



# Achieving commercial planning success at a world-renowned brewing company:

Leveraging the Anaplan platform, Deloitte built a commercial planning solution to help a large, multinational brewing company address key challenges that the organization was facing—including significant process complexity, administrative burden, inadequate controls, and mounting competitive pressure in the market.

Is your retail or consumer products company looking to find a preconfigured, industry-specific solution that seamlessly integrates commercial planning and advanced analytics? What if that solution was cloud-based and deployable in several weeks, rather than months or years like other solutions? Together, Deloitte and Anaplan were able to implement a commercial planning solution that fit these requirements for a large, multinational brewing company, enabling an organizational shift away from trade spend management and toward holistic customer investment management.

## THE CHALLENGE:

Implementing a complex business process across an entire organization

**A large, multinational brewing company came to Deloitte with a unique challenge:** They were dealing with disparate existing processes, inputs, and account plans that resulted in significant manual consolidation efforts—and a consistently high degree of error—across their organization. Additionally, they were struggling to balance a complex business process unique to a specific region while trying to implement standards that would be applicable everywhere.

## CONNECTED PLANNING FOR A COMPLEX WORLD

Deloitte's industry-leading solutions, powered by the cloud-based planning software of Anaplan, can help connect your clients' people to their data, enabling the navigation of an ever-changing market so you can enable your clients to make more informed decisions, drive revenue, and increase overall profitability. Our cloud-based commercial planning solution, powered by Anaplan, is designed to transform commercial planning capabilities and unlock value through:



**Integrated annual planning processes**



**Optimal commercial investment allocation**



**Increased trade promotion effectiveness and efficiency**



**Improved forecast accuracy**

## THE SOLUTION:

Commercial planning capabilities enabled by Deloitte and Anaplan

The company was looking for a solution to help solve for that significant process complexity, administrative burden, and inadequate controls, but also something that would help address mounting competitive pressure across the market.

To address these dynamics, Deloitte implemented Commercial Planning, a solution built on Anaplan, that helped simplify key processes, including planning, forecasting, business case development, contract management, trade rebate management, and approvals.

The solution enabled the creation of an annual operating plan for the region in question, as well as the week-to-week management of trade spend and fund allocation. This allowed for a customized workflow governance and combined all key account managers' approved discounting in a daily, seamlessly consumable extract for the global team.

The Anaplan implementation provided the company with tangible results, including an improved business process that aligned the activities of different account and brand teams, standard KPI's for the business to analyze, and reduced time spent on fixing errors and consolidating plans.

## Get in touch today to learn more!

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