

Integrated Planning Tool with SAC

5th October 2022



Sunrise



all for one
Group



Michael Senn

Head of Non-Financial
Planning and Reporting



all for one
Group

Daniel Bräker

Head of Data and Business Analytics
Member of the Board



HARMONIZED

Integrated into the merging Sunrise and UPC IT and Data Environment.

Resilient for the continuous harmonization of the Systems Landscape

FULL PLANNING CYCLE

Supporting different Planning Scenarios from one environment.

- Continuous Sales Planning
- Rolling Forecast
- Budget Planning
- Multi Year Plan

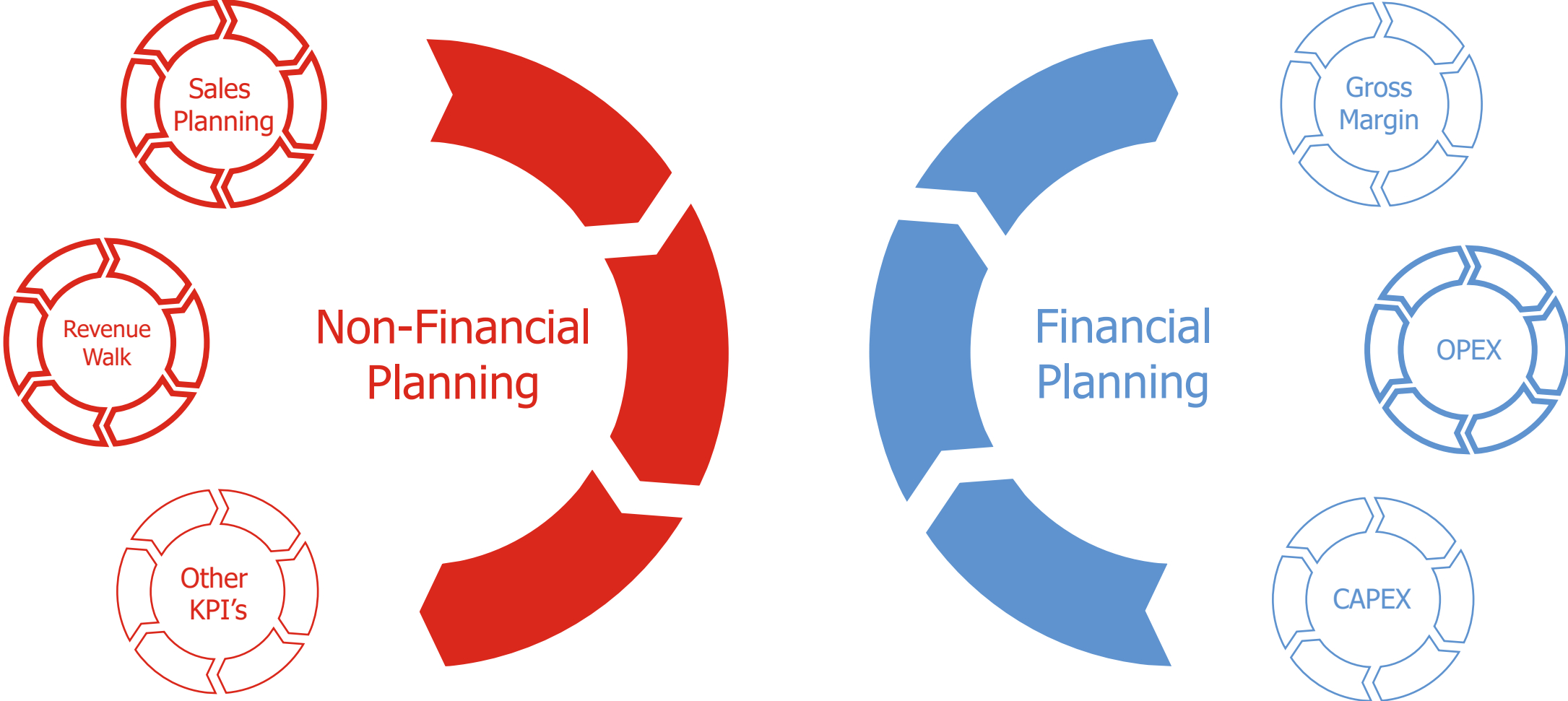
DRIVER BASED FORECASTING

Integrated, driver based, Non-Financial and Financial Planning supports the accuracy and argumentation within all planning cycles.

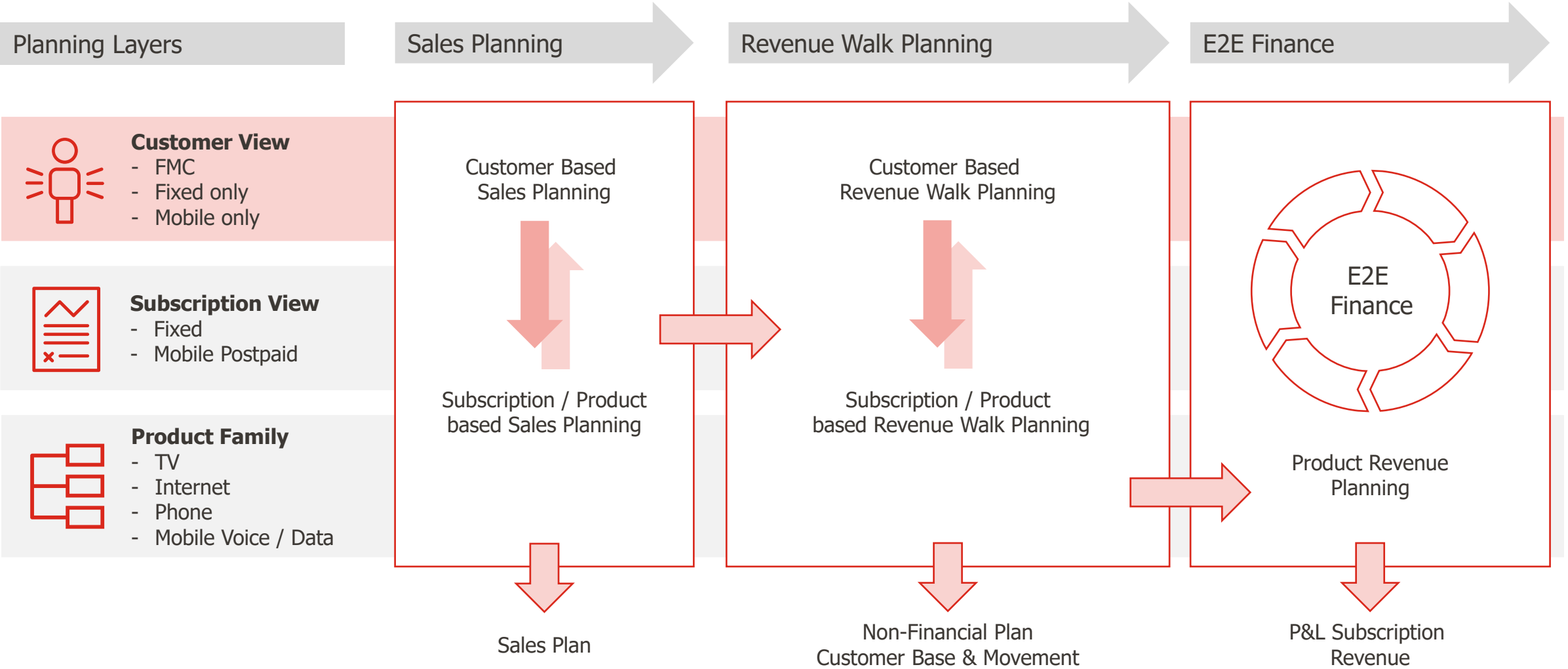
TOP-DOWN & BOTTOM-UP

Planning along different aggregation levels to support flexible planning along the data structures depending on the current planning needs.

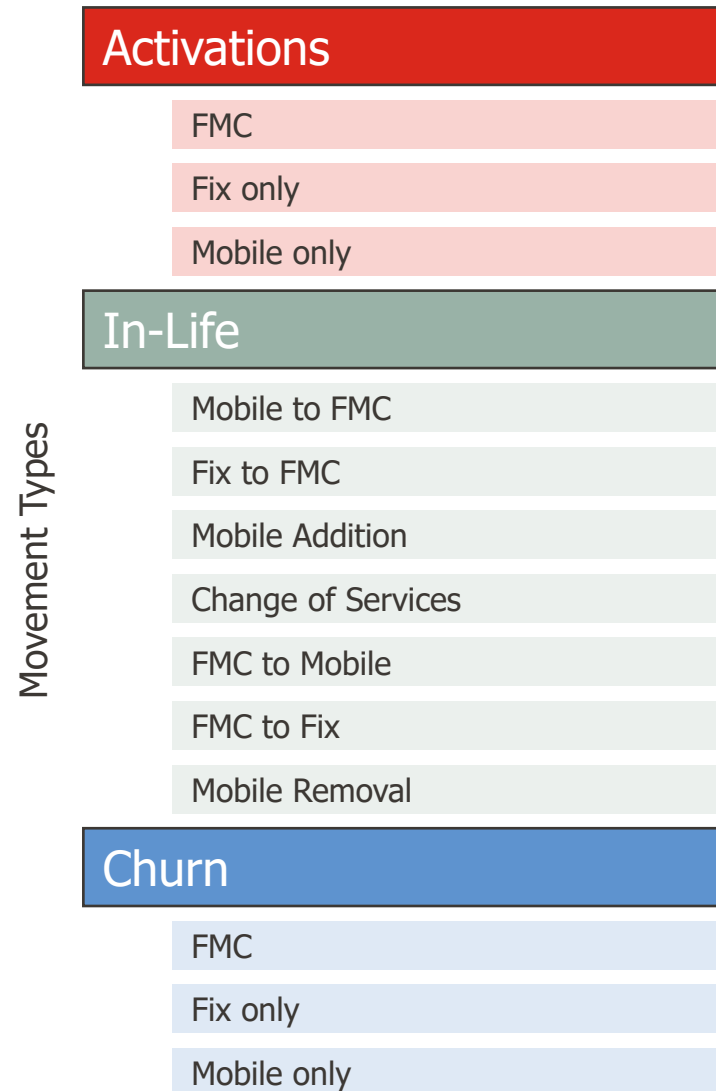
Target Integrated Planning Model



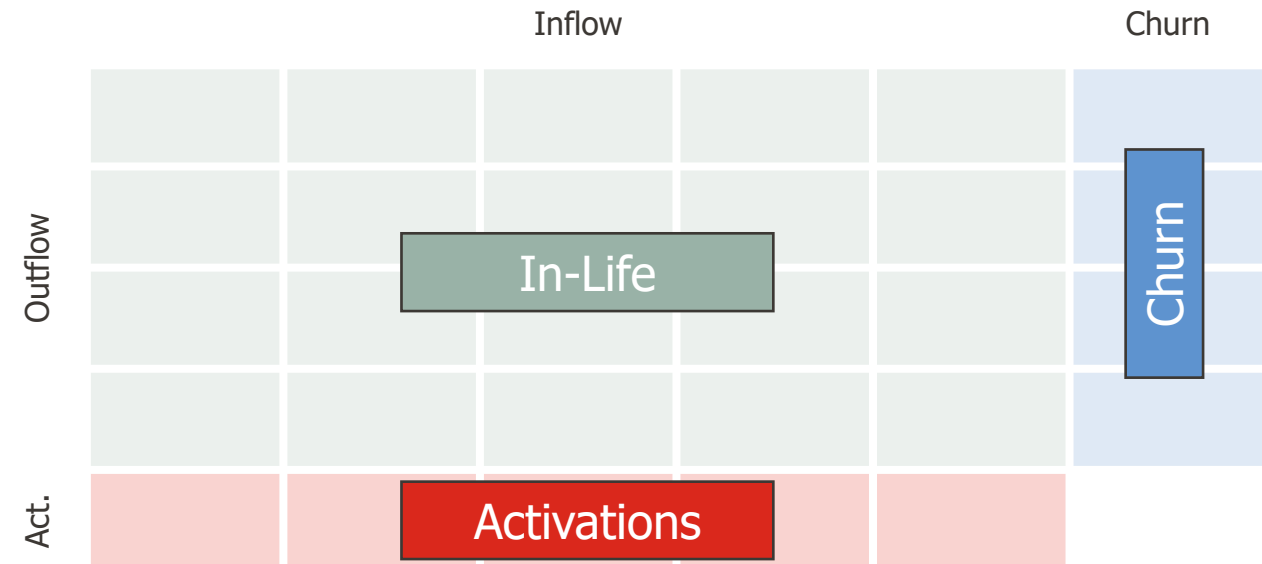
Sales Planning & Revenue Walk – Overview



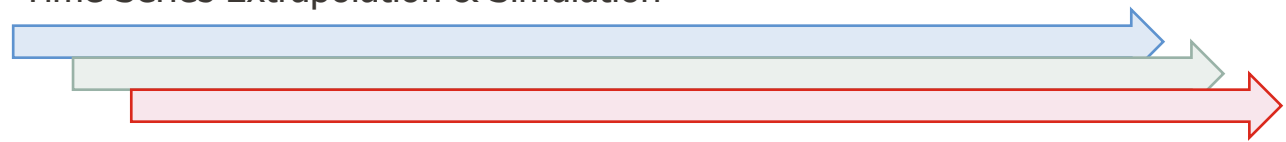
The Revenue Walk in a Nutshell [1/2]



Matrix / Volume Planning



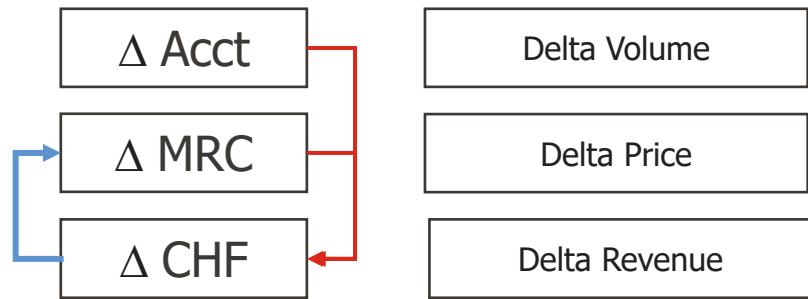
Time Series Extrapolation & Simulation



The Revenue Walk in a Nutshell [2/2]



Customer (Account) Base Calculation



Calculation of Volume, Delta and Base Revenue by:

- Movement Type
- Inflow / Outflow (Matrix)
- Subscription
- Product Family
- Brand
- ...

	Volume			Revenue ...			
	Time	jan	...	dec	jan	...	dec
Begin Base							
Activations	+	+	+	+	+	+	+
Δ In-Life	+/-	+/-	+/-	+/-	+/-	+/-	+/-
Churn	-	-	-	-	-	-	-
End Base	=	=	=	=	=	=	=

Non-Financials, Integrated and directly Linked into the finance planning model



Implementation in SAP Analytics Cloud



1 Matrix

2 Volume & Mix

3 Account RW

4 Product RW

Date	> 2021
Reporting hierarchy	
▼ REP_HIER Reporting hierarchy	
▼ 1 Underlying Trading	
▼ 11 Net Adds	
> 111 New Accounts	
> 112 Full Account Churn	
> 113 To / from B2B (net)	
▼ 12 In-Of Movement Types	
> 121 FMC Add	
> 122 FMC Removal	
> 123 Fix Change	
> 124 Mobile Change	
> 125 Other	
> 126 TLD Change	
> 2 Interbrand SR/UPC (IBM Only)	
> 3 Interbrand SR/YOL	
> 4 Non Organic / non-underlying	

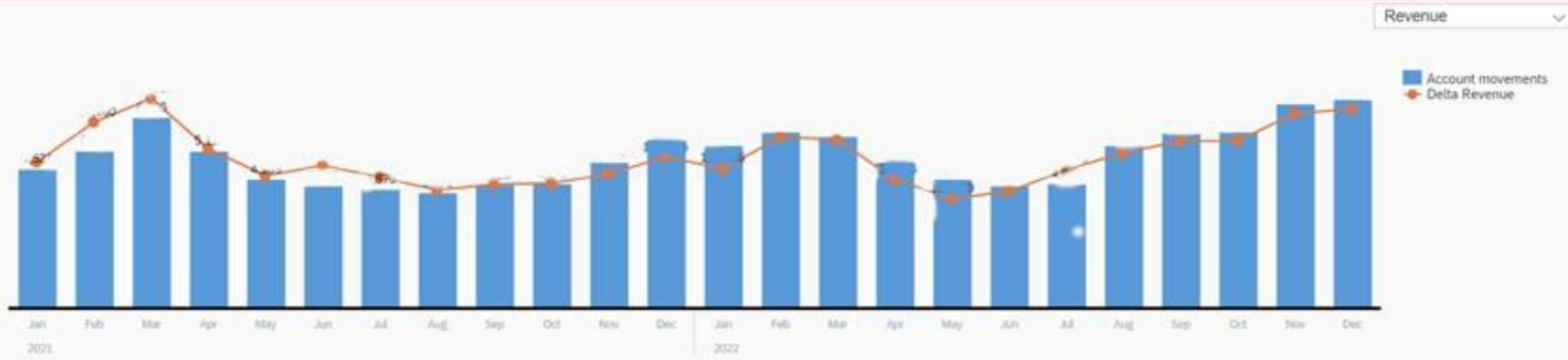
Date > 2021 ▼ 2022 Jan (2022) Feb (2022) Mar (2022) Apr (2022) May (2022) Jun (2022) Jul (2022) Aug (2022) Sep (2022) Oct (2022) Nov (2022) Dec (2022)

Movements	
Account movements	
▼ Delta Accounts	
Delta RGU DP	
Delta RGU DTV	
Delta RGU HS	
Delta RGU MBB	
Delta RGU MV	
Delta RGU BCS	
> Delta Revenue	
> Revenue (From)	
> Revenue (To)	
> Delta MRC	
> MRC (From)	
> MRC (To)	

Volume

Delta Revenue

Delta Price



Implementation in SAP Analytics Cloud



1 Matrix
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4 Product RW

Volume

Delta Revenue

Delta Price

Inflow / Outflow and Delta Planning

By Product Group / Drilldown into Product Family

Revenue

Date	2021	2022	Jan (2022)	Feb (2022)	Mar (2022)	Apr (2022)	May (2022)	Jun (2022)	Jul (2022)
Delta MRC	23.90	23.00	22.20	21.15	21.77	21.07	22.09	20.91	26.34

Key Success Factors

- ✓ Strong understanding of the drivers and financial figures to ensure integration
- ✓ Structured driver data integrating with the operational finance model
- ✓ Alignment between Business, Finance and IT departments to guarantee that Data meets the functional requirements
- ✓ Agile Development and a modular Application- and Data Architecture to support the step-by-step implementation and enables continuous development.
- ✓ A great team spirit and a focused project team



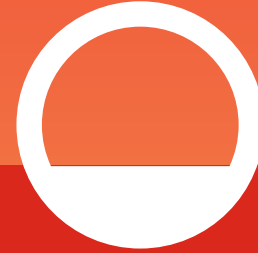
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one idea ahead



Sunrise

DREAM BIG. DO BIG.