Commercial Planning with SAP Analytics Cloud

PUBLIC

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Agenda

01

Consumer Products Industry

Industry trends, challenges, and growth priorities

02

Business Technology Platform & SAP Analytics Cloud

What they are and how they can help

03

Business Content

What it is and how it can help

04

Commercial Planning

A brief introduction to the new SAC Business Content package

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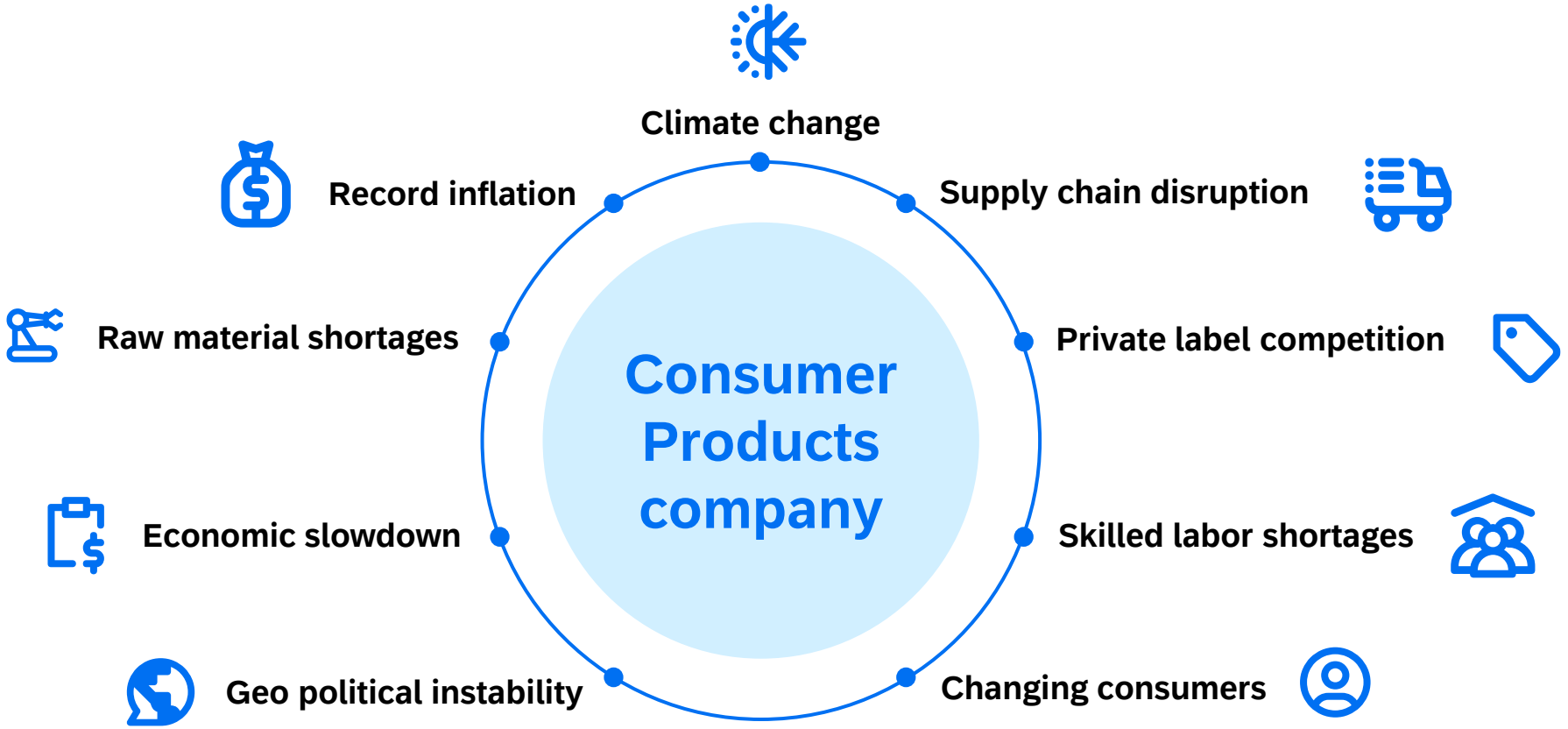
Increasing Uncertainty Driven by a Set of Global Disruptions and Exacerbated by Macroeconomic Headwinds Needs to Be Met Head on by Consumer Products Companies



For Consumer Products Industry Leaders To achieve Business Resilience and Agility, you need...

All decisions must be supported and enhanced by timely data

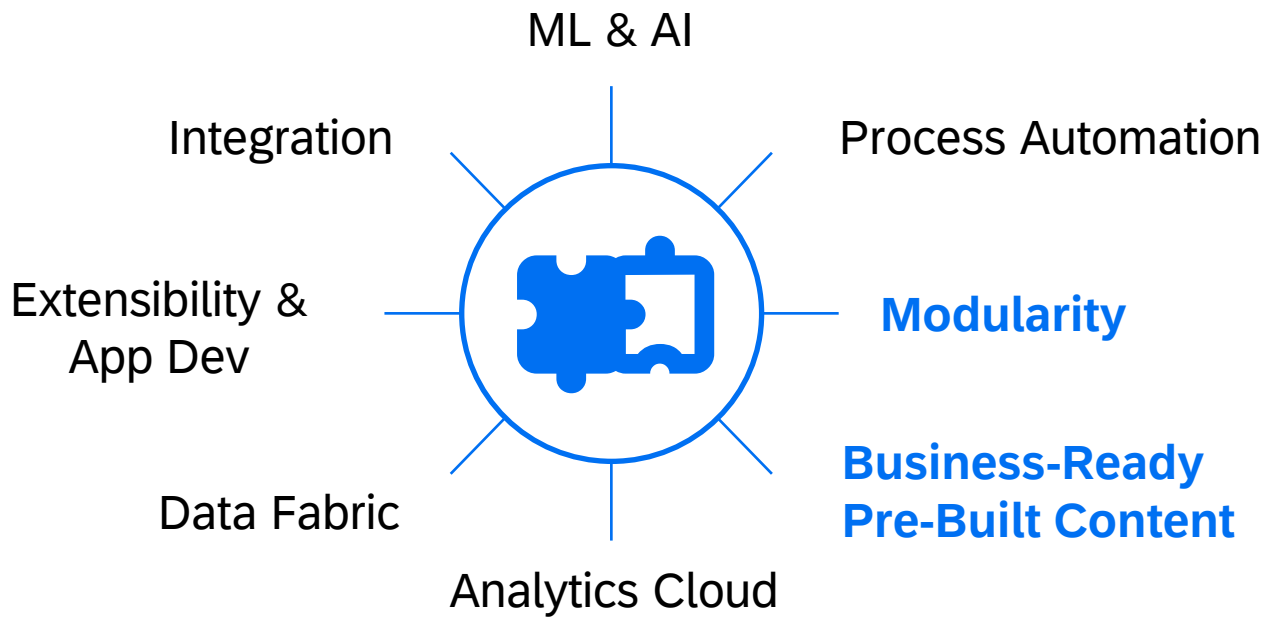
Everything must **integrate** well to maximize the value of IT investments

Innovate quickly, while connecting securely & effectively to all other systems

Systems must leverage ML, AI, automation to **drive scale and efficiency**

BTP

Precision-engineered platform for a simplified **modular** approach that **optimizes business processes**.



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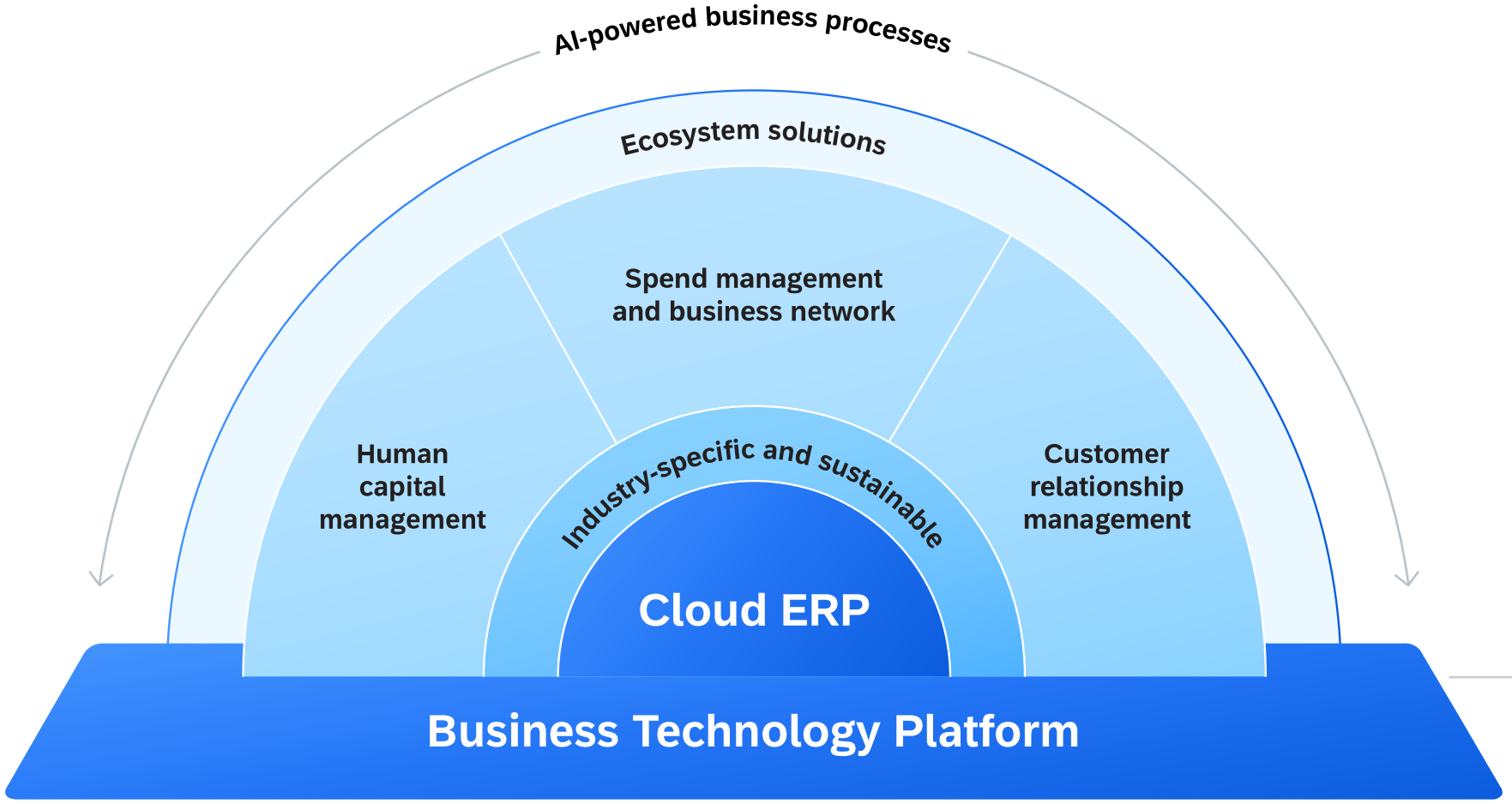
SAP Portfolio: SAP BTP Is the Foundation of the Intelligent Sustainable Enterprise



Create personalized experiences that instantly work with SAP applications

Build faster with business context to meet change with agility

Run with confidence on a trusted, enterprise-grade platform

App Dev: Build and innovate

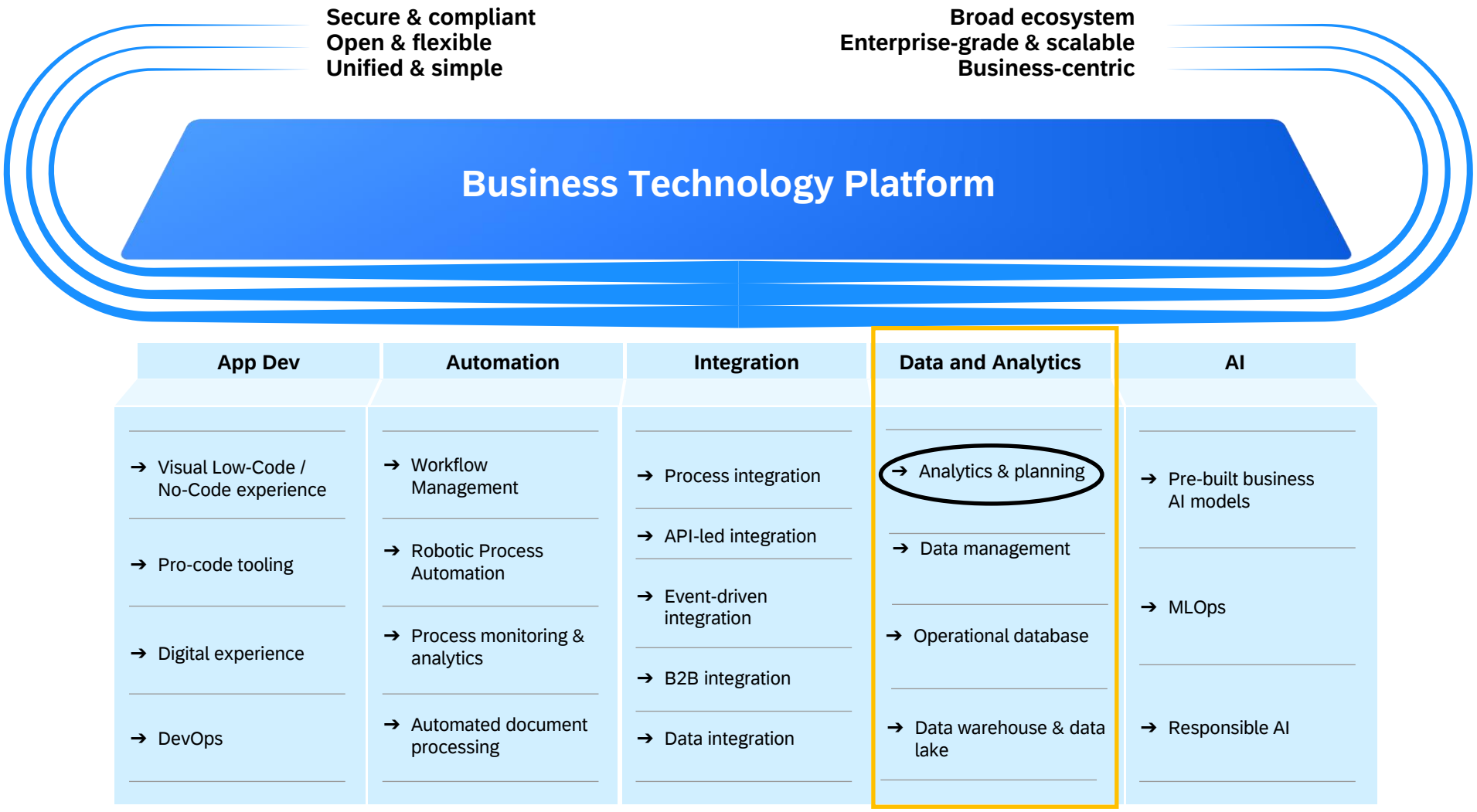
Automation: Optimize and automate

Integration: Integrate to innovate

Data and Analytics: Give data purpose

AI: Infuse intelligence

SAP BTP Cloud Capabilities



Many Consumer Products companies are already leveraging SAP Analytics Cloud (SAC) solution, not only to survive, but thrive during this uncertain time.

SURVIVE

RESPONDING TO INFLATION

National Vision: Modernizing Financial Planning and Analysis with SAP Analytics Cloud

RESILIENT SUPPLY & VALUE CHAINS

Callaway: Aligning planning cycles across the Enterprise with SAP Analytics Cloud

ENABLE PROFITABLE GROWTH

Ferrara: Speeding Insight with SAP HANA and SAP Analytics Solutions

Mrs. T's Pierogies : Rackspace's Migration to SAP S/4HANA on GCP with SAP Analytics Cloud

THRIVE

DELIVERING SUCCESSFUL M&A

GEBERIT: Simplifying Data Complexity and Gaining Insights for Intelligent Operations in the Cloud.

PERSONALIZATION

Freudenberg: Pivoting quickly to address changing customer needs with SAP Analytics Solutions

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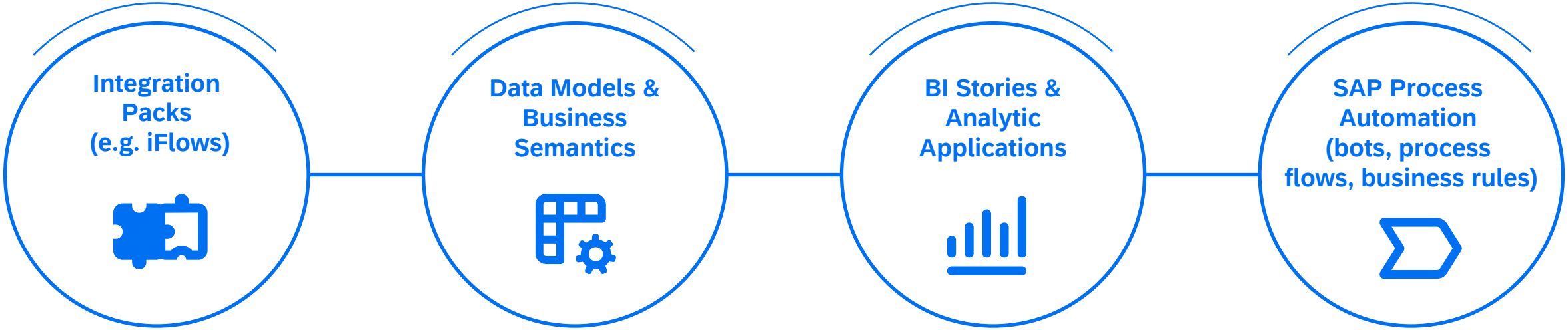
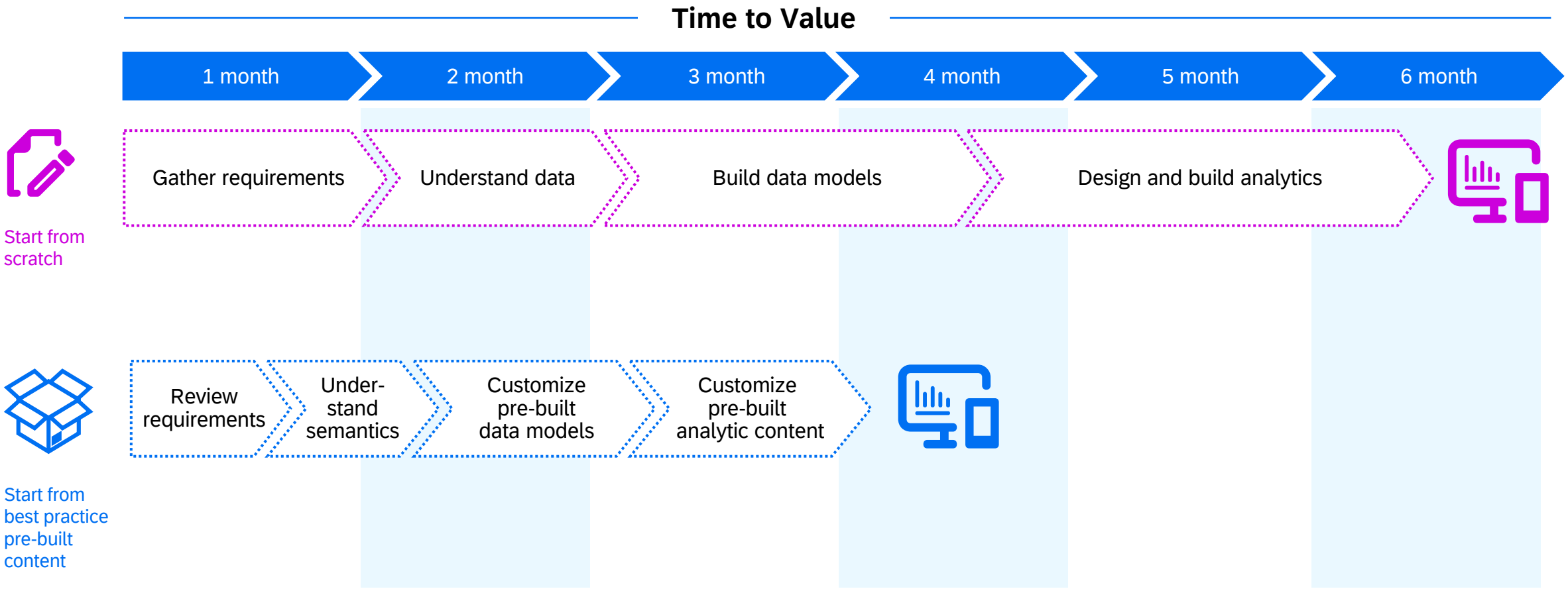
What Is SAP Business Content?

SAP BTP Business Content are **pre-packaged objects/templates** encompassing **best practices** that can be deployed as part of a specific **SAP BTP service**, to **jump start** customer implementations.



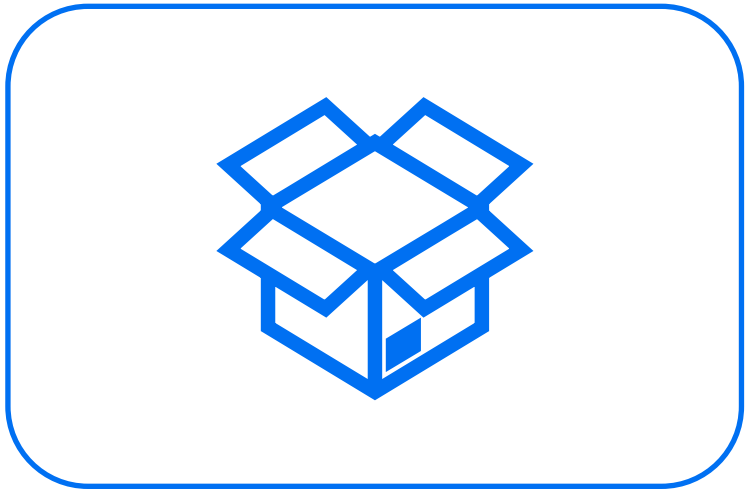
Accelerate Time to Value



How Can SAP Business Content Help You?

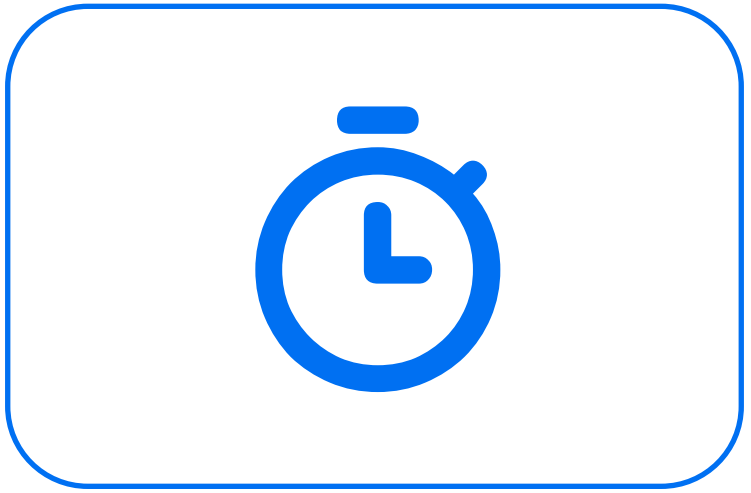
Built on best practices

Learn from the best practice content built by analytics, process, and semantics experts of partners and the community



Jump start

Don’t start from a blank sheet – get inspired and customize the pre-built data models, analytic workflows integration, bots and workflows for your own business



Accelerate time to value

Leverage the collection of composable and modular business content for line-of-business and industry use cases

Too manual, time consuming
Graphical vs rows & columns
Role based dashboards
Easy to use Self Service
Flexibility to create, change campaigns
Budget allocation best practices
Marketing & Sales Leaders
Autonomy & data access
Marketing & Sales Finance
Multi year planning
Scenario planning
Secure agency access
Expense timing separate from campaigns

Commercial Planning with SAP Analytics Cloud

Portfolio Planning

Including:
- List Price Planning

Sales Planning

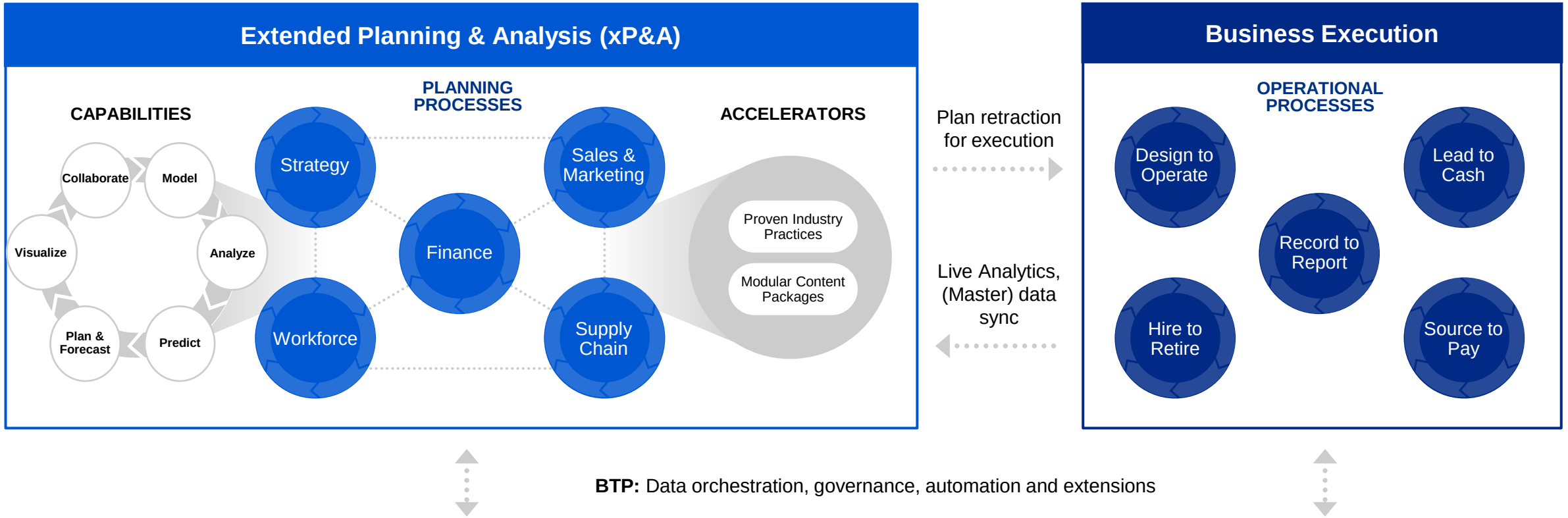
Including:
- Budget Planning
- Demand Planning
- Activity Planning

Marketing Planning

Including:
- Budget Planning
- Demand Planning
- Campaign Planning

SAP's Vision of Planning Transformation

Linking execution and planning across the enterprise



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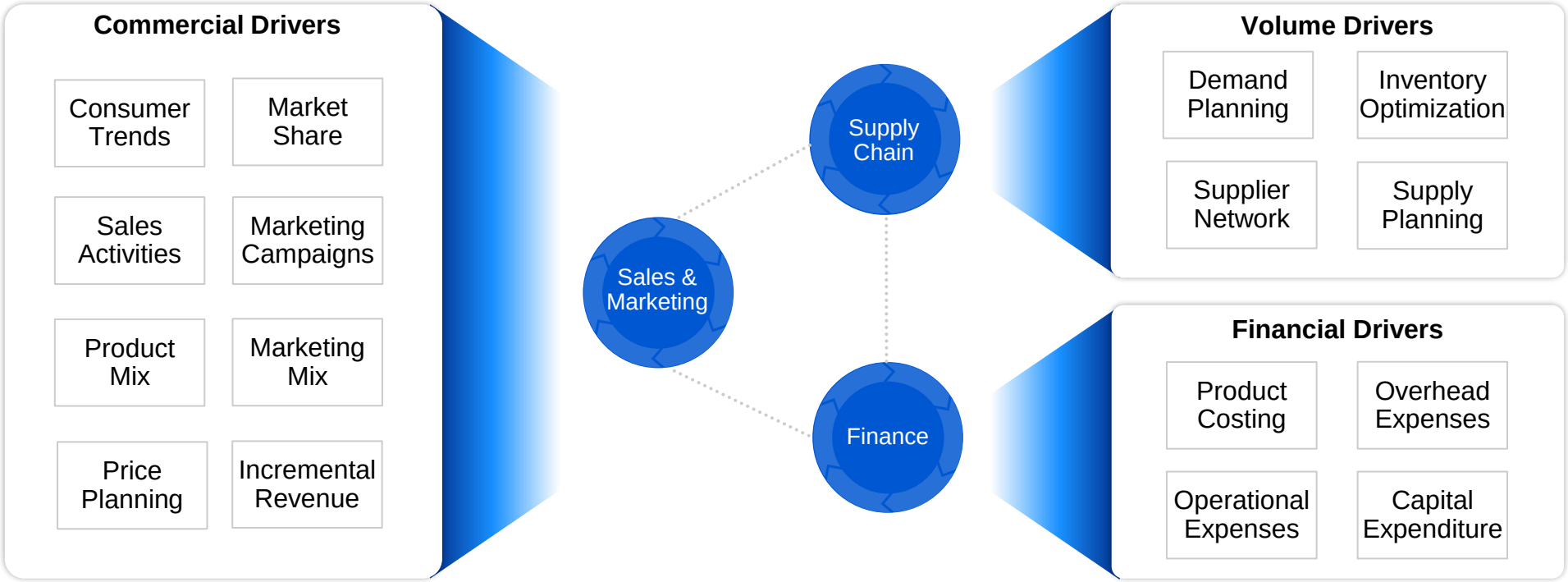
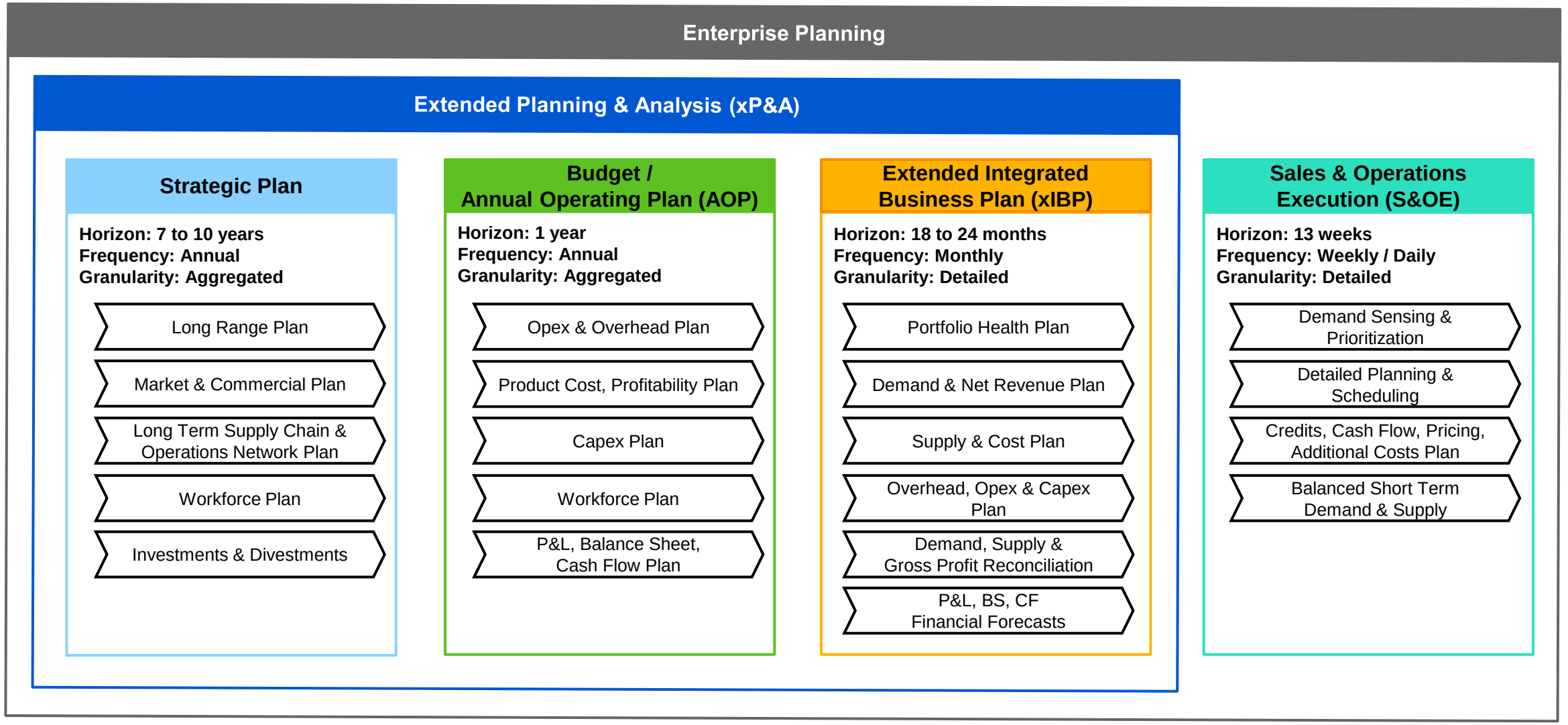
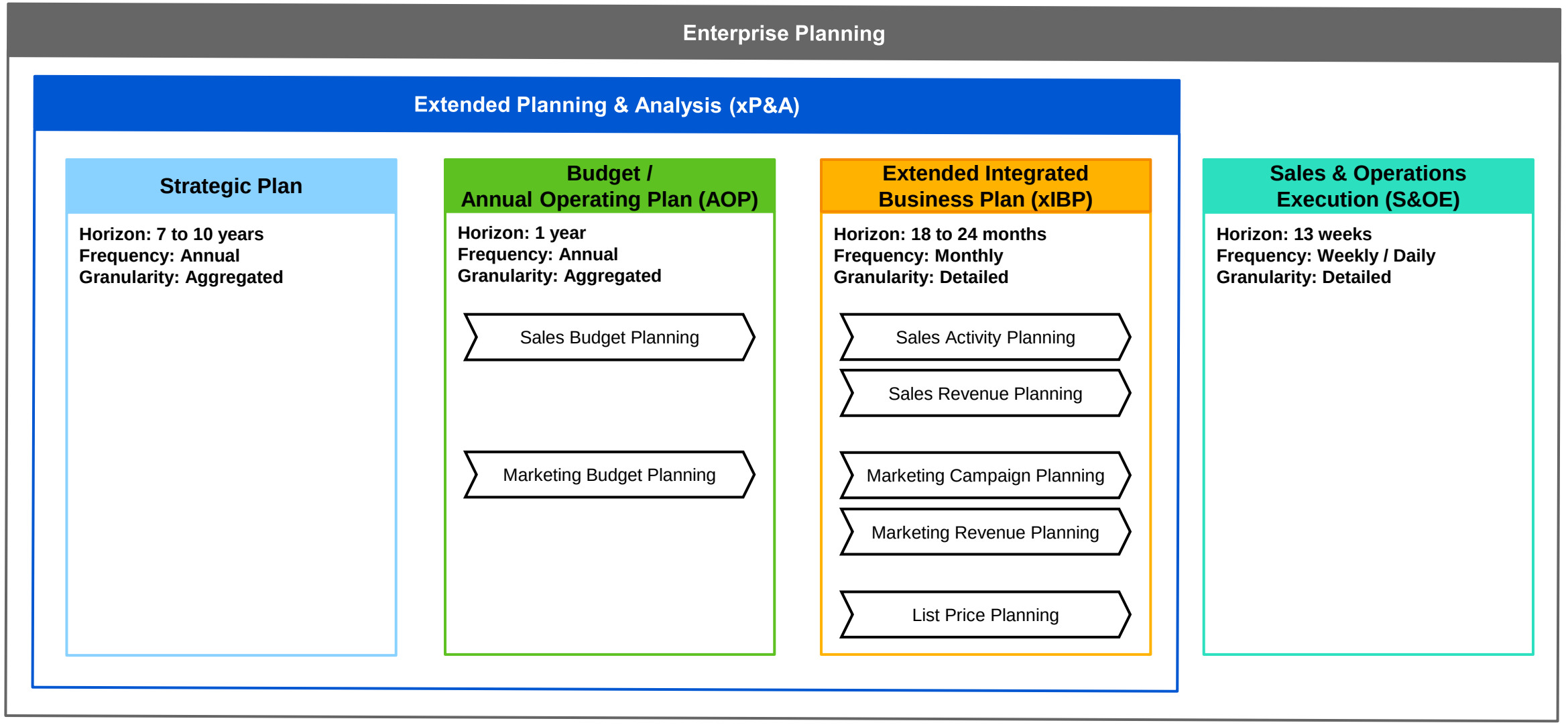


The Enterprise Planning Framework for xP&A Business Content



Commercial Planning business content planning processes



Commercial Planning business content planning processes

Commercial Leadership

Sales Budget Planning

- Use financial targets to guide the allocation of Revenue and Spend budgets to sales orgs
- Allocate regional budgets, including customer budgets
- Review variances between budget versions and choose which to move ahead with

Marketing Budget Planning

- Use financial targets as input to determine global Revenue and Spend budgets by company code and product line

Sales Managers

Sales Activity Planning

- Plan activities for customers for a defined product scope
- Plan the related sales deduction by tactic and spend
- Plan the expected incremental revenue as a % of baseline revenue
- Send activities for approval

Sales Revenue Planning

- Review planned Revenue, including the split between baseline and incremental drivers
- Make adjustments to planned revenue in Amount or Quantities

Sales Analysis

- Analyze the return on investment for individual activities
- Review the customer performance for revenue, spend and profitability

Portfolio Managers

List Price Planning

- Plan generic list prices
- Plan related revenue impact

Marketing Managers

Marketing Campaign Planning

- Plan marketing campaigns for a defined product scope
- Plan the expected expenses and incremental revenue
- Send campaigns for approval
- Plan activities within campaigns by spend type

Marketing Revenue Planning

- Define impact of market share and consumer trend drivers as a % of baseline revenue
- Review planned Revenue, including the split by drivers
- Make adjustments to planned revenue in Amount or Quantities

Marketing Analysis

- Review campaign spend allocation compared to related activities
- Analyze the return on investment for marketing campaigns
- Review the product performance for revenue, spend and profitability

Commercial Planning business content administrative processes

Commercial Administrator

- Trigger inbound data flows
  - Baseline quantities from SAP Integrated Business Planning
  - Generic list prices from SAP S/4HANA pricing table
  - Financial actuals from SAP S/4HANA ACDOCA
  - Standard COGS Rates from SAC Integrated Financial Planning
- Prepare and load financial targets
- Maintain mapping of Sales Activity Tactic/Spend Type combinations to GL Account

Commercial Leadership

Sales Managers

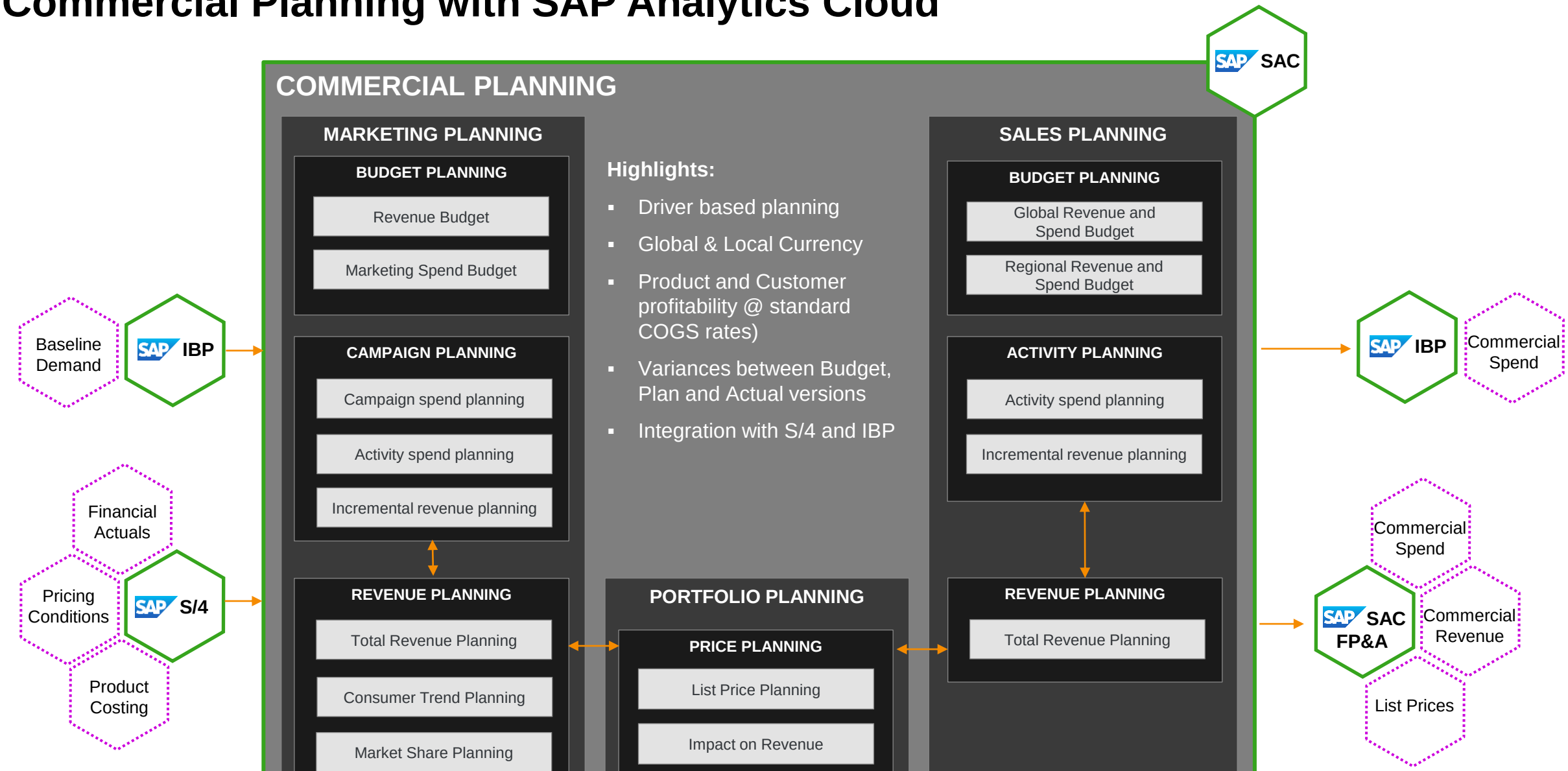
Portfolio Managers

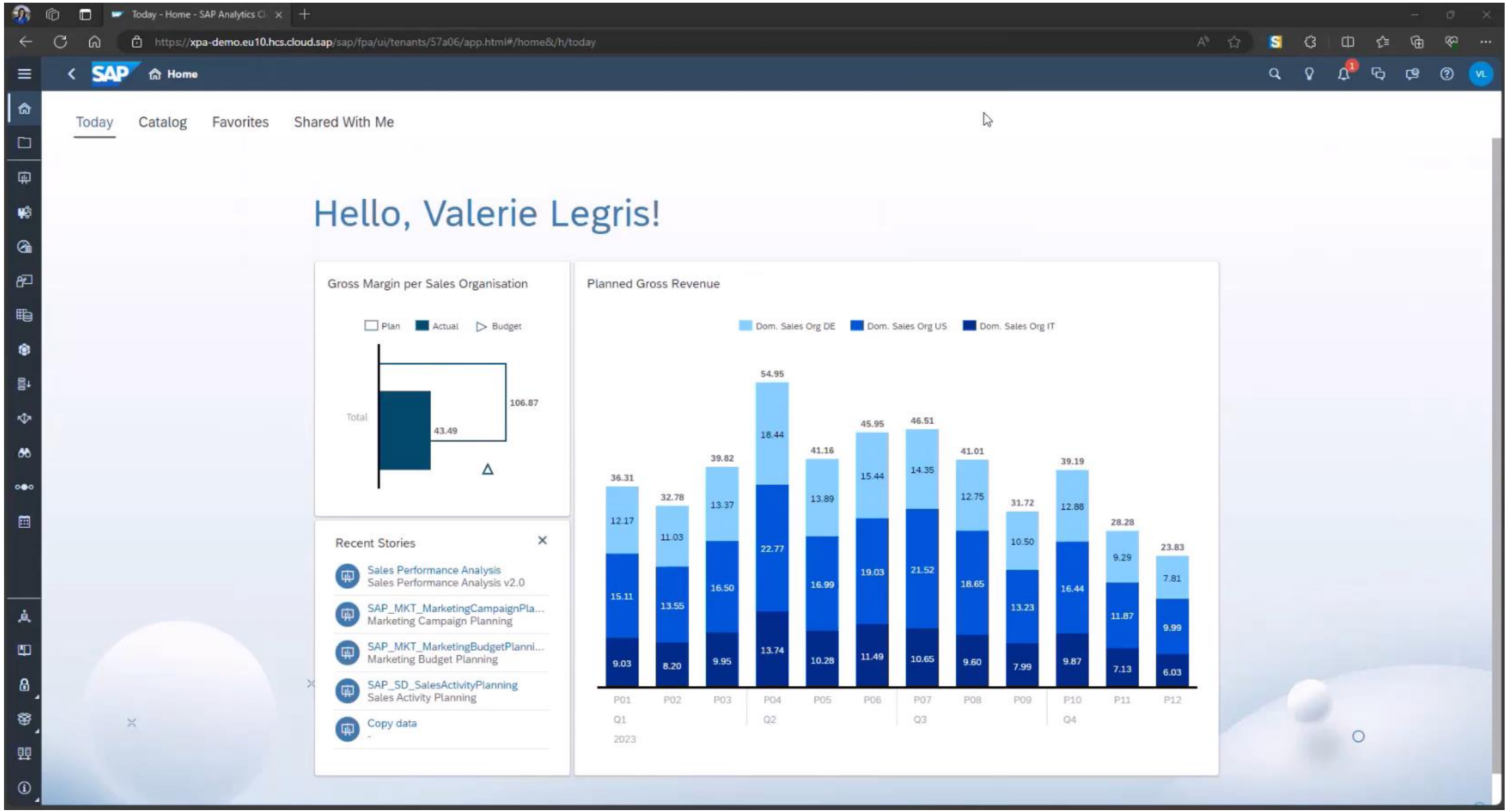
Marketing Managers

Commercial Administrator

- Trigger outbound data flows
  - Commercial spend to SAP Integrated Business Planning
  - Sales and Marketing plans to SAC Consensus Net Revenue (2024Q1)

Commercial Planning with SAP Analytics Cloud

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Home
Today
Catalog
Favorites
Shared With Me
Hello, Valerie Legris!
Gross Margin per Sales Organisation
Plan
Actual
Budget
Total
43.49
106.87
Recent Stories
Sales Performance Analysis
Sales Performance Analysis v2.0
SAP_MKT_MarketingCampaignPla...
Marketing Campaign Planning
SAP_MKT_MarketingBudgetPlanni...
Marketing Budget Planning
SAP_SD_SalesActivityPlanning
Sales Activity Planning
Copy data
Planned Gross Revenue
Dom. Sales Org DE
Dom. Sales Org US
Dom. Sales Org IT
36.31
12.17
15.11
9.03
32.78
11.03
13.55
8.20
39.82
13.37
16.50
9.95
54.95
18.44
22.77
13.74
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P12
Q1
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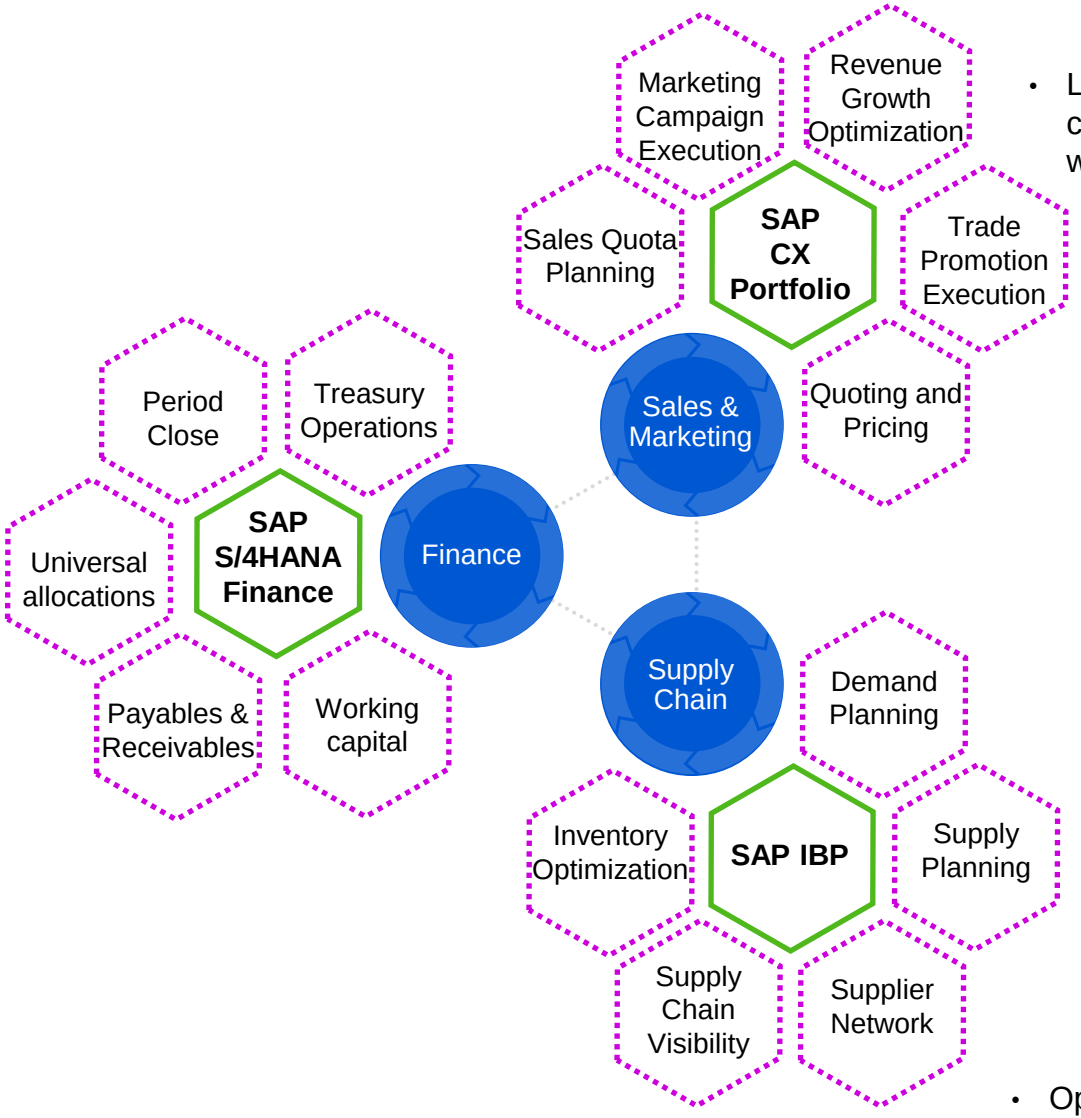
2023

Realizing the closed-loop ”Insight to Action” lifecycle

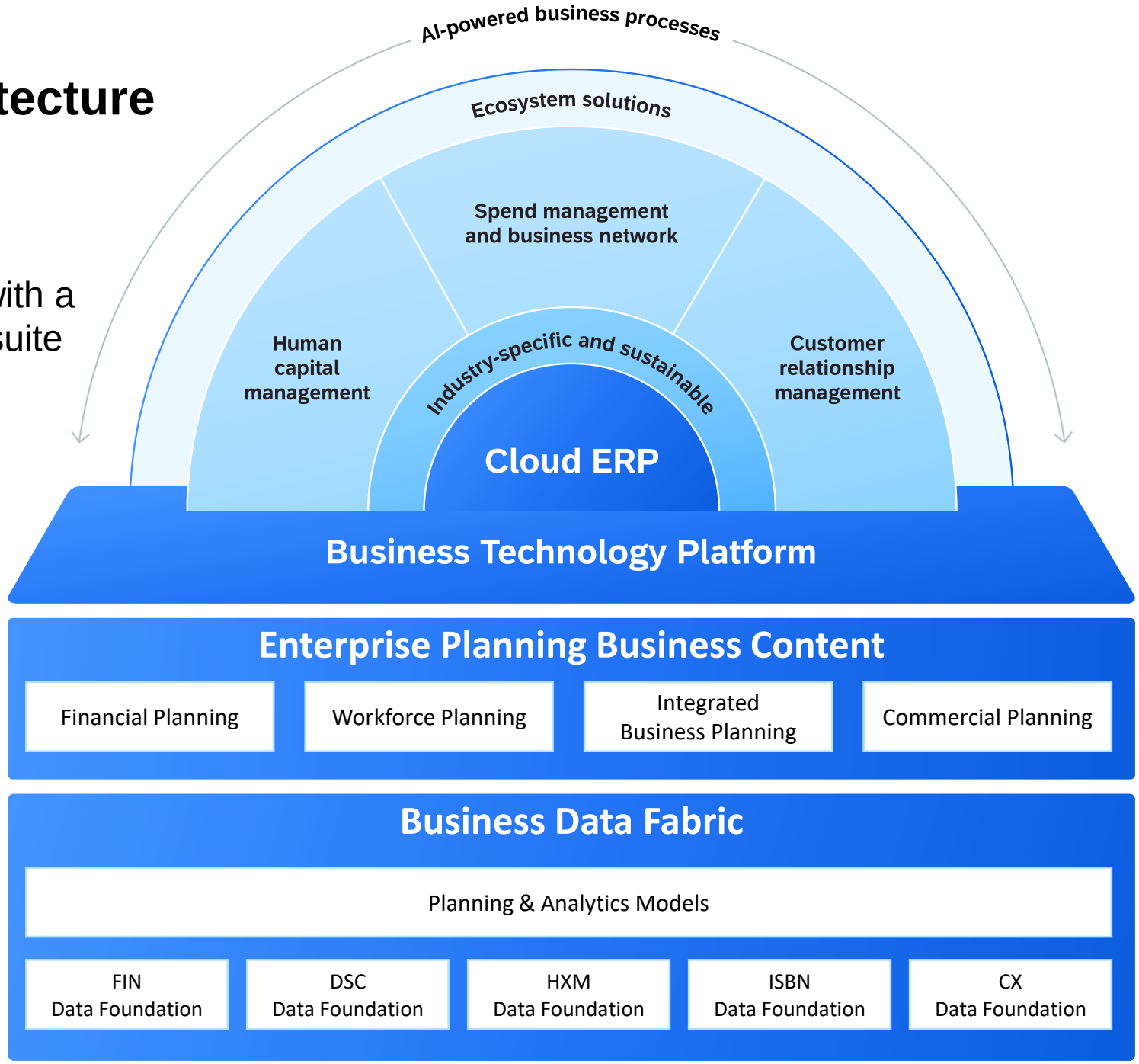
- Integrate directly to the system of record to inform future strategy and plans
- Monitor business performance tracked in source systems, predict next disruptions, adjust plans



- Link financial and operational drivers for a complete overview of the commercial business, while breaking down departmental silos
- Leverage sophisticated volume demand planning and sensing, for accuracy in demand and inventory forecasting
- Optimize supply chain network, for increased efficiency at minimum cost

Vision for xP&A Content Architecture

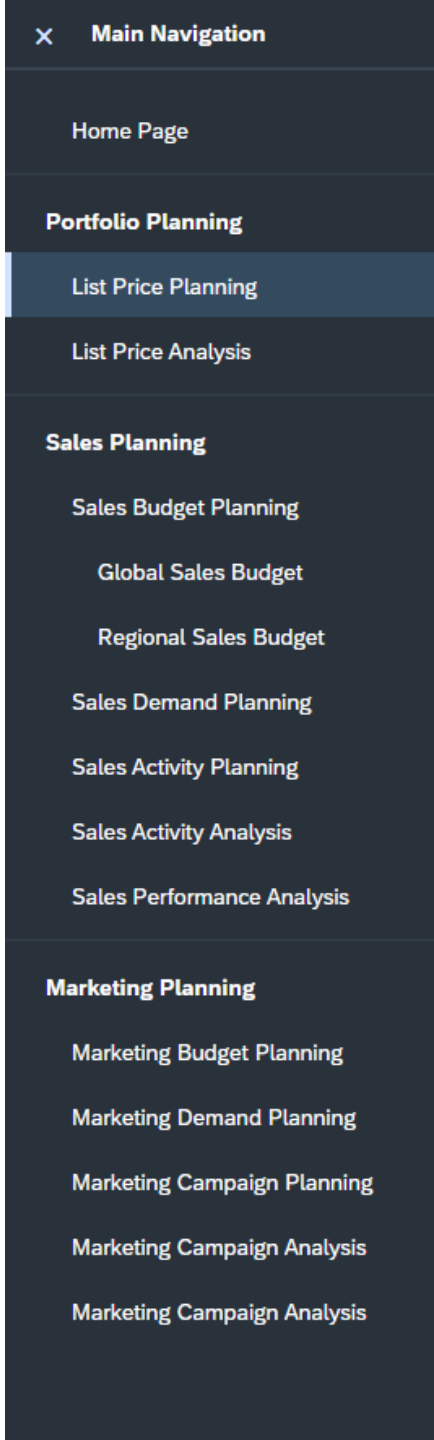
Only SAP has the ability to enable a **horizontally integrated** planning process with a **vertically integrated** business application suite on top of an extensible business technology platform



- Data federated and/or replicated from business applications to Cloud data warehouse
- Business data fabric modelled and catalogued across various information domains
- Planning and analytics models developed to support planning processes required by the business in a holistic, collaborative, and centralized manner
- Business content provided to support each line of business persona with a user experience that makes sense for their respective role

Summary of Commercial Planning Business Content

- List Price Planning, Sales Planning and Marketing Planning in one easily customizable package
- Driver based planning on amounts and quantities, commercial P&L planning and analysis using local and global currencies
- Built with the new Unified Story, using a common template for a standardized look & feel
- Integration with:
  - S/4HANA – financial actuals, standard COGS rates, list price
  - Integrated Business Planning (IBP) – baseline demand quantities, planned commercial spend
- Can be enhanced by integrating with:
  - SAP Trade Promotion Management and Revenue Growth Management for linking planning and execution
  - SAP Enterprise Portfolio and Project Management and Ariba for marketing campaign execution
  - SAP Customer Data Platform and Emarsys for complete campaign performance evaluation
- Visit the xP&A content team's **Community Page** for updates!



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Thank you.

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