIEW

The client is a multinational alcoholic beverage company with its headquarters in England. With a presence in over 100+ geographical locations worldwide, it boasts a global footprint and a storied history of producing premium alcoholic beverages. Renowned for quality, innovation, and sustainability, they are a major player in the global market, contributing to industry growth and success worldwide.

PROBLEM STATEMENT

Client faced the following issues:

1. Operational complexities in sales forecasting, reporting and trade investment management, impacting decision-making and financial management.
2. Client's S&OP processes are intricate, affecting their ability to optimize the supply chain and manage finances effectively
3. Difficulty in managing their Above-The-Line (ATL) and Below-The-Line (BTL) promotional activities.

KEY CHALLENGES



Inadequate forecast and insufficient capabilities for analysing the root causes



Heavy reliance on manual processes for reporting and a lack of automation



Limited visibility into historical trends & inefficient budget planning across all the SKUs

SOLUTION: A COMPREHENSIVE FOUR STAGE CONNECTED PLANNING WITH ANAPLAN

Technology Stack - Anaplan

With a detailed assessment, we understood their data and their bottlenecks at a granular level to provide strong data architectures, intuitive multi-dimensional forecasting and optimized their enterprise data planning



The solution comprised of three phases:



Volume planning & Trade Investment

Sales Volume Forecasting entails predicting sales based on customer and product promotions, Trade Investment Management involves overseeing discounts, incentives, promotions, budgets, and authorizing trade investment budgets based on total investments.



S&OP, Financial Planning & Reporting

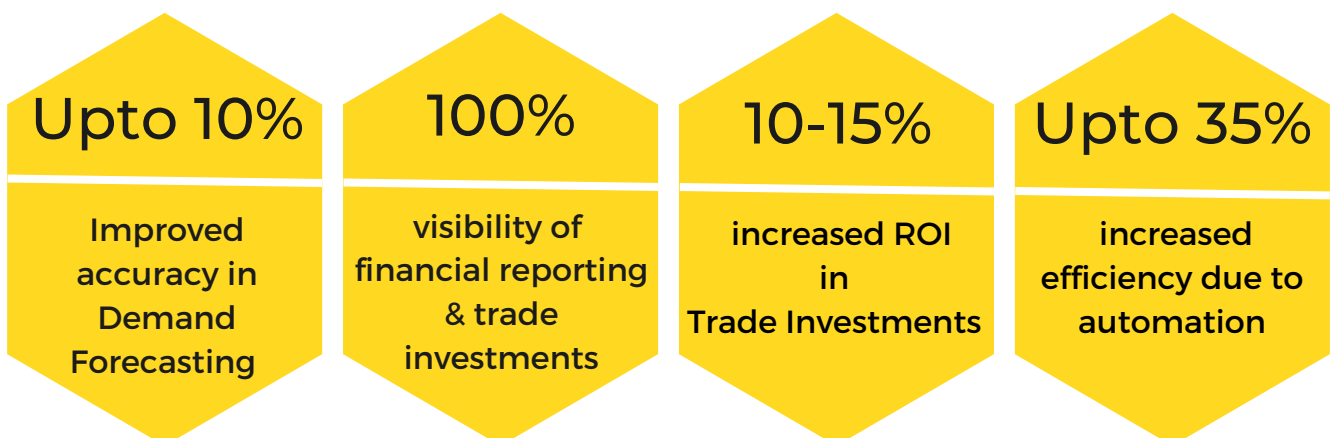
S&OP comprises comprehensive monthly shipment planning, financial forecasting, and reporting, income statements analysis with integrated data imports, and seamless data integration from various sources.



A&P Planning and Budgeting

Create ATL and BTL Promotional Activities, Specify budget allocation per activity by products and months, Revise budgets based on actuals

BUSINESS IMPACT



Client Feedback



"Anaplan helped us streamline our planning and forecasting processes, providing invaluable insights and solutions. Their expertise in optimizing our data architectures, enhancing reporting, and improving enterprise data planning has made a significant impact on our operations. With their support, we've achieved better accuracy in predicting sales volumes, more efficient trade investment management, and a clearer picture of our financial objectives."

Strategic Business Head of AlcoBev Company

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Connected Planning?**

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