



# Achieving Customer Material Level Profitability With S/4HANA Finance - Account-Based COPA

Session ID # 83037

# About the Speakers

## **Kris Griswold**

- Controller, Dole Packaged Foods
- Several decades of experience as public accountant and controller for large enterprises
- Western Classical Singer

## **Raju Chintalapudi**

- Senior Manager – SAP, Dole Packaged Foods
- Extensive experience in business transformation and implementation of enterprise applications
- Eastern Classical Musician

# Key Outcomes/Objectives

1. Design approach to Customer Profitability
2. How to realize Customer Profitability using S/4
3. Benefits and challenges in ABCOPA with S/4  
HANA

# AGENDA

- INTRODUCTION
- OUR LANDSCAPE
- CUSTOMER/MATERIAL PROFITABILITY
  - CONCEPTUALIZATION
  - REALIZATION
- S/4 HANA - ACCOUNT BASED COPA
  - ACTIVATION
  - MIGRATION
- FUTURE VISION

# Dole Packaged foods



## Dole International Holdings

- 165 year History
- Fresh (Asia) and Packaged
- 300+ Products
- 90+ Countries
- 25,000+ Employees
- \$2.5 Billion Revenue

## Dole Packaged Foods, LLC

- > \$1B Rev., Packaged Only
- Direct/Broker Sales
- 75% Asia Sourced
- USA Frozen Mfg.
- SoCal Headquarters
- 3PL Based NA Supply Chain

Pineapple: #3 Packaged fruit



## Product Categories

FROZEN FOODS



CANS, JARS, DRIED FRUIT



FRUIT SNACKS



JUICE



SNACK BITES





# DOLE FOODS – MAKING HISTORY

1851



Samuel Castle & Amos Cooke, originally from Boston, set up their trading company in Hawaii

1863



Philipp Astheimer & Sohn is established in Hamburg, Germany. This company is now the basis for Dole's European business

1899-1901



James Drummond Dole, of Harvard School of Horticulture and Agriculture, comes to Hawaii and established Hawaiian Pineapple Company

**“We have built this company on quality, and quality, and quality”.**

1911



First machine for peeling, coring, and cutting pineapples

1964-1982



Diversification into bananas and other fruits and vegetables, and expansion into Latin America and Europe

1990s



Dole introduces Fruit Bowls®, the first all-natural fruit snack in a plastic cup.

2013

- Dole Packaged Foods becomes part of Itochu Corporation
- \$59bn trading business



2017

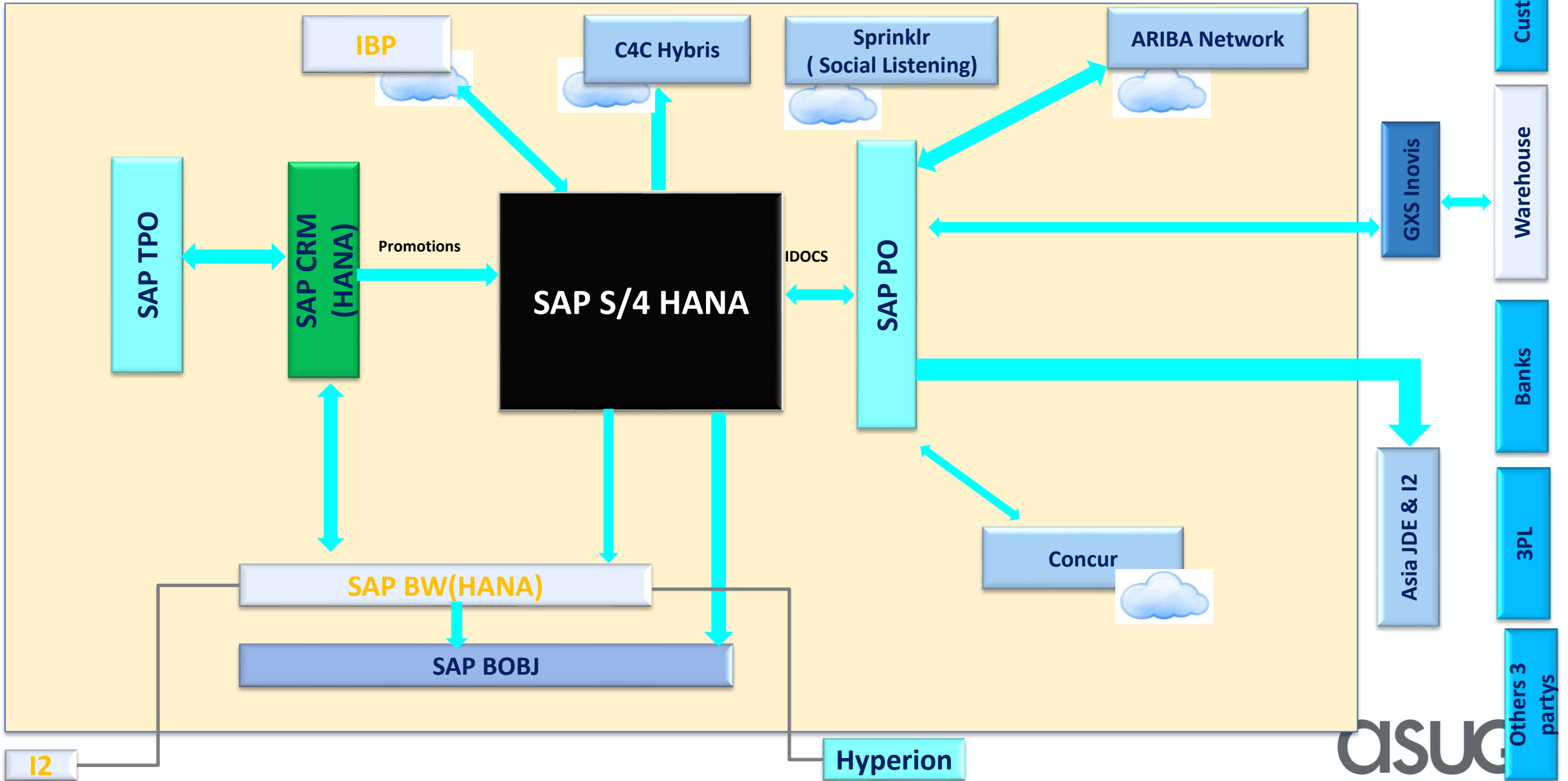
**SAP S/4 HANA**

- Implementation of multiple SAP solutions, including S/4HANA
- Jan 2017 Go Live

# AGENDA

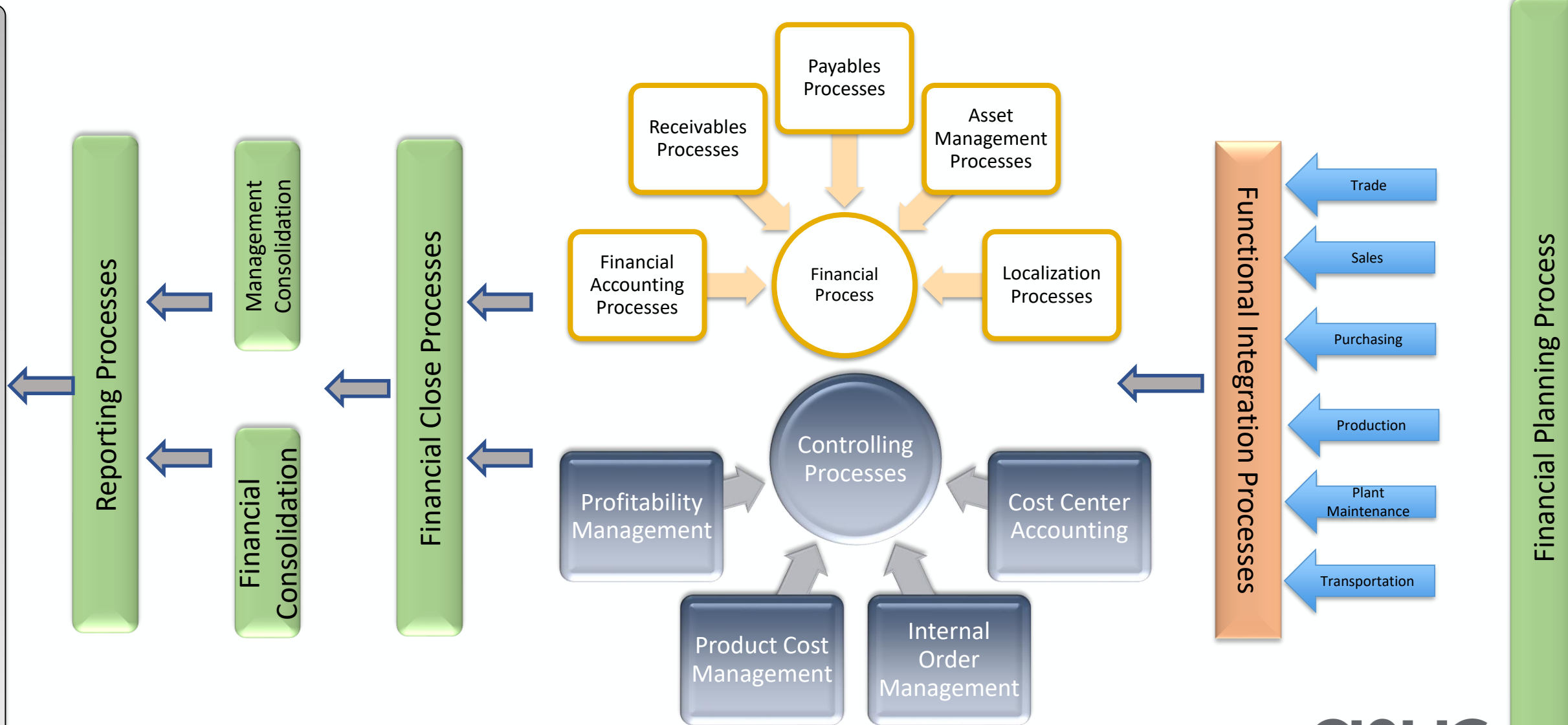
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# CURRENT LANDSCAPE





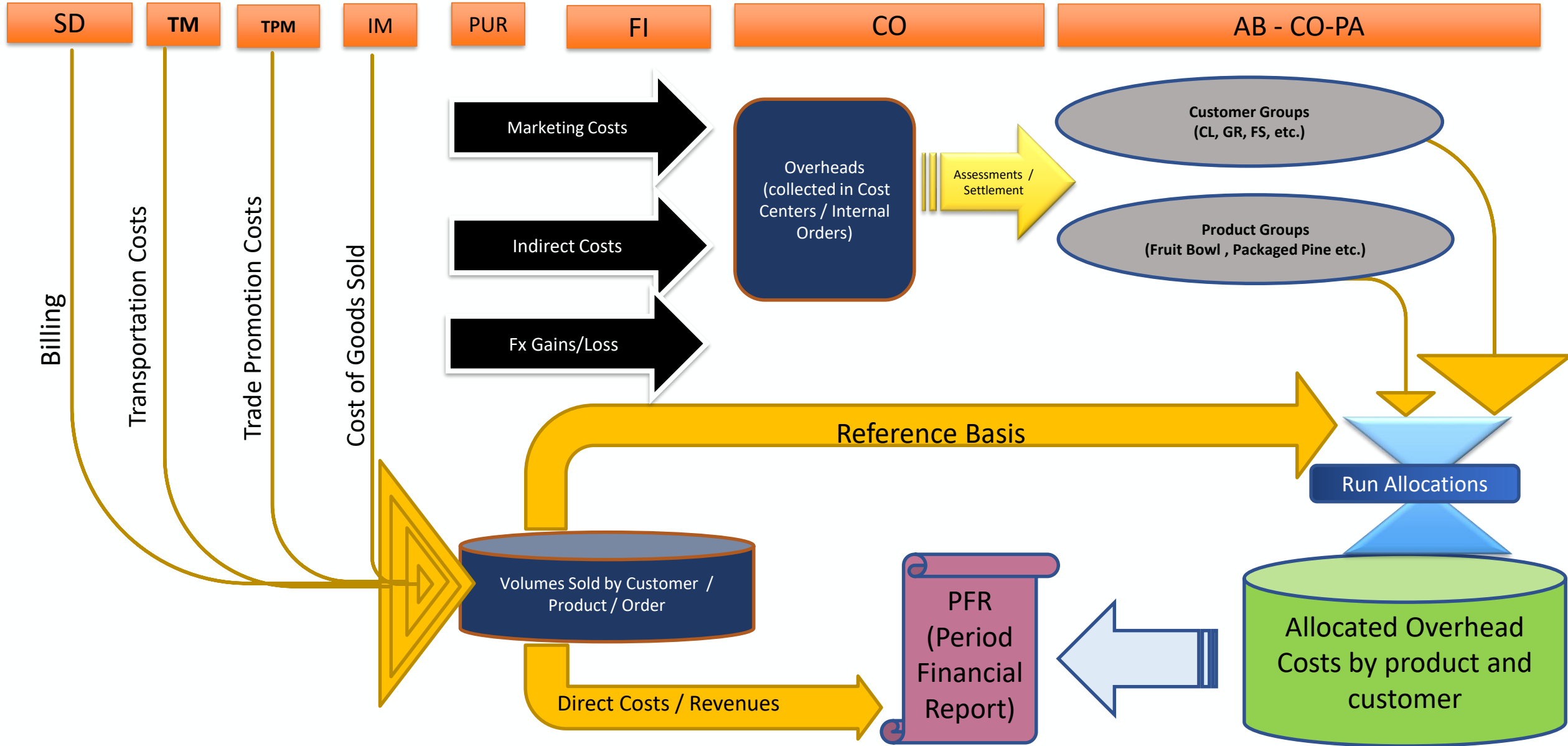
# KEY BUSINESS PROCESSES



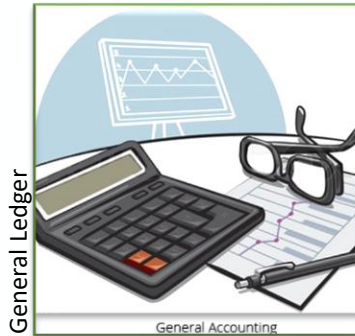
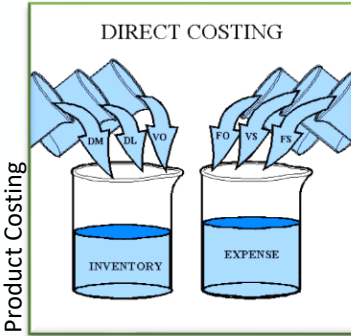
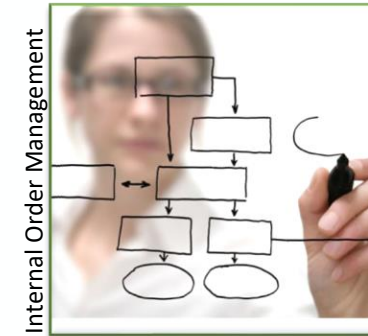
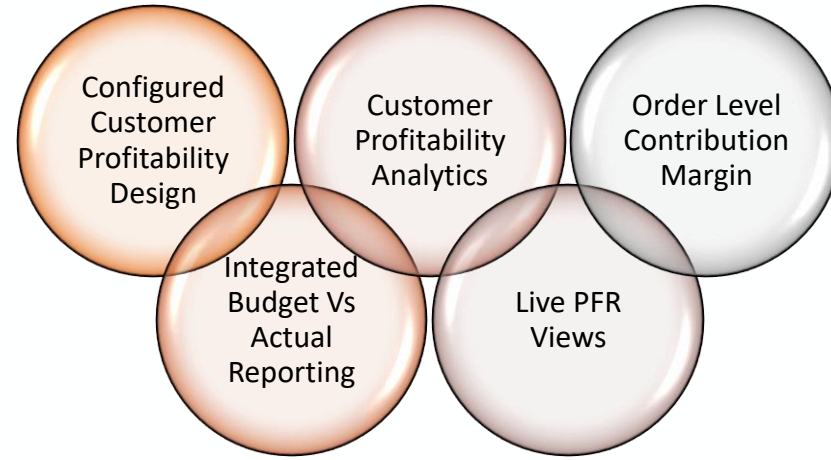
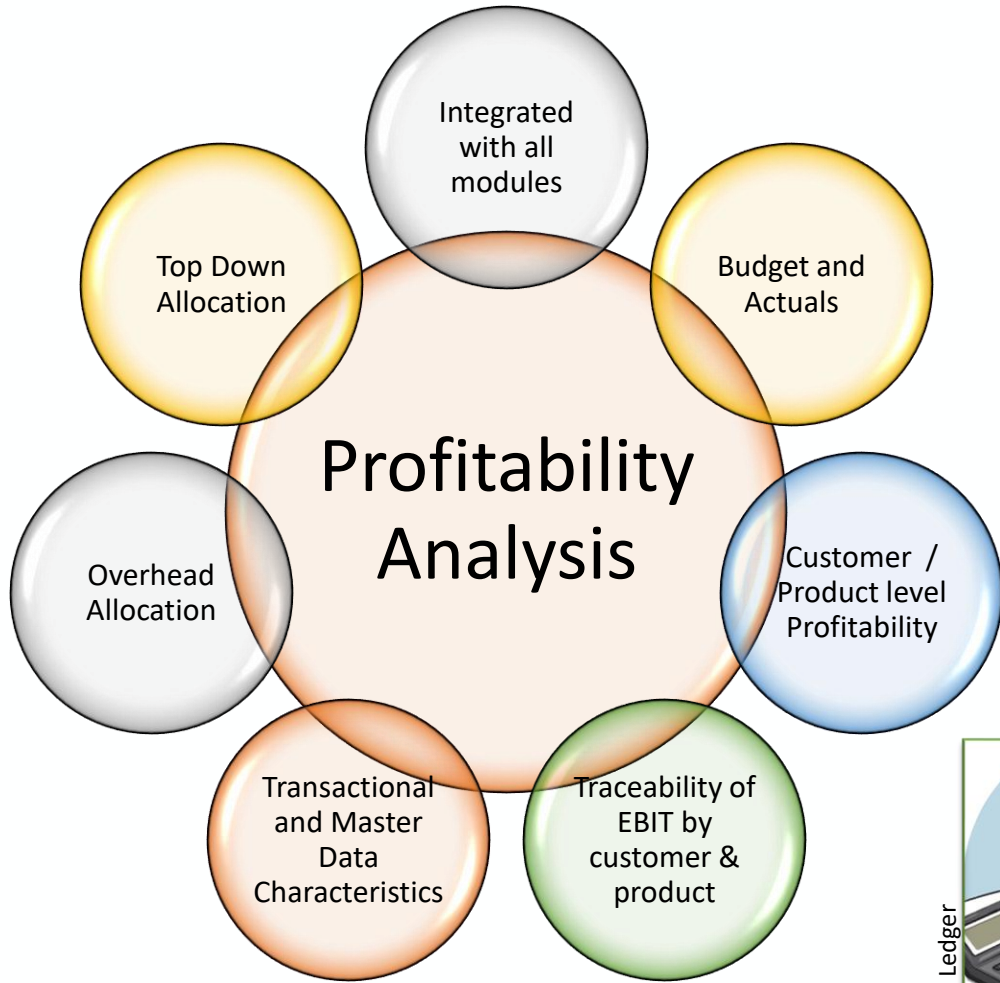
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# CUSTOMER PROFITABILITY – CONCEPTUALIZATION



# Key Functionalities



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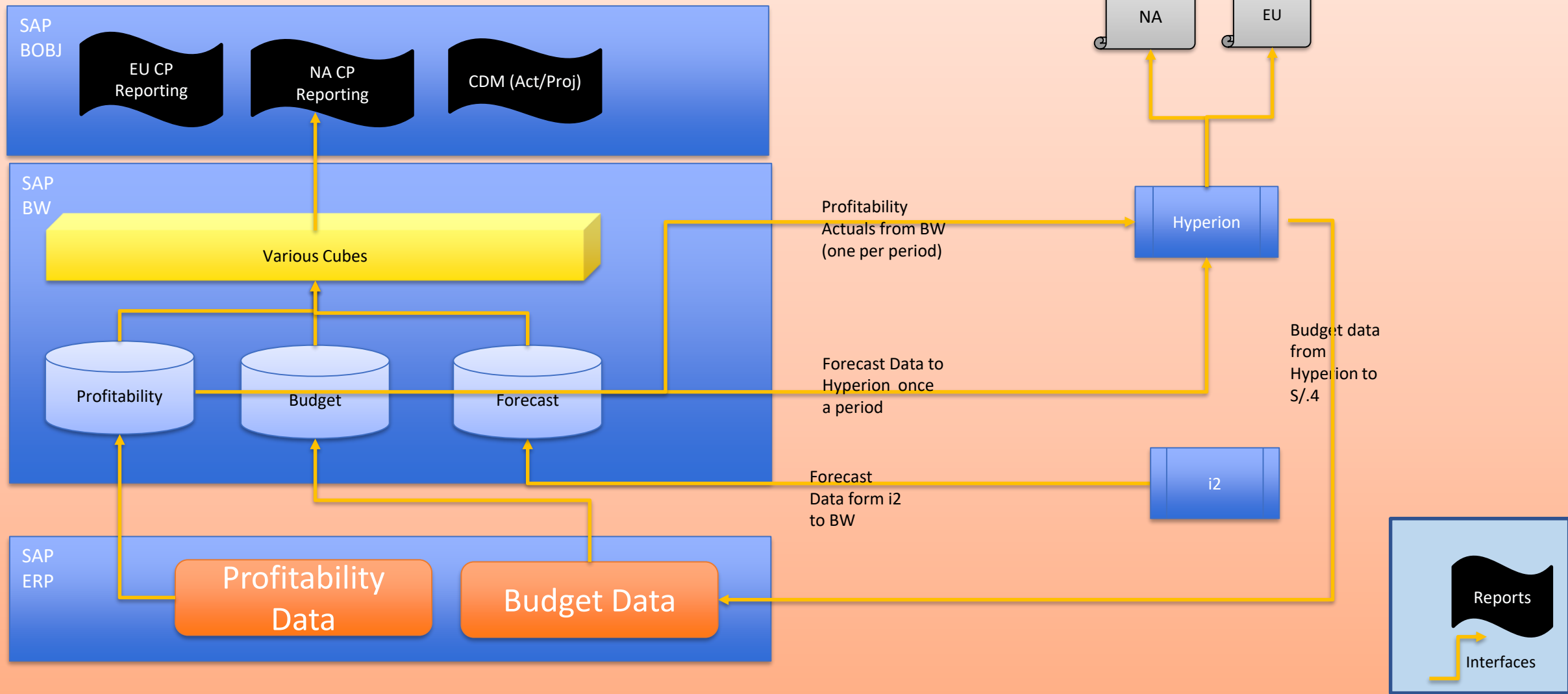
# COPA OPTIONS

- **Account Based COPA**
  - **Parity with Costing Based COPA**
- **No migration from CBCOPA to ABCOPA**
- **FIT - GAP Analysis based on current usage**
- **Parallel activation possible**
- **2349278 - S4TWL - Profitability Analysis**

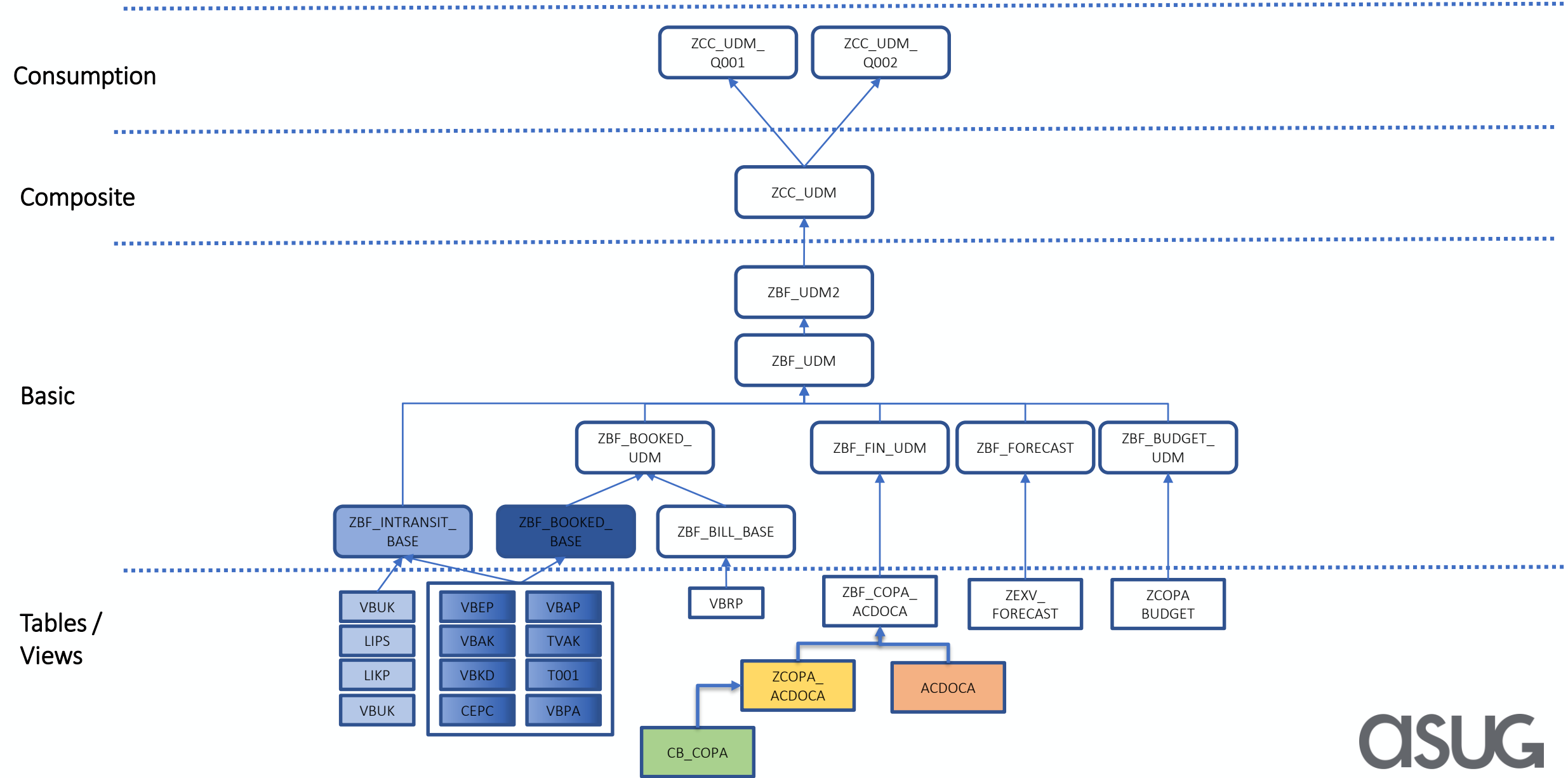


# PAST ARCHITECTURE WITH BW

## Current State



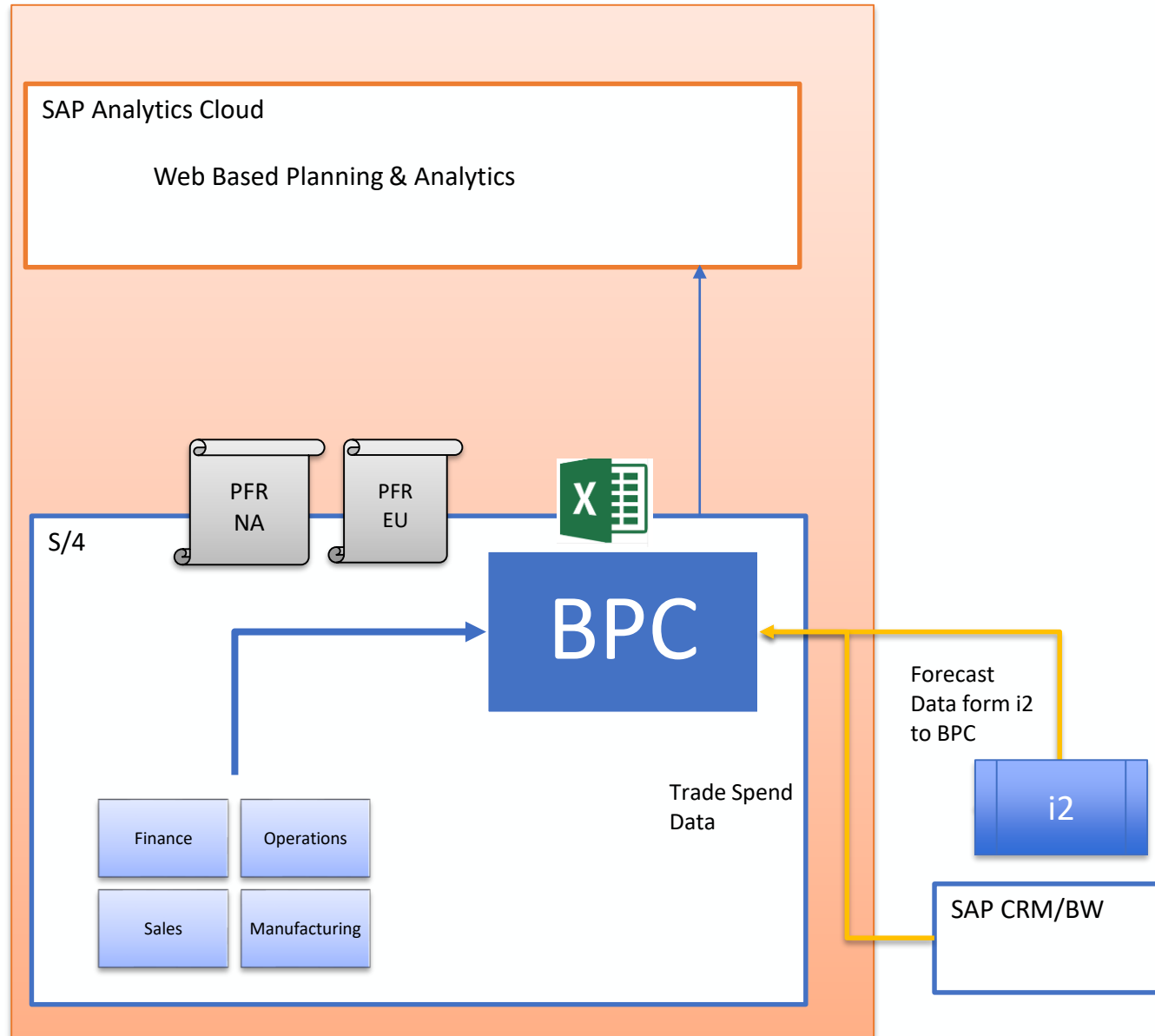
# LIVE EMBEDDED ANALYTICS – ORDER AND PROFITABILITY



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- **FUTURE VISION**

# FUTURE VISION



- Single Planning Platform (BPC)
- Collaborative Planning Experience
- Supports top down or bottom up budgeting / forecasting process
- Resides within the transactional system
- Uses scalable and stable HANA architecture
- User experience using both Excel and Web based analytics and planning (Unified user experience )
- No interfaces (minimal integration)
- Budgeting / Forecast by material & customer / sales office

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# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>



# Q&A

For questions after this session, contact us at

[Kris.Griswold@doleintl.com](mailto:Kris.Griswold@doleintl.com)

or

[raju.chintalapudi@doleintl.com](mailto:raju.chintalapudi@doleintl.com)

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