

Deloitte.



Accelerating Value

Integrated business planning for
the consumer products industry

“An IBP approach brings with it the potential for greater agility and improved control across your business.”

In the consumer products industry, planning has never been more essential. Rapidly changing consumer expectations, industry consolidation, increasing costs, margin pressures, and demands for growth make planning a critical element for organizations seeking an edge today.

Building an integrated business planning (IBP) capability that extends from customer-facing activities to third-party relationships can provide a solid foundation for strategic and operational decision-making. By developing a comprehensive view that encompasses sales, operations, inventory, and your entire supply chain, you can boost your organization's ability to plan swiftly and effectively.

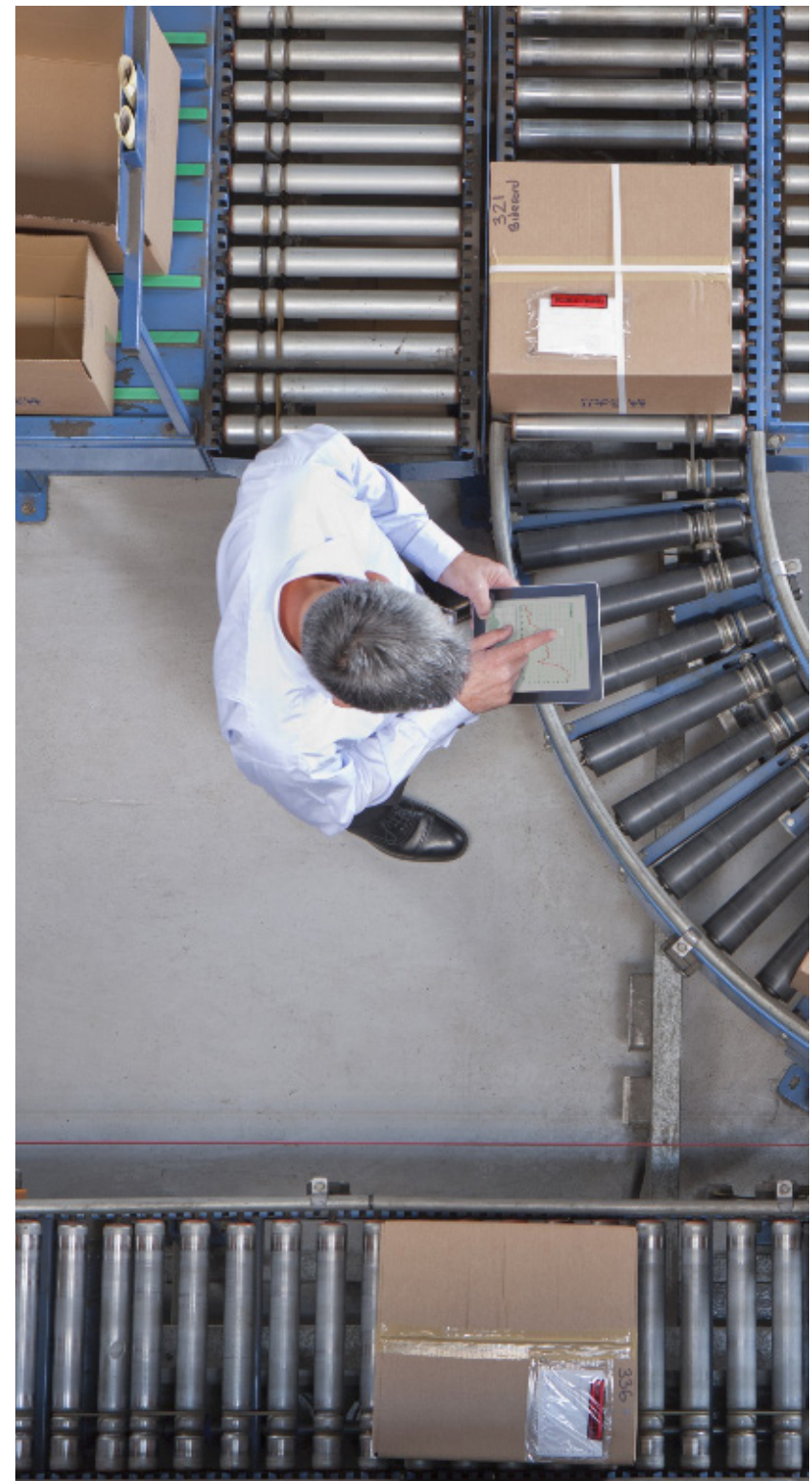
An IBP approach brings with it the potential for greater agility and improved control across your business. It also can enhance communication throughout the enterprise, improve your ability to manage by exception, and position your organization to take advantage of new market trends.

Big answers to big supply chain questions

Traditional planning approaches in the consumer products world have been disconnected and drawn out. Many executives have been challenged to get a view into their business that is both comprehensive and detailed. With IBP in place, leaders in the consumer products industry can rapidly examine, understand, and answer questions that may have gone unanswered, or were previously too difficult to address.

They can answer questions such as:

- How is market demand likely to evolve in the coming months?
- Is there enough production capacity in certain regions to support expected market growth?
- What is the likely impact of upcoming promotional campaigns on our distribution network?
- Is the storage capacity of our main



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distribution center sufficient to meet the demands of likely annual growth for a newly introduced product family?

- Given logistics costs, demand footprint, and raw material price differences

It's all connected

Transforming the supply chain with an integrated business planning (IBP) approach can enable consumer products companies to gain better visibility into demand, anticipate obstacles, identify potential responses, and deliver new value to the enterprise. Effective execution of IBP, however, requires vision, strategy, and experience.

across regions, what is the appropriate product mix and production capacity utilization across regions?

- How can we factor tax benefits into our planning scenarios?

As consumer products companies up their game, many are turning to solutions such as SAP® IBP to provide the innovative tools they need to transform planning. SAP IBP offers a powerful suite of functionality that can improve your ability to anticipate supply chain bottlenecks, identify potential alternatives, and respond effectively and efficiently.

An effective implementation of SAP IBP can help consumer products companies keep pace with innovation in the market, scale planning capabilities to match product line growth, boost productivity, and simplify processes. Despite its

potential, leveraging SAP IBP to transform your organization requires more than simply plugging in new technology.

How we can help

Deloitte is recognized around the world for our depth, experience, and leadership in helping organizations manage their supply chains. We combine business insights with technical know-how to deliver practical, results-driven solutions that work in alignment with larger strategic goals.

With a global network of more than 16,000 business and technology professionals focused on SAP solutions, Deloitte can provide industry-specific insights and capabilities that enable our clients to realize benefits fast. In addition to our deep experience in the supply chain and S&OP process optimization, Deloitte brings

hands-on experience in transforming business processes and implementing technology. We do more than provide technology as a SAP value-added reseller. The Deloitte team works to ensure that technology solutions align with business processes and business objectives.

The big idea

Collaborating with Deloitte to implement SAP IBP supply chain solutions can help consumer products companies effectively align processes and technology to meet business goals, keep pace with market trends, and unlock value throughout the organization.



“Deloitte can help consumer products companies improve the supply chain with SAP IBP and see results rapidly.”

By leveraging industry-specific templates, proprietary accelerators, prebuilt scenarios, and extensive implementation capabilities, Deloitte can help consumer products companies improve the supply chain with SAP IBP and see results rapidly. Our comprehensive set of offerings includes:

- Project roadmap development, planning, and business case development
- SAP software bundling
- Implementation services
- Integration and project management
- Process improvement and user enablement
- Organizational change management
- Supply chain value optimization

Potential bottom-line benefits

Working with Deloitte to transform your business with SAP IBP can bring significant results to your business. Here's a look at a few potential results you could see.

- Accelerate transformation of your supply chain
- Gain more meaningful insights into demand trends
- Operate with one consistent data model that provides visibility across internal and external systems, planning, and execution—offering a faster, deeper view into your production and distribution capacity for accommodating growth
- Improve sales order fulfillment and

customer service through better demand planning

- Trim supply chain costs, shore up profits, and improve your margins
- Reduce errors, inefficiencies, and redundancies across planning and supply chain activities
- Decrease cycle time for new products by leveraging demand sensing and “what if” simulation capabilities
- Model and visualize the impact of potential products and activities on your supply chain
- Scale effectively with SAP HANA® Platform Integration Services, providing out-of-the-box data modeling and integration at the lowest level of granularity
- Deploy planning capabilities rapidly to keep pace with market innovation—and scale them as needed, based on product line growth
- Reduce inventory carrying costs
- Leverage flexible data modeling to incorporate shelf-life constraints in the demand and supply planning processes
- Deliver an improved user experience that can boost productivity by enabling employees with responsive IBP capabilities, such as rough-cut capacity planning, supply plan optimization, and inventory optimization
- Simplify planning with functionality such as a spreadsheet add-in and the SAP Jam™ collaborative platform

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Pick your path

Three options for transforming your supply chain with Deloitte and SAP IBP:

Accelerated Implementation

Instead of spending months scoping, planning, designing, building, testing, and implementing a custom IBP solution, we can start with a preconfigured fast-track implementation, using a baseline approach developed and refined through previous implementations. You can essentially start realizing value at “go”—recognizing that the system can continue to evolve as processes mature. It’s an

approach that can accelerate your ROI tremendously by generating impactful results in as little as 10 weeks.

Hybrid Agile

For organizations that require a more tailored approach to IBP transformation, our Hybrid Agile offering provides a practical but efficient solution—one aligned more with your specific needs. The rapid hybrid agile approach covers basic steps such as requirements-gathering followed by solution design to help deliver a solution that fits more closely with your business, addressing needs through standard functionalities offered by the SAP IBP platform.

Co-Innovation

For some organizations, needs can be very specific and may require more than tailoring the standard solution. Often, ambitious goals require bold moves and, when faced with difficult business challenges, they require deeper problem solving. Working with SAP, Deloitte has helped our clients undertake highly effective co-innovation projects. We have collaborated to design new features that address specific business requirements. It’s a custom approach that can help address unique needs while strategically positioning the organization to meet future goals.

Let's talk

Transforming your supply chain with SAP IBP requires more than a vision. It requires experience and a strategy to help you achieve that vision. Deloitte can help. Our deep experience in SAP solutions, our global network of professionals, and our focused industry know-how allows us to get you moving swiftly toward value. If upping your planning game is a priority for your organization, we should talk. Contact us to get the conversation started.

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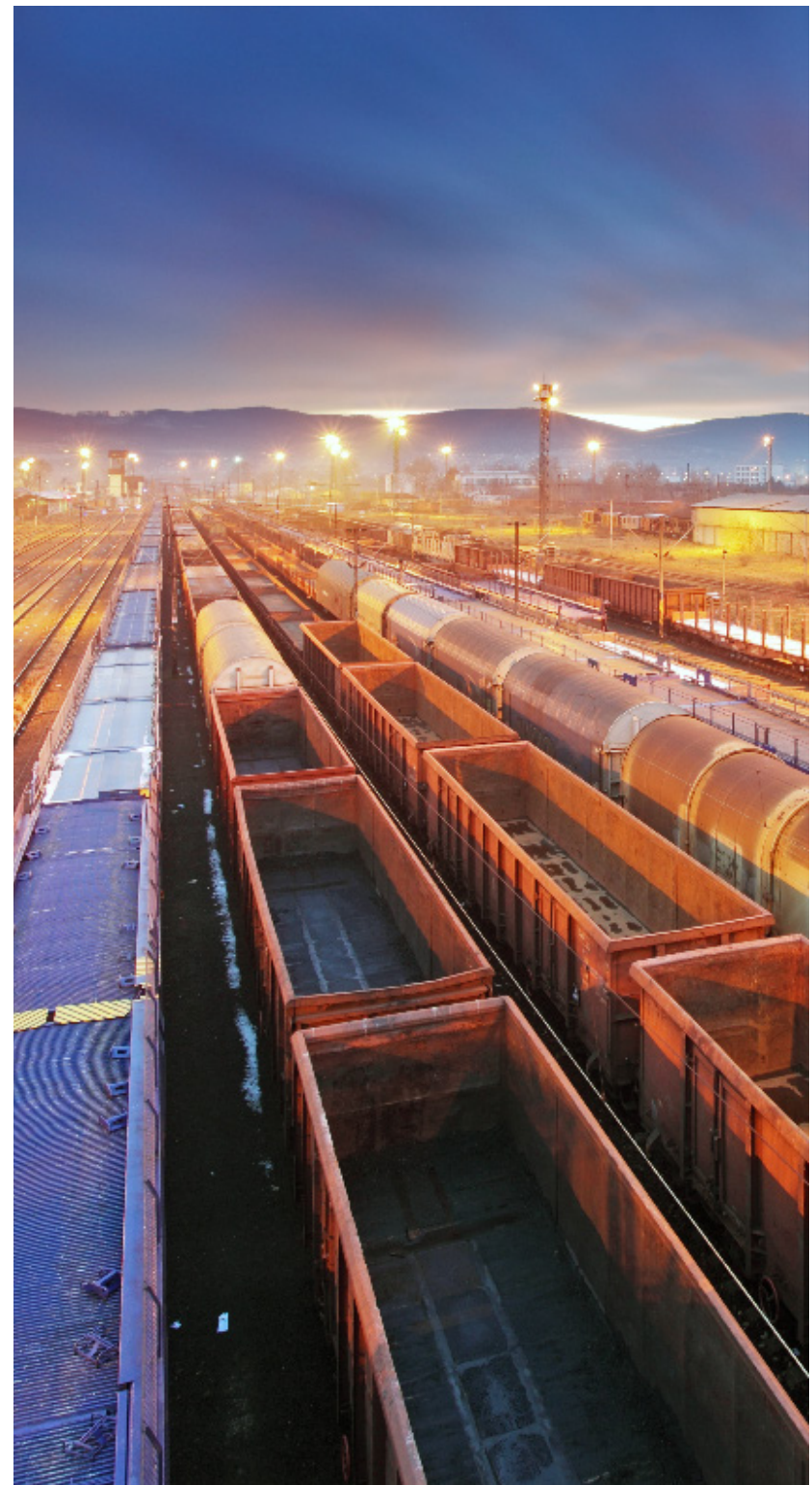
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