

The logo features the text 'ASUG 25 YEARS OF DISRUPTION'. 'ASUG' is in blue, '25' is in a large, metallic silver font, and 'YEARS OF DISRUPTION' is in a smaller, grey font. The background is a light blue gradient with white lines and hexagonal shapes, transitioning into a darker blue, geometric pattern on the right side.

ASUG 25
YEARS OF DISRUPTION

SAP Customer Business Planning

Arvind Bhaskar

TekLink International Inc.



Revolutionize your Trade Management Capabilities using **SAP Customer Business Planning**

ASUG Session 2/2

May 3, 2016

Arvind Bhaskar

TekLink International Inc.

Session 2
May 3, 2016



Arvind Bhaskar

Associate Vice President, TekLink International Inc.

- Over 15 years of experience working with SAP products (ECC, BW, CRM integration, BOBJ).
- Involved largely with projects at consumer packaged industries .
- Focus is delivery of BW-IP & BW on HANA. Very Hands-on.
- Strong function knowledge of area: such as TPM, SD, CO-PA (P&L etc)
- Lead BW architect for Accelerated TPM on HANA at Kelloggs'
- Part of Customer Business Planning testing & feedback team for SAP Germany
- MBA Finance – Booth School of Business, University of Chicago

Session 1
April 19, 2016



Hariharan Margabandhu

Senior Director, Business Analytics, TekLink International Inc.

- IT and Management consulting leader with 20 years cross-functional and cross-industry experience in IT / Analytics strategy, roadmap and execution.
- Hari leads TekLink's Analytics Advisory and Trade Management Solutions practice.
- A trusted partner to Analytics and Business Process Leaders, Hari's expertise includes designing and improving information systems and business processes, and managing large programs with a focus on SAP tools and technologies. Hari is a SAP BW certified professional.
- Bachelors in Mechanical Engineering from Delhi University
- MBA from Kellogg School of Management, Northwestern University.

Agenda

Why Customer Business Planning

Solution Overview

DEMO

Building Blocks

Implementing CBP

Wrap up and Q&A

Trade Promotion = Potential Market Power + Exercised

Market Power + ROA

TradePro = $\beta_0 + \beta_1 \ln \text{Size} + \beta_2 \ln \text{ROA} +$

$\beta_3 \ln \text{Advert} + \beta_4 \ln \text{SaleG} +$

$\beta_5 \ln \text{Op\$Flo} + \beta_6 \ln \text{Foreign} + \beta_7 \text{SIC}_i + \epsilon_i$

- **Why Customer Business Planning**
- **Solution overview and Business Value**
- **Demo**
 - Plan overview
 - Customer product hierarchy
 - Buyer set up
 - P&L
 - Promotion Planning
- **CBP Building blocks**
- **Implementing CBP**
 - Add-ons required
 - How to roll up promotions, baseline and rates
- **Wrap Up and Q&A**

Why Customer Business Planning

Solution Overview

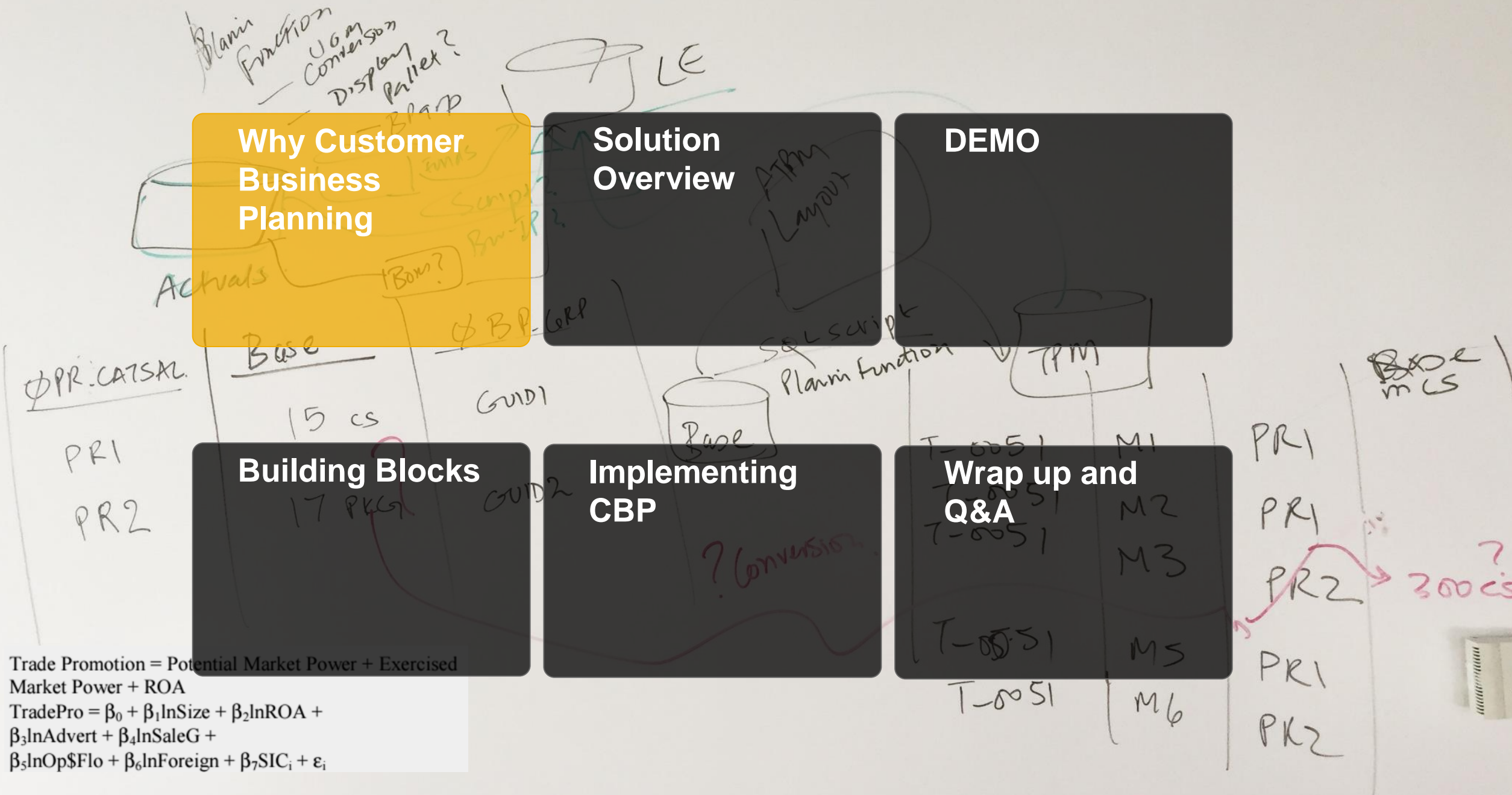
DEMO

Building Blocks

Implementing CBP

Wrap up and Q&A

Trade Promotion = Potential Market Power + Exercised Market Power + ROA

$$\text{TradePro} = \beta_0 + \beta_1 \ln \text{Size} + \beta_2 \ln \text{ROA} + \beta_3 \ln \text{Advert} + \beta_4 \ln \text{SaleG} + \beta_5 \ln \text{Op\$Flo} + \beta_6 \ln \text{Foreign} + \beta_7 \text{SIC}_i + \epsilon_i$$


Why CBP ? - an attempt to address some of Industry's concerns:

Retailers are expecting manufacturer support to achieve their revenue and profitability targets

Retailers are demanding business plan tailored for the buyer in their own languages and KPIs

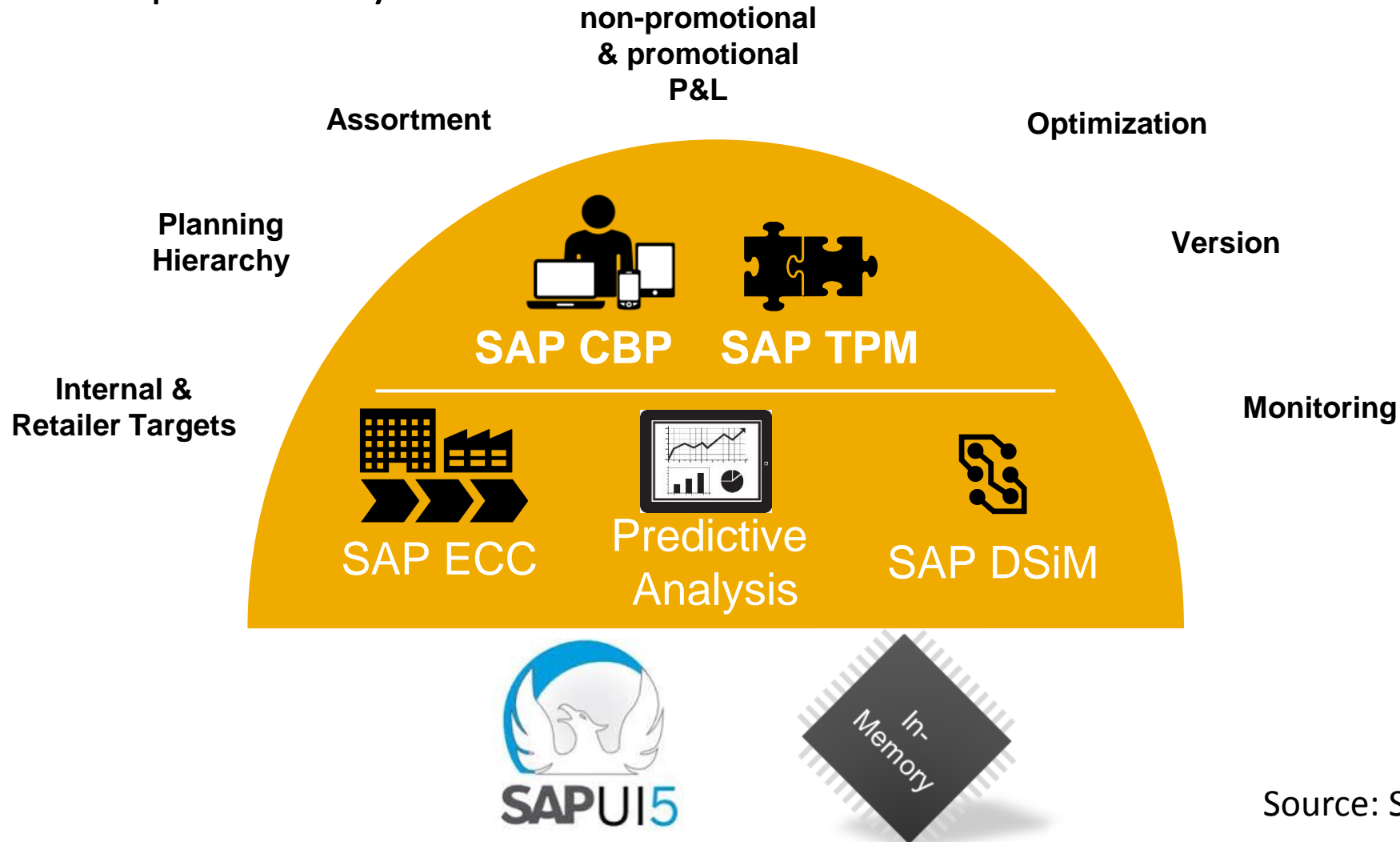
Absent analysis – inability to measure profitability and effectiveness of a customer business plan

Retailers look to their CP partners for advice to improve business

Retailers expect coordinated sales promotions and marketing campaigns to be tailored to their shoppers

-19% average ROI on trade promotions (Capgemini)

a real-time collaborative solution, empower your Account manager,
increase sales profitability



Source: SAP partner material

Why Customer Business Planning

Solution Overview

DEMO

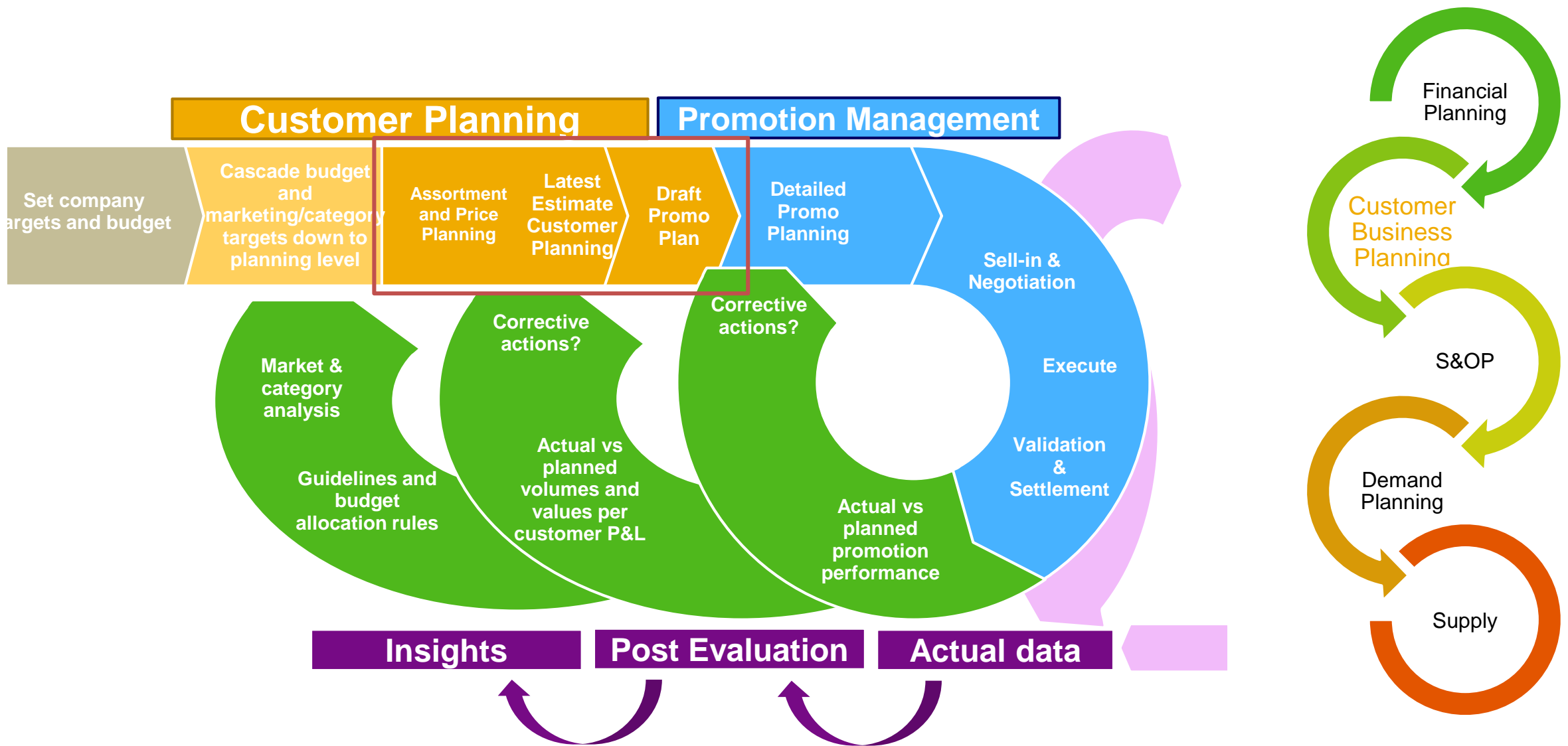
Building Blocks

Implementing CBP

Wrap up and Q&A

Trade Promotion = Potential Market Power + Exercised Market Power + ROA

$$\text{TradePro} = \beta_0 + \beta_1 \ln \text{Size} + \beta_2 \ln \text{ROA} + \beta_3 \ln \text{Advert} + \beta_4 \ln \text{SaleG} + \beta_5 \ln \text{Op\$Flo} + \beta_6 \ln \text{Foreign} + \beta_7 \text{SIC}_i + \epsilon_i$$



Source: SAP partner material

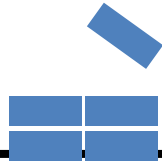


1. Manage Overall Process to drive decisions that balance non promotional and promotional activities
2. Allow KAM to understand how to impact volume and margin from internal and retailer perspective while planning
3. Actively manage execution and towards overall plan and foster shift towards profitable promotions



▪ **Retailer Targets and Buyers**

- Define buyers for a category at the retailer
- Maintain targets for each buyer which will be used for plan monitoring



▪ **Planning Hierarchy & Assortment**

- Define a planning hierarchy to align with retailer product hierarchy and get new levels of agility
- Assign buyers to planning nodes and ease the analysis of the plan
- List and delist products for simulation and consideration of new product introduction



▪ **Price and Volume Planning**

- Adjust baseline based on account managers knowledge (e.g. New stores opening,...)
- Simulate price changes and evaluate overall plan impact
- Plan based on trading units and consumer units
- Real time visibility and insight on sales and promotion performance
- Monitor the effectiveness and profitability of the plan from manufacturer's and customer's perspective

Why Customer Business Planning

Solution Overview

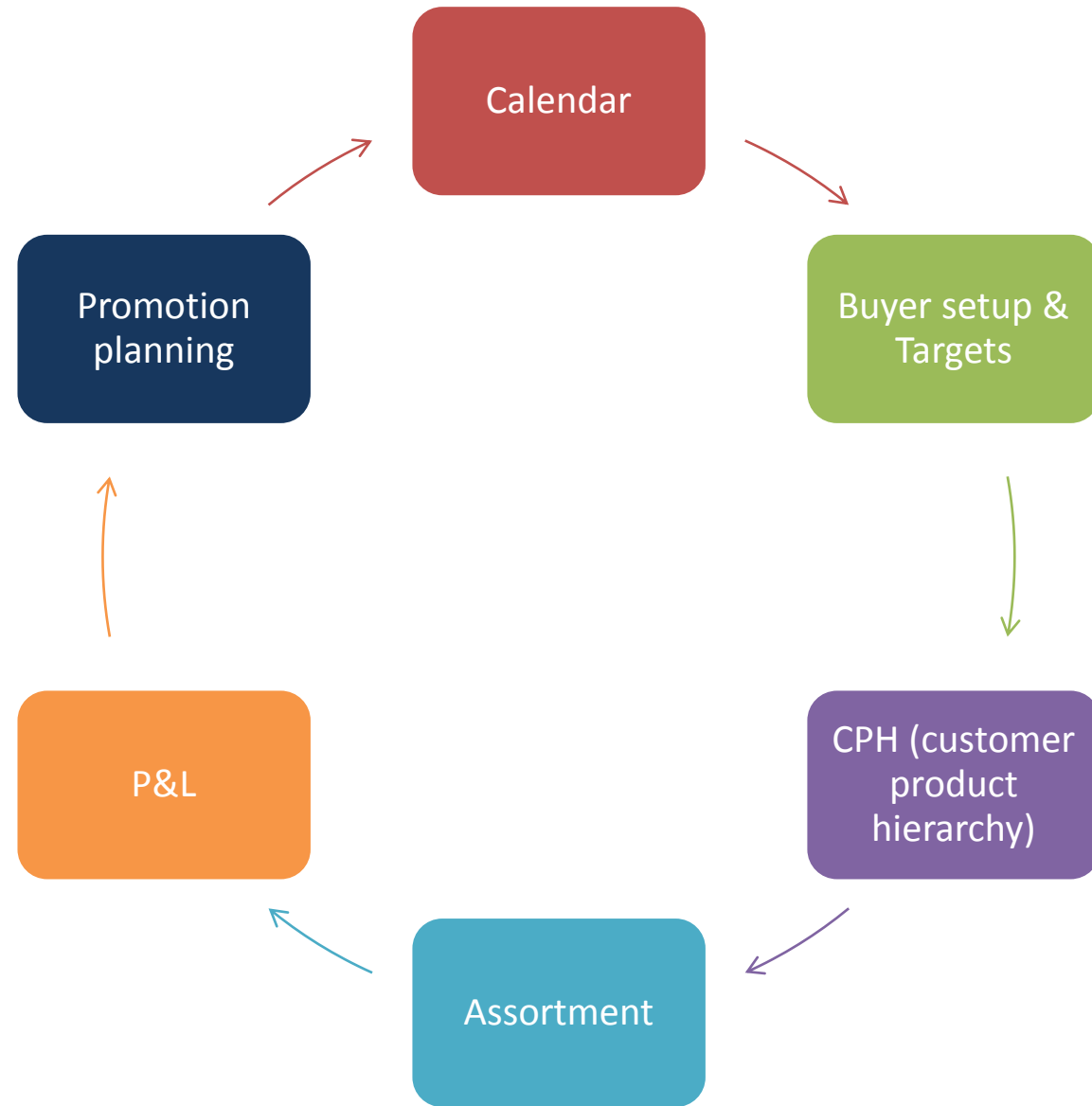
DEMO

Building Blocks

Implementing CBP

Wrap up and Q&A

Trade Promotion = Potential Market Power + Exercised Market Power + ROA
 $TradePro = \beta_0 + \beta_1 \ln Size + \beta_2 \ln ROA + \beta_3 \ln Advert + \beta_4 \ln SaleG + \beta_5 \ln Op\$Flo + \beta_6 \ln Foreign + \beta_7 SIC_i + \epsilon_i$



Why Customer Business Planning

Solution Overview

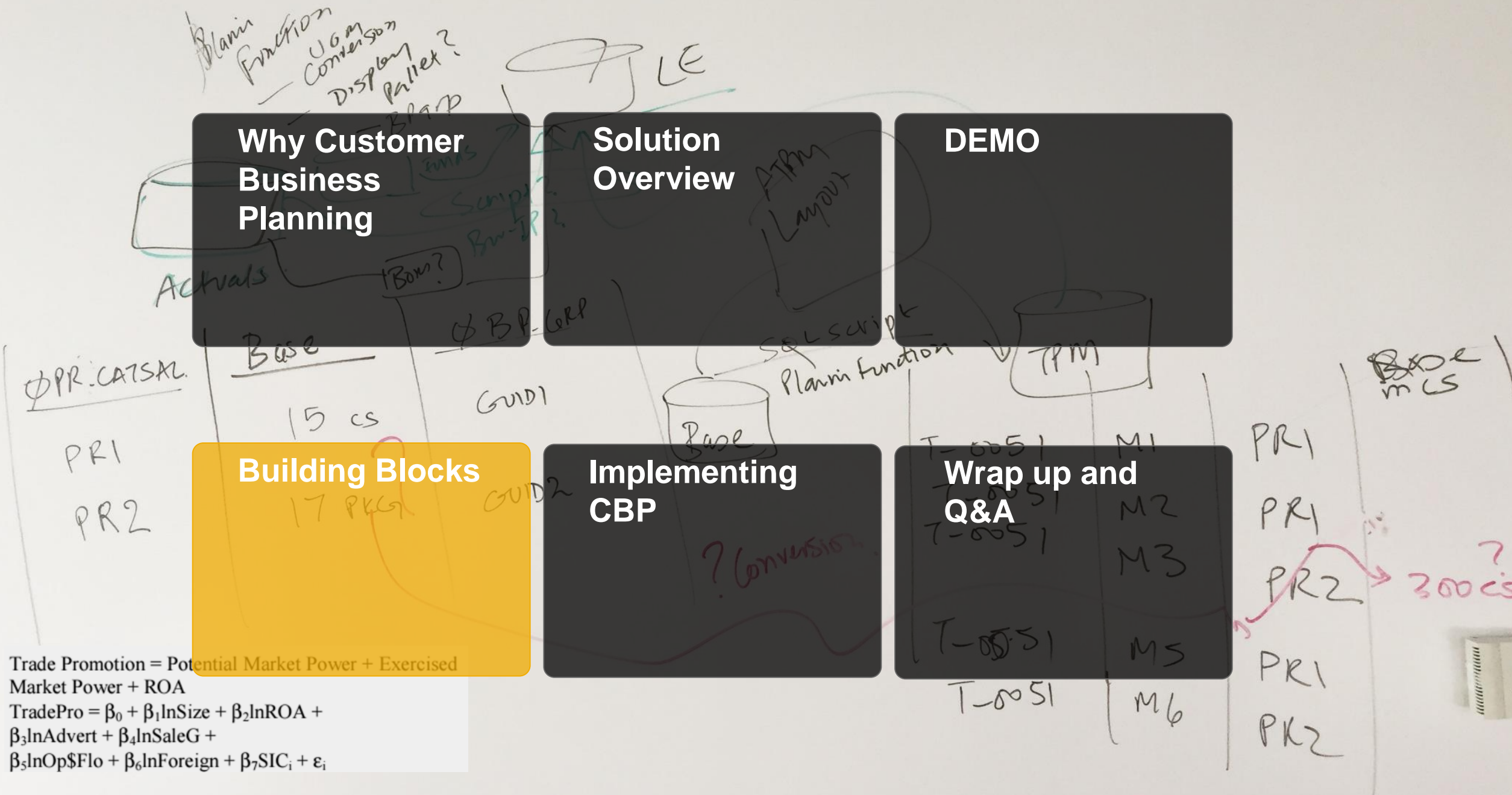
DEMO

Building Blocks

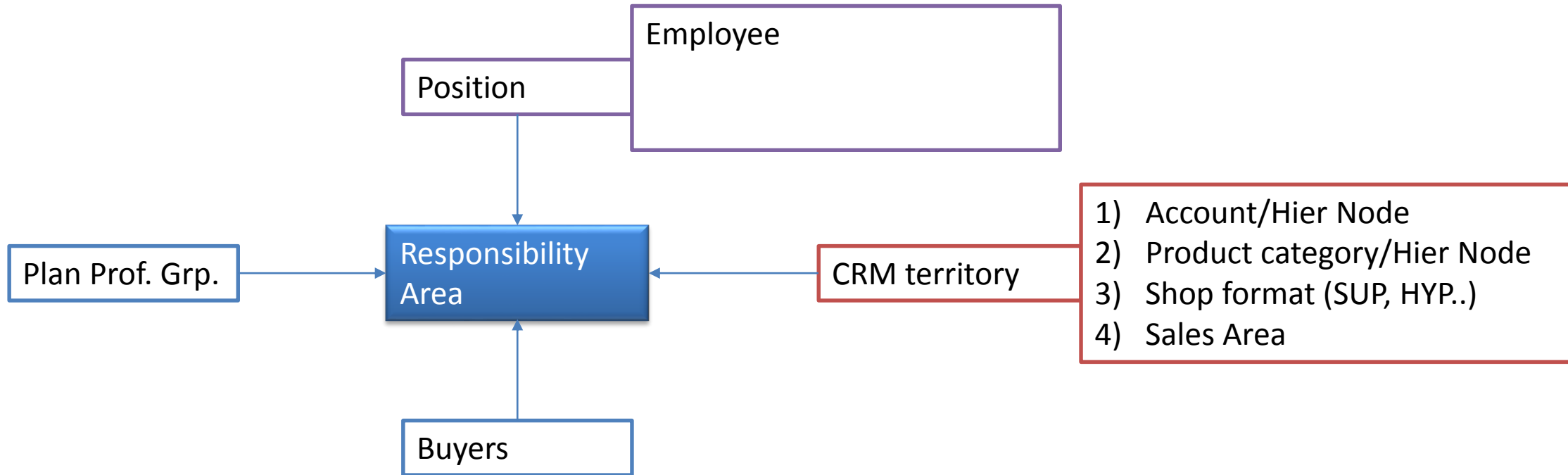
Implementing CBP

Wrap up and Q&A

Trade Promotion = Potential Market Power + Exercised Market Power + ROA
 TradePro = $\beta_0 + \beta_1 \ln \text{Size} + \beta_2 \ln \text{ROA} + \beta_3 \ln \text{Advert} + \beta_4 \ln \text{SaleG} + \beta_5 \ln \text{Op\$Flo} + \beta_6 \ln \text{Foreign} + \beta_7 \text{SIC}_i + \epsilon_i$

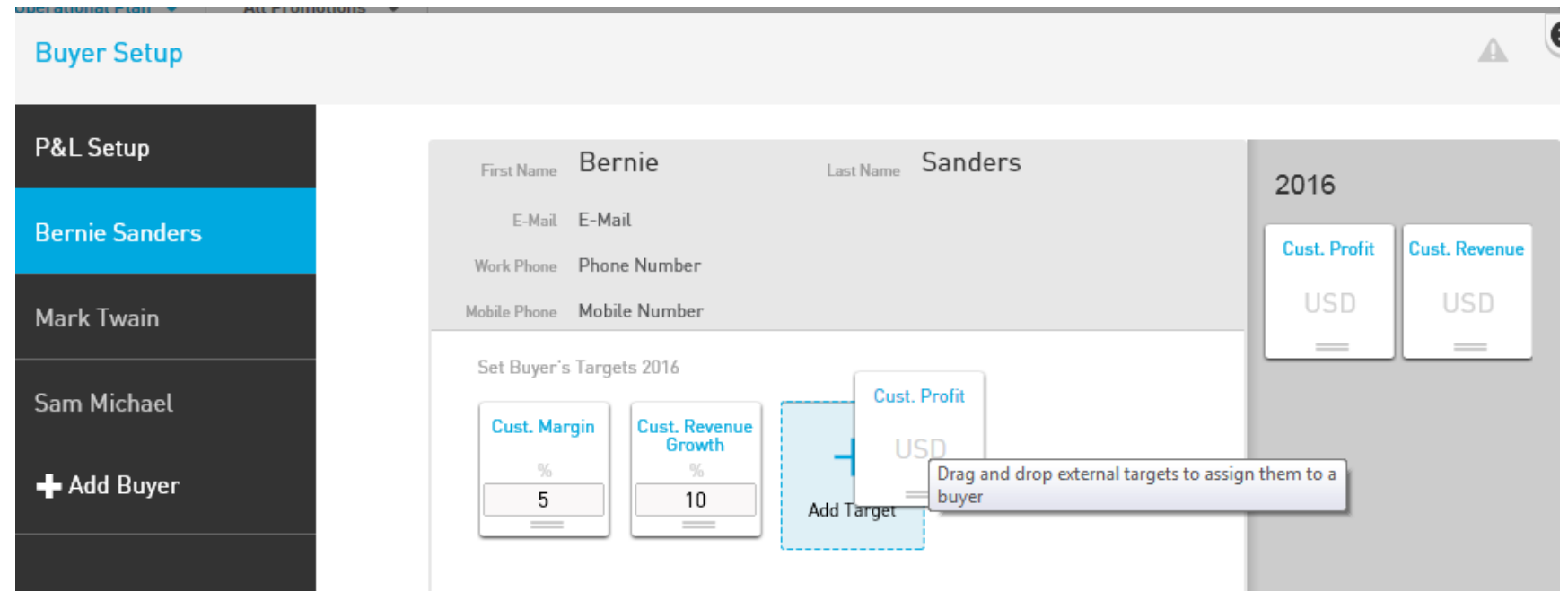
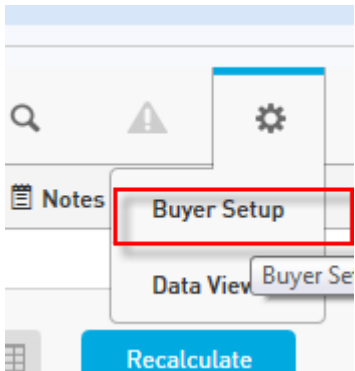


- **Responsibility Area**
- **Internal targets**
- **Buyer set up & external targets**
- **CPH (Custom Product Hierarchy)**
- **Assortment**
- **Promotion planning configuration**



- **Responsibility area is the central object for a CBP plan**
- **The Responsibility areas define the customer/category combinations a KAM has to work with.**
- **ONLY 1 customer/hierarchy node can be assigned to a responsibility area.**
- **BAdI available to allow for implementation without CRM territory management**

- Define buyers for responsibility area
- Set external-targets at the buyer level



- Internal targets are 'Manufacturer's targets'
- Defined for a Responsibility area + year
- Internal targets can be uploaded using a file
- Actuals are sourced from LE (Latest Estimate) in the monitor
- Enhancements to determining internal-targets maintenance are part of CBP 2.0

Analysis

Internal Profit Total		Internal Margin	
Latest Estimate	460.99	Latest Estimate	100
Target	20K	Target	5
	-19 [▼] K		9.5 [▲] K
	USD		BPS

Target uploaded from file into CRM

Table

JBP Plan	Overall Result	J-00100229
Customer Revenue Growth	-100.00	-100.00
Gross Sales Value PY	0.00 EA	0.00 EA
Net Net Total	460.99	460.99
Total Turnover	460.99	460.99
Total Promotion Investment	0.00	0.00
Total Base Investment	29.01	29.01
Internal Profit Total	460.99 EA	460.99 EA
Total Profit	400.99 EA	400.99 EA
Internal Margin	100.00	100.00
ROI	1,589.19	1,589.19
Customer Profit Total	*	*
Customer Margin (%)	*	*
Customer Total Revenue	*	*
Sales Growth	-100.00	-100.00
KPI Internal Margin	100.00	100.00

- Product picker view displays ECC product hierarchy
- User can drag & drop these to complete the customer product hierarchy
- Data is saved online to BW
- Assign buyers to nodes in CPH

Hierarchy 'CRM_TEST1' Display: 'Active Version'

Node Name	InfoObject	Node Name	L.
12BBC3EE57691EE58B95	OHIER_NODE	12BBC3EE57691EE58B95D867698FDD45	
CRM_TEST1	OHIER_NODE	0000000000000000000000000000000010006	
Reddi-Whip	OHIER_NODE	0000000000000000000000000000000010051	
Reddi-Whip	OHIER_NODE	0000000000000000000000000000000010050	
Reddi-Whip	OHIER_NODE	0000000000000000000000000000000010049	
Reddi-Whip[10070272481231]	OHIER_NODE	000000010048;10070272481231	
CPH_ReddiWhip	OHIER_NODE	10070272481231-10070272481231	
Oil	OHIER_NODE	0000000000000000000000000000000010047	
Cooking Oil	OHIER_NODE	0000000000000000000000000000000010026	
Fish Cooking oil	OHIER_NODE	0000000000000000000000000000000010039	
Vegetable Cooking oil	OHIER_NODE	0000000000000000000000000000000010024	
PAM Vegetable Oil[00290000083350]	OHIER_NODE	000000010024;00290000083350	
00290000083350-00290000083350	OHIER_NODE	00290000083350-00290000083350	

- List and de-list items

Plan Overview Hierarchy **Assortment** Plan

Notes Save Cancel

Mark Upload From Listing Upload Product Types All Products Period Shown All Years Zoom

Expand All Collapse all

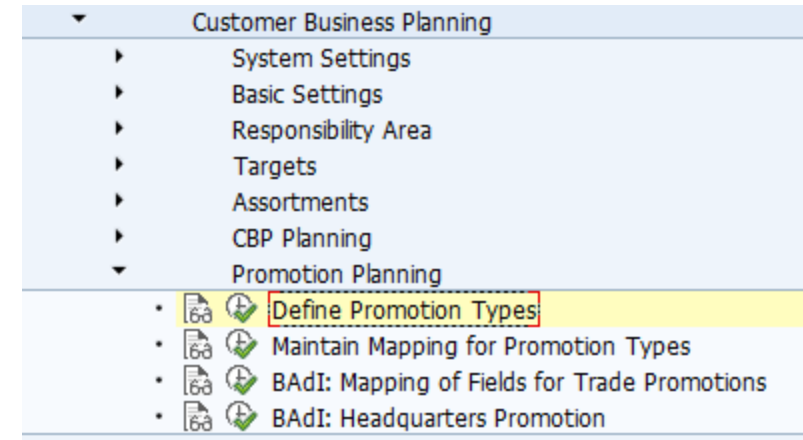
- CRM_TEST1
 - Oil
 - Cooking Oil
 - Fish Cooking oil
 - Vegetable Cooking oil
 - Reddi-Whip
 - CPH_ReddiWhip
 - Reddi-Whip

Select	Item	+	Start Date	End Date	Start Date	End Date
<input type="checkbox"/>	Select All					
<input type="checkbox"/>	PAM Vegetable Oil	×	03/23/2016	03/23/2016	03/24/2016	12/31/9999
<input type="checkbox"/>	Reddi-Whip	×	03/23/2016	03/23/2016	03/24/2016	12/31/2017

- **Define promotion types for CBP**
 - This will define the behavior of CBP when creating a promotion from the plan

- **Integrated Planning profile groups**
 - This will enable the integration with integrated planning in BW
 - In BW, planning functions are grouped in transaction RSCRM_EVENTCUST

- **Planning functions for detailed promotions/ draft promotions**
 - Copy data (baseline)
 - Calculate uplift
 - Copy promotions to shadow DSO
 - Enrich with additional data to match CBP planning structure



Query ID: /JBPB/ADTP001_700_MASTER

Define Event Handlers			
Event ID	Event	Planning F...	Long description
1	After Synchronization	/JBPB/FUN...	Uplift Calculations for DTP
1	After Synchronization	/JBPB/FUN...	Copy Ilote to DTP
11	Manual Event 1	/JBPB/FUN...	DP to DTP
12	Manual Event 2	/JBPB/FUN...	HQP to DTP
13	Manual Event 3	/JBPB/FUN...	Delete Promotion related data
13	Manual Event 3	/JBPB/FUN...	Delete Promotion from shadow
14	Manual Event 4	/JBPB/FUN...	Copy DTP to IPST
15	Manual Event 5	/JBPB/FUN...	Planning function for copy IPST-->ILOTE

Why Customer Business Planning

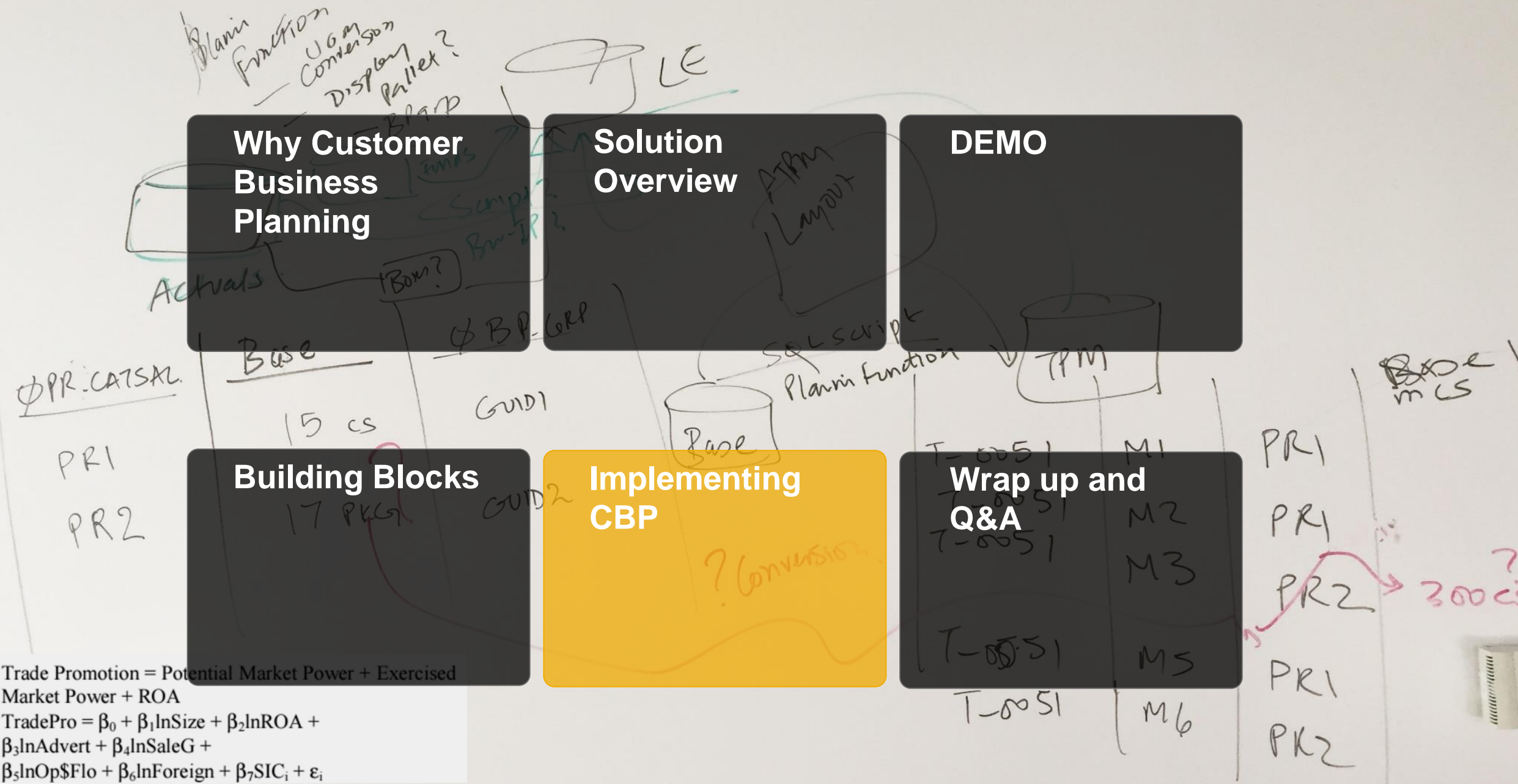
Solution Overview

DEMO

Building Blocks

Implementing CBP

Wrap up and Q&A



Trade Promotion = Potential Market Power + Exercised Market Power + ROA

$$\text{TradePro} = \beta_0 + \beta_1 \ln \text{Size} + \beta_2 \ln \text{ROA} + \beta_3 \ln \text{Advert} + \beta_4 \ln \text{SaleG} + \beta_5 \ln \text{Op\$Flo} + \beta_6 \ln \text{Foreign} + \beta_7 \text{SIC}_i + \epsilon_i$$

BW

CBP add-on

BW 7.4+

Latest BI content

Installed Software Component Versions		Installed Product Versions		
Component	Release	SP-Level	Support Package	Short Description of Component
SAP_BASIS	750	0001	SAPK-75001INSAPBASIS	SAP Basis Component
SAP_ABA	750	0001	SAPK-75001INSAPABA	Cross-Application Component
SAP_GWFND	750	0001	SAPK-75001INSAPGWFND	SAP Gateway Foundation
SAP_UI	750	0001	SAPK-75001INSAPUI	User Interface Technology
ST-PI	740	0002	SAPK-74002INSTPI	SAP Solution Tools Plug-In
BI_CONT	757	0007	SAPK-75707INBICONT	Business Intelligence Content
BI_CONT_XT	757	0007	SAPK-75707INBICONTXT	Business Intelligence Content for Bobj I
SAP_BW	750	0001	SAPK-75001INSAPBW	SAP Business Warehouse
ANAXSA	300_731	0003	SAPK-30403INANAXSA	Analytics XSA 3.0
OPMFND	300_731	0003	SAPK-30403INOPMFND	Analytics OPM Foundation 3.0
POASBC	100_731	0006	SAPK-10206INPOASBC	POA Shared Business Components
CBPB	100	0000	-	Consumer Business Planning - BW

CRM

CBP add-on

CRM EHP3

ATPM add-on

SAP_UI

Installed Software Component Versions		Installed Product Versions		
Component	Release	SP-Level	Support Package	Short Description of Component
SAP_BASIS	740	0009	SAPKB74009	SAP Basis Component
SAP_ABA	740	0009	SAPKA74009	Cross-Application Component
SAP_GWFND	740	0013	SAPK-74013INSAPGWFND	SAP Gateway Foundation
SAP_UI	740	0015	SAPK-74015INSAPUI	User Interface Technology
PI_BASIS	740	0009	SAPK-74009INPIBASIS	Basis Plug-In
ST-PI	740	0003	SAPK-74003INSTPI	SAP Solution Tools Plug-In
SAP_BW	740	0009	SAPKW74009	SAP Business Warehouse
MDG_FND	747	0007	SAPK-74707INMDGFND	MDG Foundation
SAP_AP	700	0032	SAPKNA7032	SAP Application Platform
SAP_BS_FND	747	0007	SAPK-74707INSAPBSFND	SAP Business Suite Foundation
WEBCUIE	747	0007	SAPK-74707INWEBCUIE	SAP Web UI Framework
BBPCRM	713	0007	SAPKU71307	BBPCRM
TPM_IMP	200	0009	SAPK-20009INTPMIMP	Trade Promotion Management In-Memory Pla
CBPC	100	0000	-	Consumer Business Planning (CRM part)

- **Customers with existing A-TPM landscape consider:**
 - Evaluate if the CBP P&L meets the business requirement
 - Build:
 - New-DSOs, Aggregation levels.. etc
 - Queries
 - Planning functionsby copying the delivered CBP objects
 - Custom solution to Roll-up existing promotions to CBP plan
 - Implement planning functions make LE calculations: bring in actuals, use of list price ..etc
 - Decide if Territory management can be implemented or BAdI should be used
 - Evaluate TU/CU product (GTIN) applicability and implementation approach
- **New Customer (no ATPM)**
 - Evaluate if CBP P&L structure meets requirement
 - Adopt the delivered structure if only minor deviations are observed
 - Decide if the architecture to capture Actuals, Baseline etc work with your set-up
 - Use CBP-Plan and Scenario infoobject in your ATPM DSO / Use the CBP delivered DSO for ATPM

These are Author/speaker's (Arvind Bhaskar's) opinion and in no way represent SAP's position or TekLink's position

Customer Business Planning

Why Customer Business Planning

Solution Overview

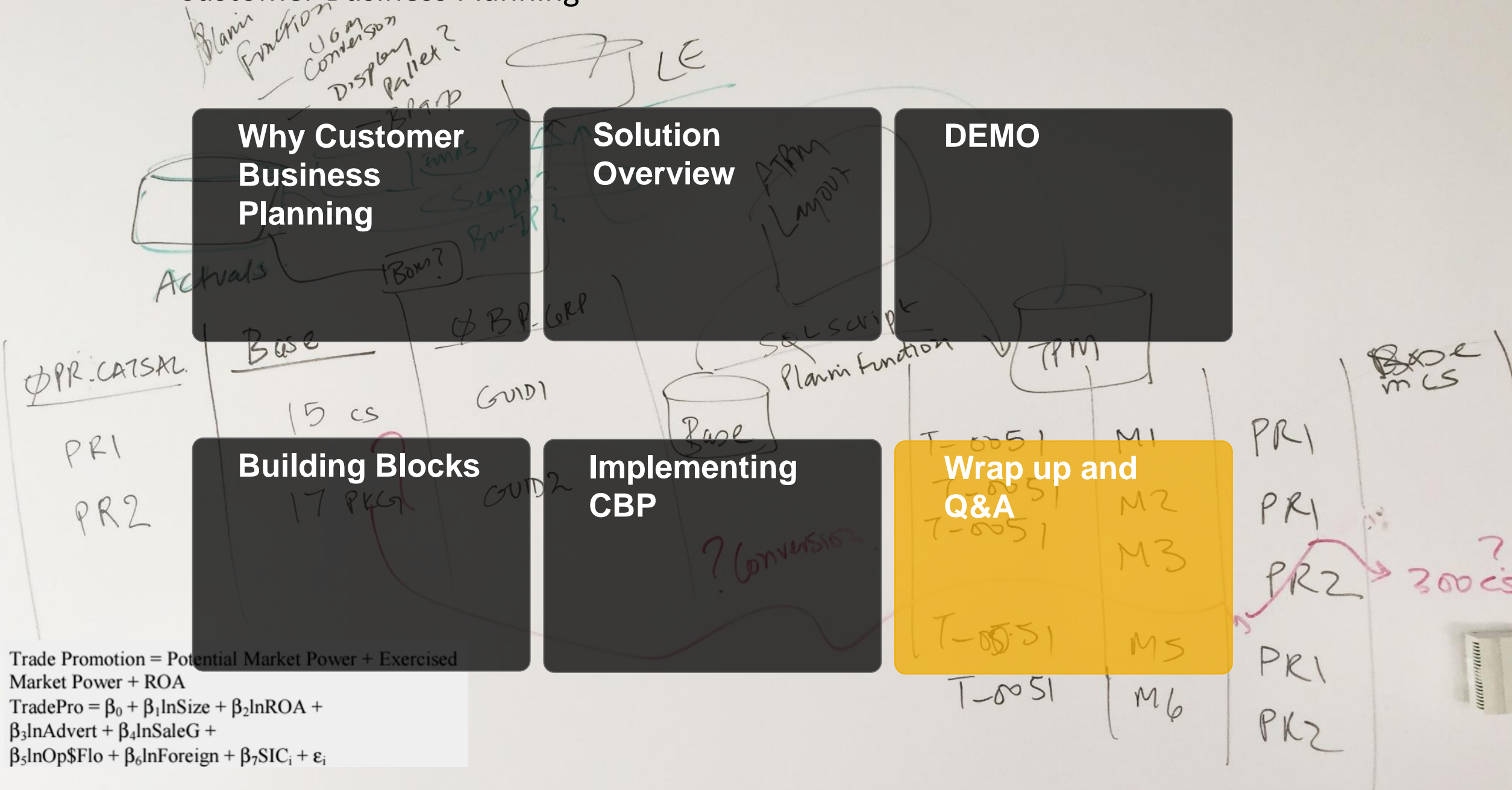
DEMO

Building Blocks

Implementing CBP

Wrap up and Q&A

Trade Promotion = Potential Market Power + Exercised Market Power + ROA
 TradePro = $\beta_0 + \beta_1 \ln \text{Size} + \beta_2 \ln \text{ROA} + \beta_3 \ln \text{Advert} + \beta_4 \ln \text{SaleG} + \beta_5 \ln \text{Op\$Flo} + \beta_6 \ln \text{Foreign} + \beta_7 \text{SIC}_i + \epsilon_i$



Wrap-up

CBP allows KAMs to get a manufacturer and retailer (buyers, Customer product hierarchy) perspectives on P&L

CBP is integrated with Accelerated Trade promotion planning

Add-ons on BW & CRM are required for using CBP in your landscape

Arvind Bhaskar

(Session 2)

May 3, 2016

Arvind.Bhaskar@teklink.com

Hariharan Margabandhu

(Session 1)

Apr 19, 2016

hariharan.margabandhu@teklink.com



Your Trusted Analytics and Planning Partner

BWoH & HANA Enterprise
Trade Promotions on HANA
Big Data Technologies
BusinessObjects

BPC Consolidation
BPC & IP Planning
Simple Finance Planning



BI Strategy & Roadmap
Big Data Adoption Strategy
BI Center of Excellence
Global Delivery & Support

Innovation Labs & PoC
BPC Accelerators
Cloud & Technical Services



FOLLOW US

Thank you for your time

Follow us on  at @ASUG365