



Aryzta Commercial Excellence (ACE)

ACE Project Overview

(Cloud for Customer, mobile BI, Product Catalogue)



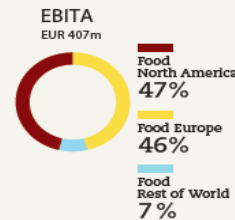
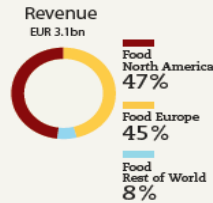
Agenda

- Introduction to ARYZTA
- Overview of the Project:
- Background, Objectives and Key Business Benefits
- Solution Overview – old vs. new process
- Key Challenges / Key Success Factors
- Time line
- Support Structure for iPads and internal support/help desk, ROI

ARYZTA - Introduction



Food Group – International Footprint

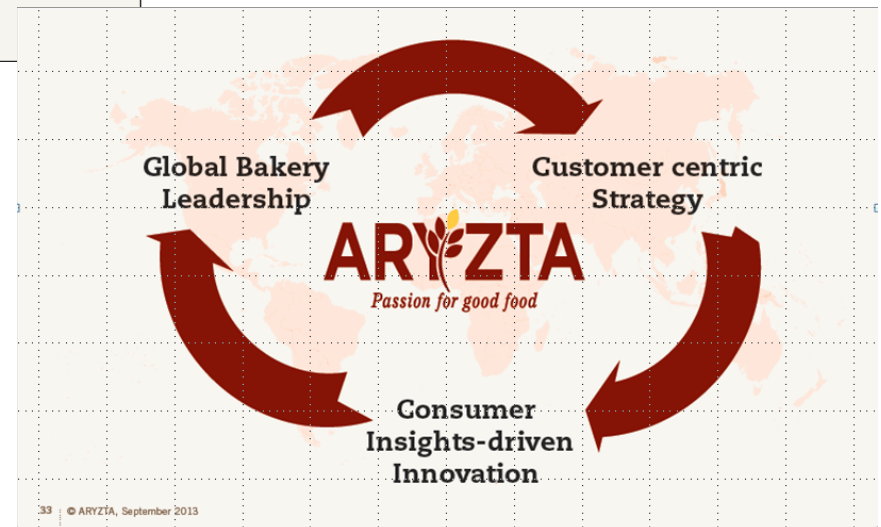


- ARYZTA is a food business with a global footprint
- Proud of its Customer Centric strategy
- Single ERP instance connecting key customers
- Dedicated points of customer contact
- Continuous Innovation leadership in sector

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- Prioritized foods aligned to customer potential
- Tailored value propositions for customer
- Multi channel customer interaction



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Project Background

Enabling the European Food Solutions business with the right tools and technology is fundamental to enabling the ARYZTA strategy across Europe (5 countries), with initial focus on **Sales Force!**



Specialist proposition



- Tailored, specialist proposition
- Unique range, value added product/service
- Innovation



Expert sales force



- Highly productive, sales force (field and telesales), **clearly targeted**
- With the right tools and capabilities, focused on maximising local market share



Efficient distribution



- Efficient warehousing and distribution
- High route density (driving down cost per drop)

2012-13	Definition of a commonly agreed business blueprint across multiple countries / business units Technology options identified and feasibility study
July 13 – Sept. 13	Solution Roadshow across markets and confirmation that business blueprint was fully supported
October 13	Project Launch (Setup of all infrastructure and mobility systems , including implementing UK/IRE
May 14	Phase 1 (Core Systems setup + UK/IRE Implementation)
June 14 – Sept 15	Phase 2 (Germany/Switzerland/France Implementation + Integration with External ERPs)



Key project objectives

Align Selling Process / Ways of Working	Align selling process across multiple markets Align new ways of working across business units in order to leverage investment Ensure customer knowledge is shared / enhanced across the organization
Gain New Customers	Capture Potential New Account Information Track Lifecycle of Potential New Accounts Optimise Prospecting across the group Share Best Practice Leverage Customer Relationship across countries
Increase Sales Effectiveness	Link CRM & BI to deliver customer insight Collaboration between Field Sales & Tele Sales (and other customer facing teams) Minimise Administration Time
Penetrate Install Base	Focus on Customer Loyalty Maximise Cross Sell & Up Sell Opportunities Ensure Customer Satisfaction Drive Additional Sales by identifying in-store asset / concept
Cycle Time	Effectively manage customer engagement cycle time Accelerate Team Selling



Key Business Benefits



- Centralised view of my customer
- On-the-move BI reporting
- Consolidated prospect database
- Bespoke product catalogue
- Less admin time – more selling time

- Easy access to sales reporting - less admin time
- Collaboration tool with my team (and beyond)
- Defined processes for selling

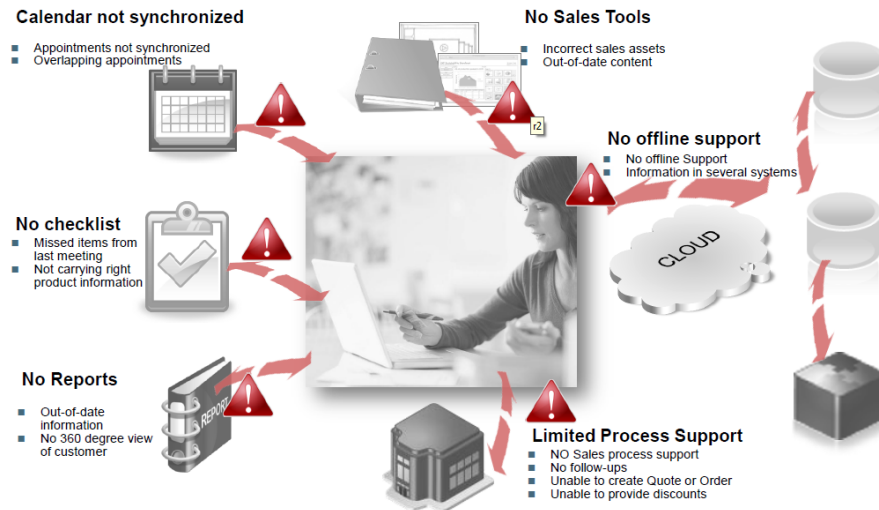
- Opportunity forecast
- Prospect pipeline
- Focus on selling – 2 ½ extra visits per week, convert min 1 in 20 prospect

- Centralised view of prospects & customers
- Sales performance metrics across the region
- Marketing 'Big Data' campaign management
- Leverage Key Account Management Opportunities across the region
- Plug-in with sales & marketing initiatives

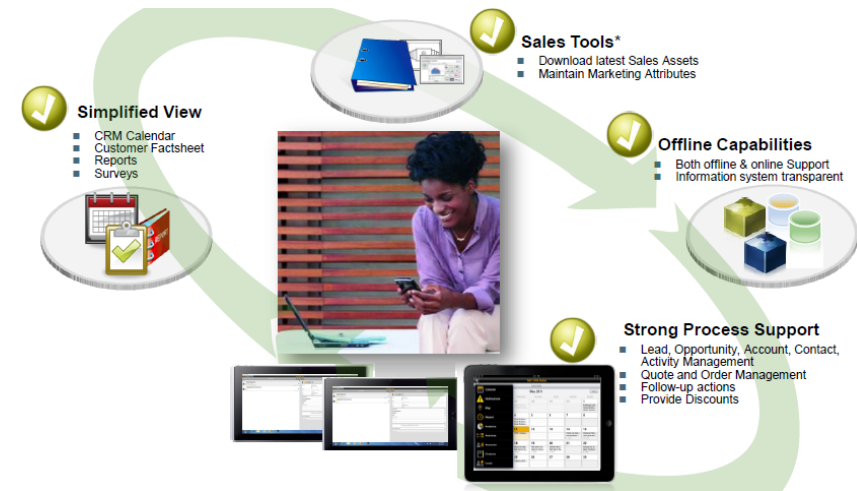


Sales Representative: TODAY'S vs. FUTURE VIEW

Sales representative loses planning and field time while trying to get information

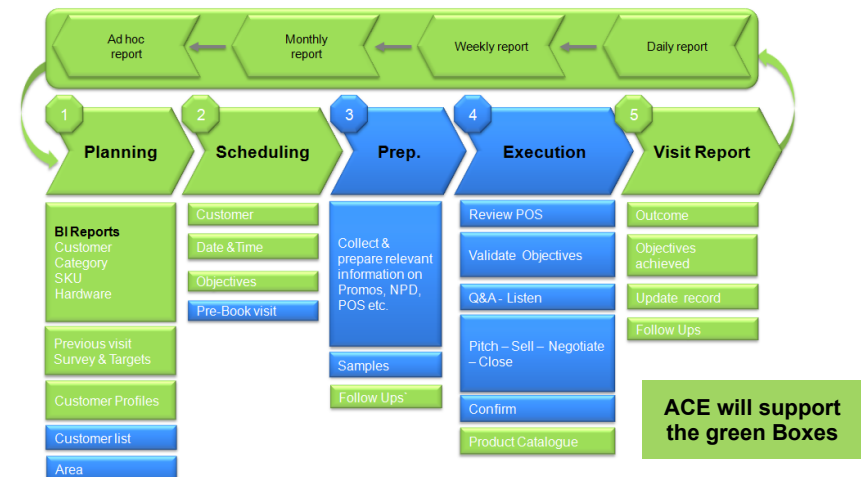


Sales representative is able to plan, execute, sell using up to date information



- Different selling process across BUs
- No access to up to date information (.xls/paper)
- No marketing customer information shared
- No prospect customer information available
- No ability to segment/target prospect customers
- No campaign management support for field sales
- No customer analysis (potential across BUs)
- No electronic access to the product catalogue
- No ability to take sales orders / price negotiation

Aligned selling process across BUs





Functional Scope: Phase 1 vs. Phase 2

The following areas were confirmed as in scope for the project:

PHASE 1

Mobile Sales Tool (field force users)

- Activity Management
- Campaign Management
- Business Partner
- Customer, Prospects, Marketing Attributes
- Lifecycle
- 360 view of business partner
- Point of Sale (Planograms, Pictures)
- Lead and Opportunity Management

BI Reporting (mobile and headquarter users)

- Sales Reports (end users)
- Return on Investment Reports (Group Reporting)
- BI reports
 - ✓ Standard KPI & Dashboard Information
 - ✓ Deep dive customer by material reporting

Product Catalogue (mobile users only – iPad)

PHASE 2

Mobile Sales Tool (mobile users)

- Installed base
- Order Taking / Pricing Simulation
- Campaign Management (enhancements)

UK & IRE
will be upgraded
with Phase 2 scope
as new functionality
is rolled out.

PHASE 1



UK/IRE

Start: 15 Nov'13
Finish: 28 April'14

PHASE 2



GER

15 Nov'13
5 Dec'14



FR

15 Nov'13
04 May '15



CH

15 Nov'13
07 Sept '15

PHASE 1 Countries will be upgraded with Phase 2 scope

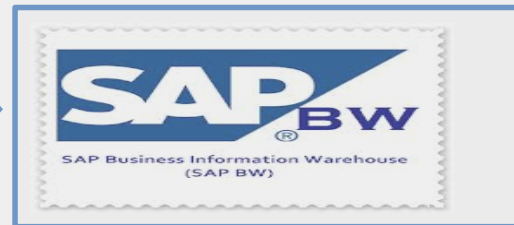
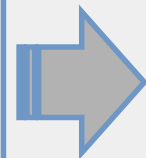
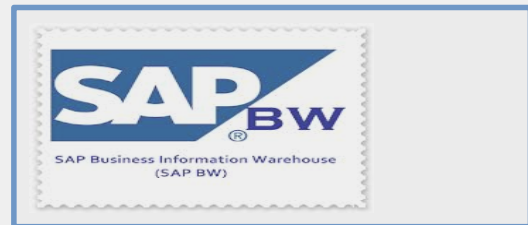
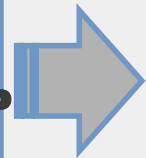
NOT IN SCOPE for current implementation (for future consideration)

- Complaint & Quality Management Integration
- Recall Campaigns
- Collaboration Tool (integration with social media links)



Solution Overview (High Level)

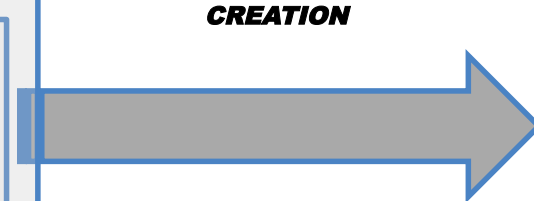
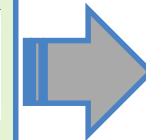
ALREADY IN PLACE TODAY in some of our markets.



CRM MOBILE



CATALOGUE CREATION



SAP Mobile BI



Supply Chain, Accounting, Manufacturing



TELESALES / CUSTOMER SERVICE



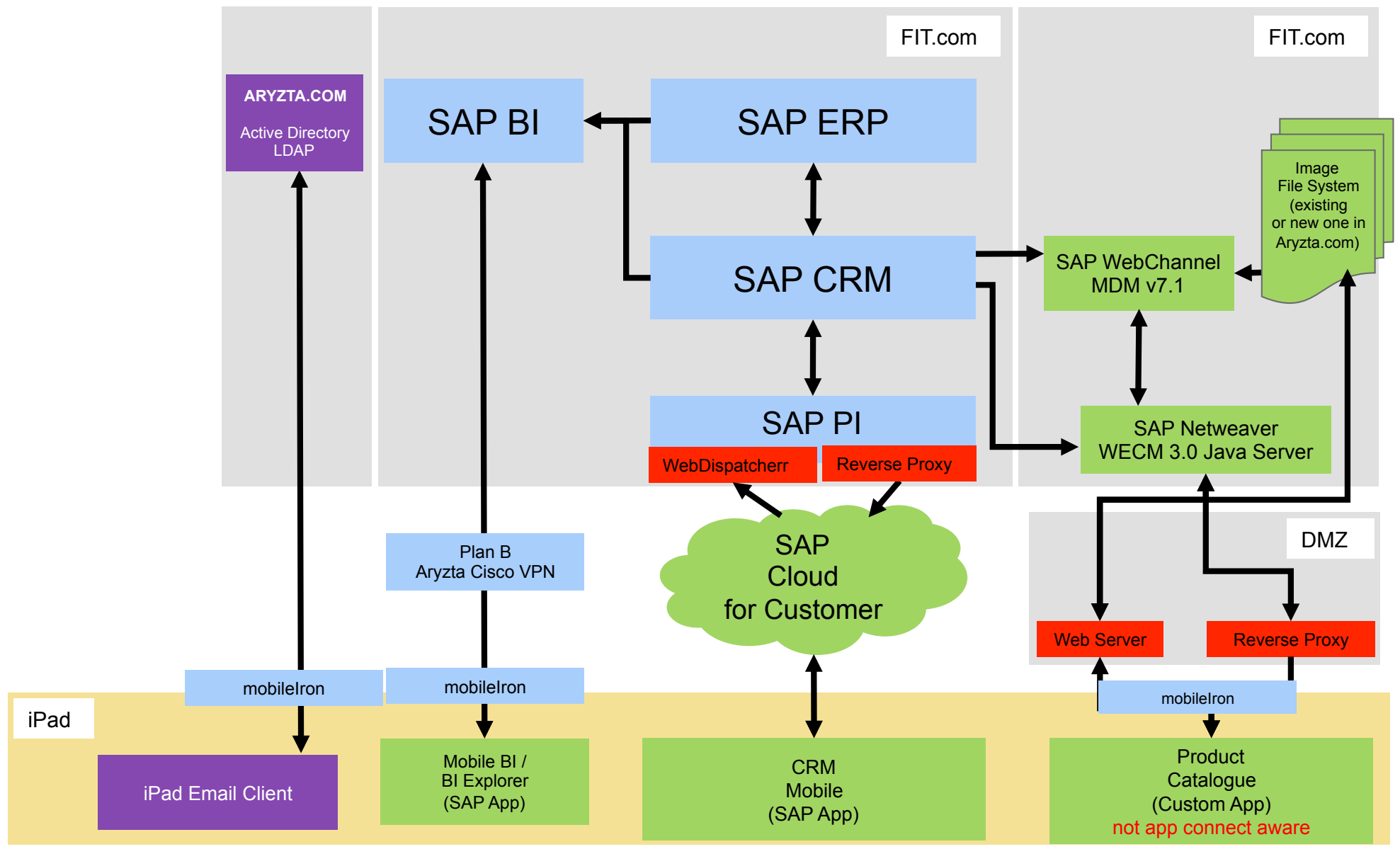
Marketing Manager



(Sales Rep/ Sales Mgr.)

Solution Overview (Systems / Security View)

New Systems / Apps
Existing Systems





Key Challenges / Key Success Factors

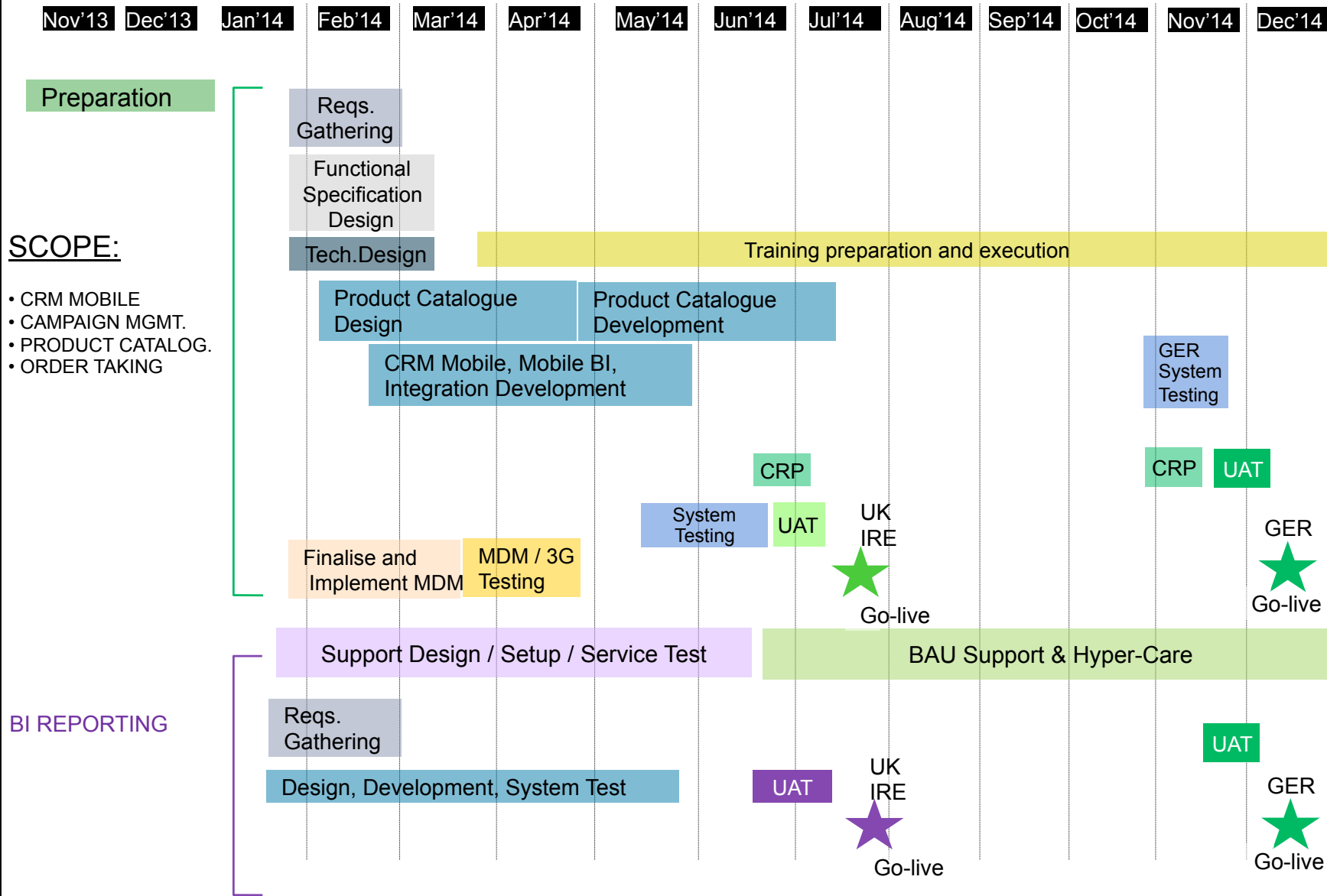
Key Challenges :

- Diverse business processes requiring re-alignment (strong change management required)
- New technology, still evolving in terms of functional support in certain area's
- Integration of Cloud for Customer with CRM on-premise not plug & play (requires significant effort)
- Scarce technical documentation
- Transport system approach changed significantly from On-Premise (increases complexity and deployment effort)

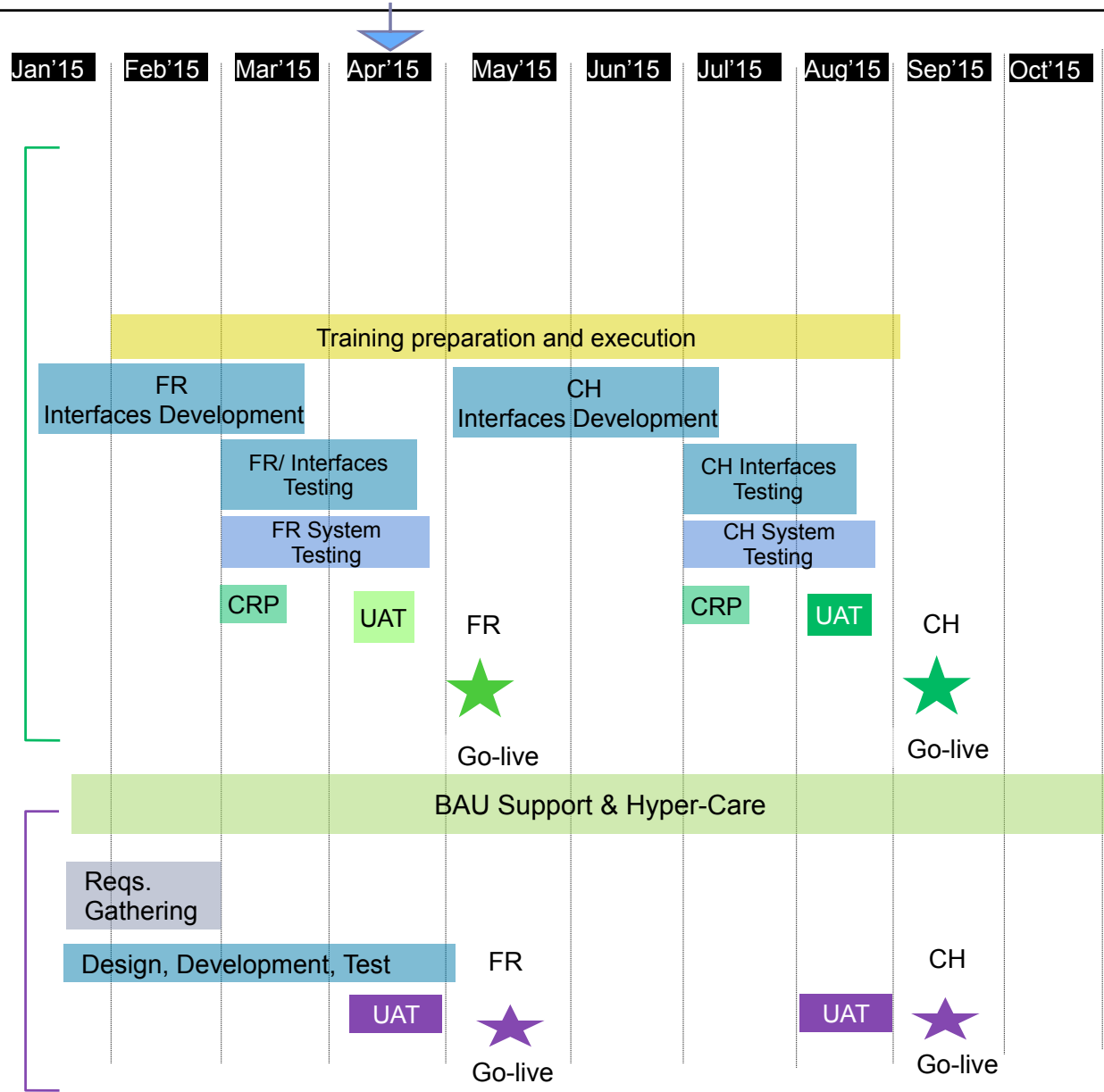
Key Success Factors:

- Strong and on-going IT and Business Leadership support for change across the organization:
- Keep solution simple and close to standard out of the box as much as possible
- SAP Customer Success Team for Cloud for Customer
- Possibility of co-innovation and influence functional / technical roadmap

ACE Timeline - High Level Plan



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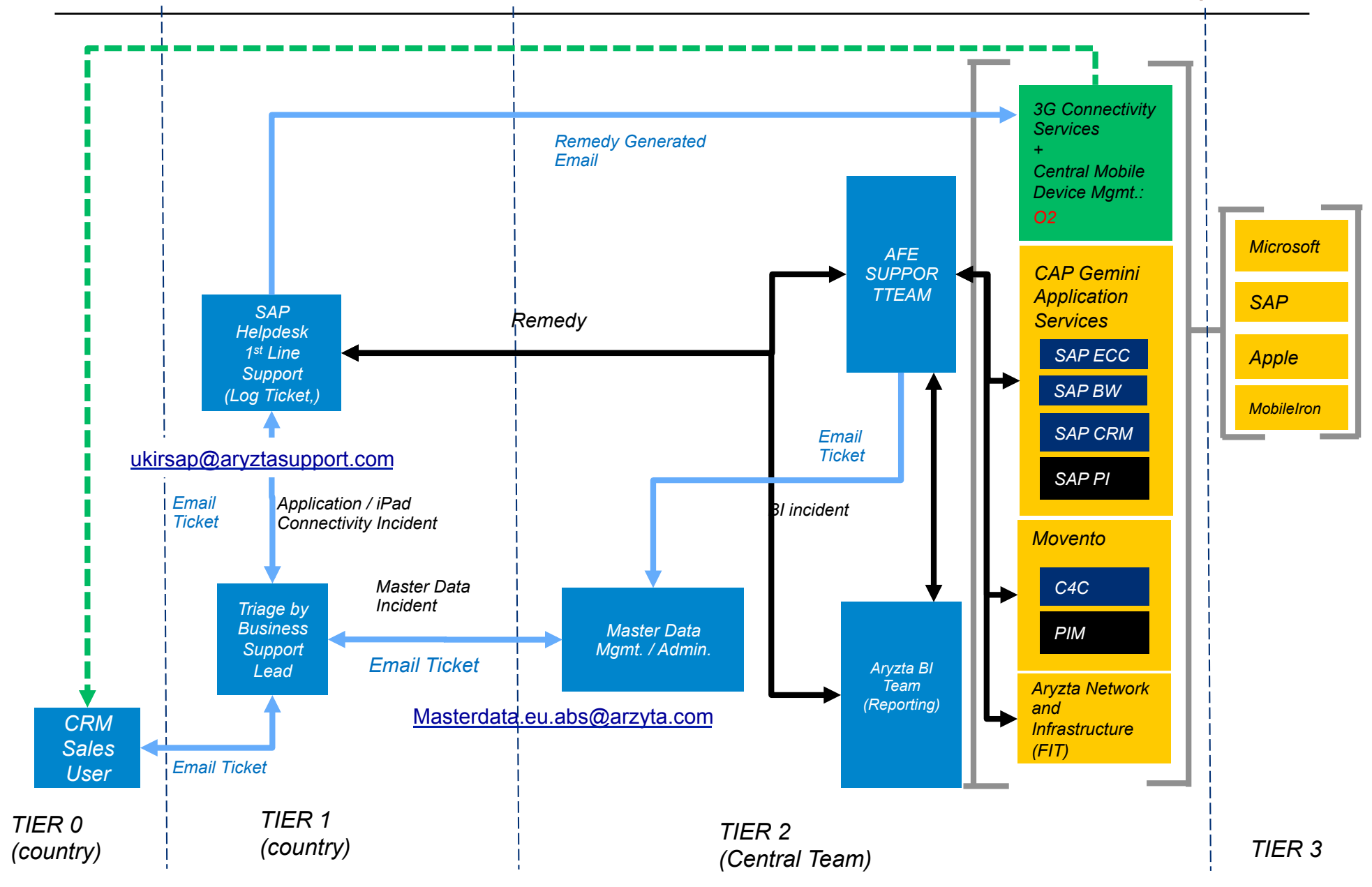
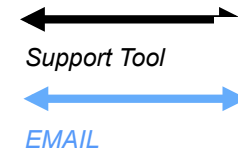


SCOPE:

- CRM MOBILE
- CAMPAIGN MGMT.
- PRODUCT CATALOG.
- ORDER TAKING
- Price Simulation
- Installed Base
- Legacy ERP

PROPOSED SUPPORT MODEL

(leverage existing IT / SAP / Business support model)



SUPPORT MODEL - Key Elements



Key support model considerations / recommendations (for discussion):

- End users to contact their Line Manager (*qualified Training the Trainer*)
- End users to contact Business Support Lead in Country (in case Line Manager cannot help to resolve)
- Business Support Lead in the back office to create ticket on behalf of user and assign it to the SAP or MDM Support queue
- Internal Aryzta SAP helpdesk to receive and assign tickets to different external partners (O2, Cap Gemini, ecenta), and to Internal Support Teams (BI Team or CCC) as required
- Mobile Device Management incidents resolved centrally by O2 Ireland, and communication directly to country end user. O2 update to be sent to Aryzta Support Tool, and ticket closed after confirmation from end user.
- All support tickets should be logged in Remedy (Aryzta support tool).
- Weekly report on ACE related tickets to monitor support ticket volumes and type of incidents.



Questions?

Thank You!