


Premier Foods plc, St. Albans, Hertfordshire, UK

Setting a New Standard for Integrated Commercial Planning

 We can now analyse, plan, predict and report in one solution. SAP allows us to discuss business plans in context which provides accountability and greater support for the business.”

Dan Flynn, IT Business Partner, Premier Foods plc.

Challenges

- The need for a solution to improve and standardise the commercial planning process
- How to integrate complex commercial planning to provide the required analysis to determine influences and the rationale driving plans
- The need for planning at different levels of the company structure, particularly for products and customers
- Encourage user collaboration on a very distinct process between products and channels that would remove disconnected planning processes

Benefits

- A centralised planning and reporting process
- Consistent master data governance and control
- More frequent forecast cycles with the reduction of manual work and shorter data preparation times
- Flexibility to add additional analytic structures to better serve business requirements
- Plan volumes are now fed into supply planning to provide accurate volumes for budgeting to assist the site budget process and drive more accurate standards and labour plans

Solutions

- SAP Analytics Cloud Planning

Why itelligence?

- Clear understanding of Premier Foods business requirements
- Extensive SAP Analytics Cloud and planning expertise
- Proven track record in delivering successful business planning and analytics projects





A Great British Food Company

Premier Foods is one of Britain's biggest food manufacturers owning a portfolio of brands divided into six categories: i. Flavours & Seasoning; ii. Quick Meals, Snacks & Soup; iii. Cooking Sauces; iv. Ambient Desserts; v. Home Baking; vi. Sweet Treats. Premier Foods has now over 4,000 employees at 15 manufacturing sites and offices across the UK. With a unique portfolio of well-loved brands, the Group works to further develop a relationship with its customers by focusing on customer service, brand, product innovation and category management.

A Scalable Platform for Planning & Reporting

Premier Foods approached itelligence after identifying a business need to improve the commercial planning process. The earlier Excel-based solution was seen as effective but inefficient in managing the process due to the lack of automation and high reliance on manual interventions. The objective was to create an integrated solution that would enable collaborative planning across commercial sales, marketing and operations plans. Also, the solution had to allow the capture by building blocks to enable analysis at the end of the process. The purpose was to determine where those adjustments have come from and what was driving change to their plans.

Upon the successful delivery of a prototype, Premier Foods reviewed the capability and concluded that their commercial planning requirements could be satisfied by the SAP Analytics Cloud platform.

A Strong Collaboration Between Teams

Following on from the prototype, the full solution was deployed that combined powerful analytics with integrated planning in the cloud. Premier Foods was able to improve their business processes for building strategic goals and can determine how to meet those goals by creating annual budgets, tracking progress in forecasts and simulating scenarios to find new opportunities.



We are seeing the benefits from a more collaborative and cross-functional commercial budget, which is fed into our supply chain operations and provides greater visibility."

Dan Flynn, IT Business Partner, Premier Foods plc.

The commercial plans are now formed collaboratively with input from multiple departments and include historical data (actuals) and predictive insight.

With planning now a centralised process, all teams work on a single commercial plan that aligns with promotional activities. Being able to bring together different areas of the business that influence commercial planning is of immense value and has helped to align strategic, profitability-related objectives with short and mid-term operational planning decisions.

With the SAC implementation complete, Premier Foods is benefiting from shorter plan cycles, dynamic reporting on Plan vs. Actual comparative reporting, alongside in-depth analysis using visually compelling graphs to produce reports such as sales matrix by customer and product by revenue variance.

Premier Foods and itelligence worked together very closely during the delivery of the project, "Both teams were highly engaged and brought a lot of input into the process, as well as in the final results" commented Dan Flynn, IT Business Partner, Premier Foods. He added "itelligence will continue to support our overhead planning rollout as well as HR forecasting and planning that will see SAP Analytics Cloud integrated with Premier Foods' SAP SuccessFactors system to help drive the HR planning process."



Organisation:
Premier Foods plc

Industry:
Food Manufacturing

Number of Employees:
4,000 employees

Turnover (19/20):
£847.1m

Website:
www.premierfoods.co.uk