

Sales Forecasting, Reporting, Analytics Business Solution using SAP Analytics Cloud

Charles Reeves, Jr
Sr. Manager Business Intelligence
Graphic Packaging International
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About the Speaker

Charles Reeves, Jr.

- Sr Manager Business Intelligence
- Senior technology management leader with over 25
 years of professional experience in IT management
 professional including application software, hardware,
 infrastructure, database management, programming,
 mobility, business intelligence, CRM, reporting,
 analytics, data management and data governance.
- DJ and Photographer



Key Objectives

- Develop and implement a new monthly Sales Forecasting Solution with SAP Analytics Cloud to replace excel spreadsheet process
- 2. Integrate SAP BW/BPC actual and plan sales data with SAP Analytics Cloud Solution
- Develop and implement a new BI Self-Service reporting, dashboards and forecasting for Sales users using SAP Analytics Cloud
- 4. Develop new sales forecasting solution that can integrate with current and future demand planning operation solution



Agenda

- Overview
- Review of Business challenges & Solution benefit
- Overview of SAP Analytics Cloud
- Solution Review



Introduction & Overview



Quick Facts

- Locations: Corporate
 Headquarters Atlanta, GA
- 20 + World Wide Locations,
- Industry: Consumer Packaged Goods (CPG)
- Products: Packaging Products, Machinery
- Revenue: \$6 Billion
- **■** Employees: ~16,000

















OVERVIEW OF BUSINESS CHALLENGES FOR SOLUTION



Business Challenges and Business Benefit of SAC Solution (Part 1)

Business Challenge	BPC-Analytics Cloud Solution	Business Benefit				
Provide accurate timely data to sales teams to support decision making.	Ready to consume Sales Analytics, Visualizations and reporting to support decision making.	Ability to see trends and spots gaps visually. Drastic reduction of manual effort in data collection, analyses and alignment.				
Missing and inconsistent master data causing inefficient processes and rework.	Easy, user friendly interface with the ability to update master data and control entry of bad data.	Reduced time spent on data validation and cleansing. Leverages the current MD process for sales reporting.				
No standard outlook process leading to inaccurate forecasts that are passed to capacity and finance.	A self-service portal that will be preloaded with everything needed to perform outlook and planning (acquisition friendly).	A single version of the "truth" all contained in a single system to be used for reporting and operations planning.				



Business Challenges and Business Benefit of SAC Solution (Part 2)

Business Challenge	BPC-Analytics Cloud Solution	Business Benefit				
Difficult to include all plants. Using offline files with manual data manipulation not practical and extends the S&OP cycle time.	Entire outlook in one place allowing for sales management to forecast, review and approve their entire book of business across the organization.	One solution for data collection, manipulation and reporting. Full visibility from browser or mobile device.				
Lack of visibility, collaboration, communication and security causes gaps and misalignment in the current process.	Native collaboration tools enable groups to work on the same forecast and share ideas. Flexible security allows both view and edit roles across individuals and groups.	Allows for greater visibility of the forecast and fosters engagement across the Organization. Establishes monthly reviews prior to releasing the final version.				



OVERVIEW OF SAP ANALYTICS CLOUD



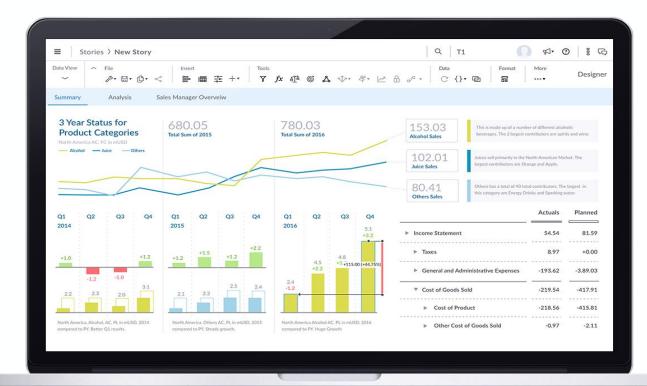
What is SAP Analytics Cloud?

Big Data Ready

Future proof your organization for the Internet of Things and Big Data

Analyze

Enterprise grade
Analytics help you to
perform data discovery
and make informed
decisions



Plan & Simulate

Plan and simulate on-the-fly with one common modelling environment

Machine Learning

Suggestive analytics that know your business and recommend actions, without a degree in data science

All Analytics. All Users. One Product.



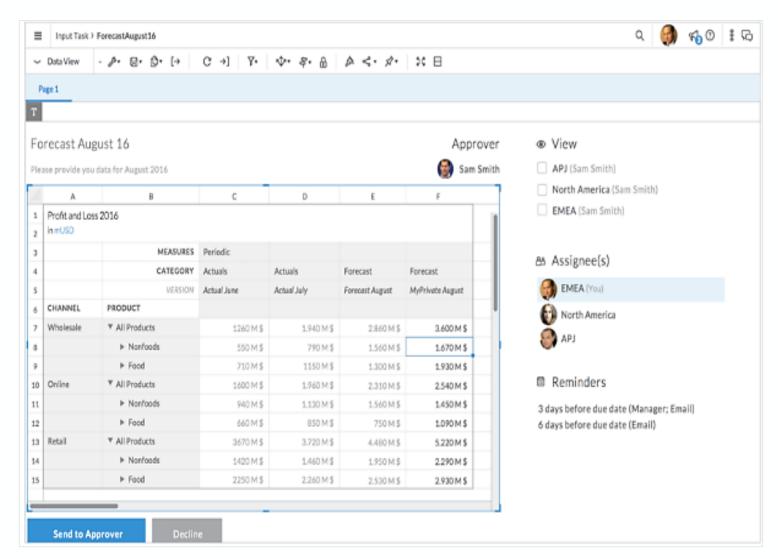
SAP Analytics Cloud - Planning

Plan Simple

- Create business models and formulas in an Excel like interface
- Drive high performance with the SAP Hana Cloud Platform

Capable

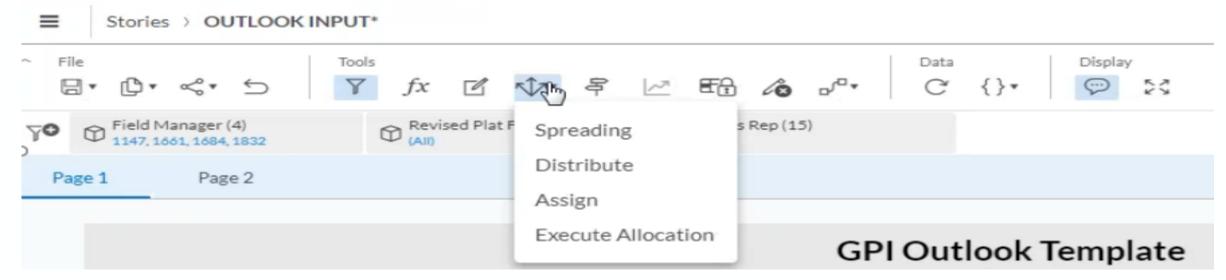
 What if Analysis, Workflow, Driver based planning, Built in financial Intelligence, Alternative Hierarchy support, Private Versions, Excel like formulas in dimensions and reports, Allocations, Collaboration, Data Entry, Disaggregation, Versions, Time, Various data acquisition methods, Operational Reporting and more....





BPC Built to Forecast- Native Functionality

- Built in algorithms for analytical forecasting or customize
- Ability to lock down fields and control securities
- Share comments Reports that require director commentary could be automated, reduces manual data collection via email
- Ability to copy and paste from excel into the template
- Utilizes the current data maintenance process for sales reporting





GPI SALES FORECASTING SOLUTION WITH SAP ANALYTICS CLOUD



SAP Analytics Cloud- Technical Capabilities

Data Connections

Connect to SAP HANA, SAP BW, SAP BusinessObjects Planning and Consolidation, SAP BusinessObjects BI Universe, SAP ECC, SAP HCP Live, SuccessFactors, Salesforce, xls, and csv data sources.

Location Analytics

Visualize multiple layers of geo-enriched data on a map with Heatmaps, Choropleths, Points of Interest and distance filters using the power of the SAP HANA spatial engine

Calculation Engine

Run advanced calculations at blazing speeds with SAP HANA in-memory calculation engine. Perform report calculations, formulas, and dimension member calculations all in real time.

- Value Driver Tree for Digital Boardroom
 Simulate and visualize important business drivers on large, triple interlinked touch screens
- Advanced Planning Options
- These intuitive tools include multi-dimensional drag-and-drop report design, specialized layouts, cell locking, and auto spreading features. Use access rights and version management to create private versions, share with specific people, or publish to authorized users.
- Guided Machine Discovery

Perform embedded predictive forecasting on planning data, detect outliers and automatically detect key influencers in your data



Key Capabilities of Sales Outlook Solution

Planning capabilities

Embed statistical forecasting, collaboration tools and analytics directly into your
planning processes so you never have to switch between applications. Plan at any level
of detail with any number of users and align plans across departments by integrating
with SAP BusinessObjects Planning and Consolidation.

Business intelligence capabilities

 Connect, prepare, and blend data from different sources. Create and enrich visualizations with insights from Big Data discovery. Business self-service analytics.

SAP Digital Boardroom capabilities

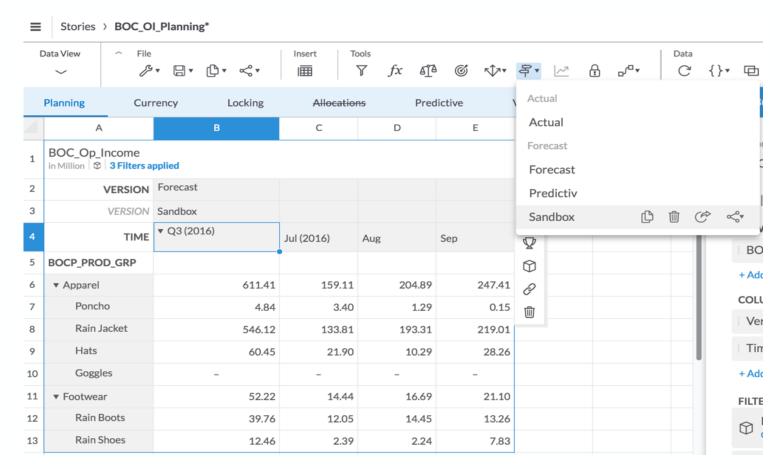
 SAP Digital Boardroom equips business leaders with real-time contextual information, ad hoc reporting, and what-if analysis so they can make better decisions.

Private Versions for business users

Public/private versions to allow individual users or teams to adjust the plan and simulate various
planning scenarios

Key Features

- Manage public and private versions
- Copy and delete versions
- Publish private versions to a new or existing version
- Share private
 versions with others
 for collaborative
 planning



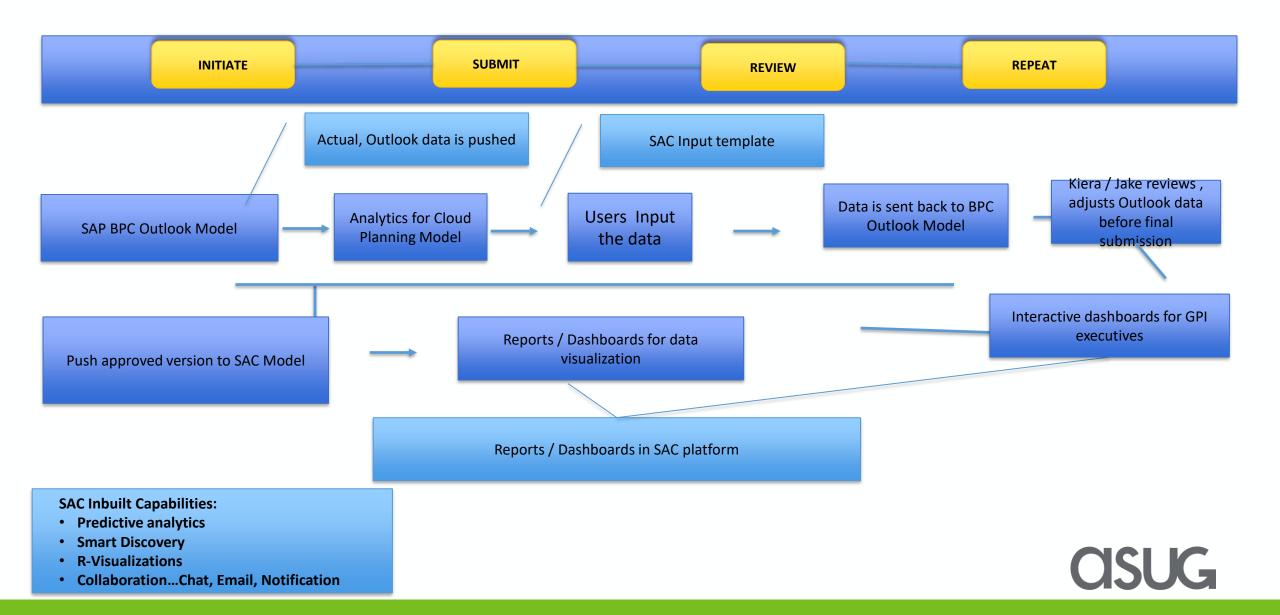


Native Collaboration: Teams discuss scenarios

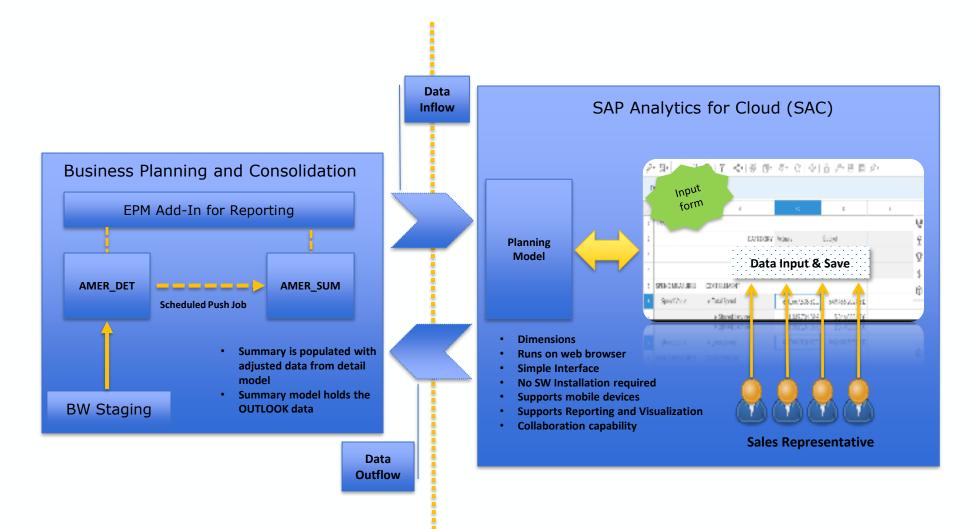
- Create discussion topic and invite colleagues to join
- Use messaging, reports and tasks to facilitate discussions
- Assign tasks with approval, dates with notifications to manage the processes
- Archive or delete discussions
- On-screen notifications to alert user to collaborative updates
- Add comments to story items
- Share stories with other users
- Manage and share files with others



Solution Review: Sales Forecasting Process Integration



Solution Review: BPC and SAC Integration Process Flow





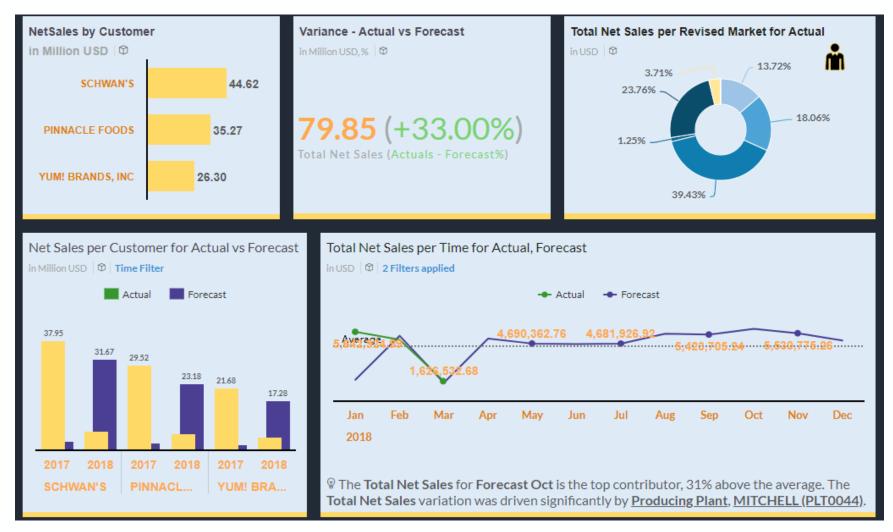
Sales User Input Template

Forecast Template														
		VERSION	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Fo
		VERSION												
		CROSS CALCULATIONS	Total Net Sales	Total Net	Total Net Sa	Total Net	Total Net Sales	Total Net Sales	Total Net Sa	Total Net Sa	Total Net	Total Net	Total Net	Tot
		TIME	▼ 2018	Jan (2018)	Feb (2018)	Mar (2018)	Apr (2018)	May (2018)	Jun (2018)	Jul (2018)	Aug (2018)	Sep (2018)	Oct (2018)	No
CONSOLIDATE CUSTOMER	DIE	PRODUCING PLANT												
C_0000009257 SCHWAN'S	6335AN RB 12" CLAS	P_0044 MITCHELL (PLT0044)	12,223,488.04	0.00	1,398,407.52	0.00	1,110,852.23	1,079,658.37	970,943.21	969,555.35	1,209,53	1,239,16	1,487,02	1,

- -Entries are made in the template, lines can be copied and pasted in their tool. The results of moves can be seen in several different views
- -Dies can be sorted descending by forecasted total net sales, dies in more than one plant are highlighted
- -We control access to fields read or write access by user or team on any dimension.

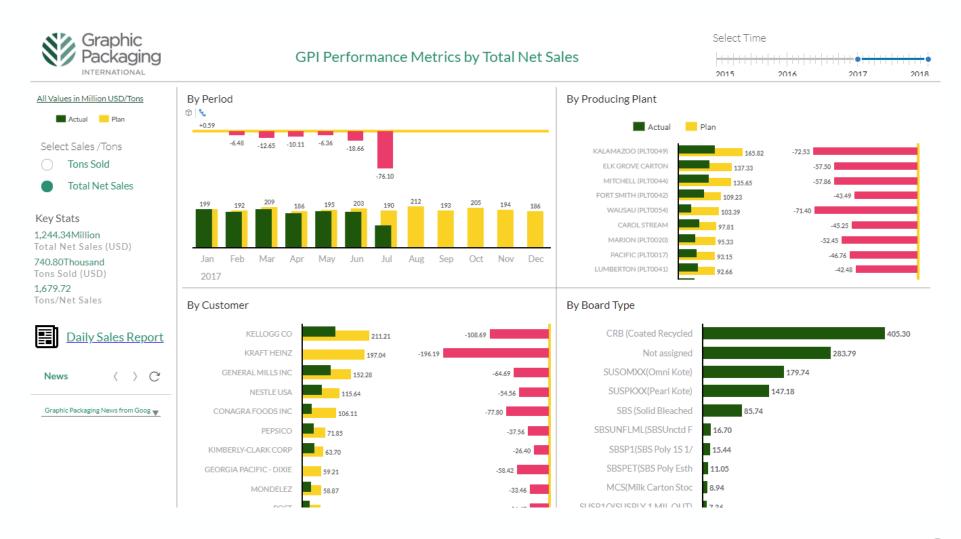


Customizable Dashboards





Example SAP Analytics-GPI Sales Story





Key Business Advantages of Sales Outlook Solution

- Utilizes existing master data tables and reporting structure resulting in faster ROI we have 2 SMEs maintaining BPC today
- Native capability to feed outlook to IBP or other capacity solution
- Integration of SAP & non-sap data allowing a full view of sales volumes
- Template simple for users with full Excel capability for planners and analysts.
- Customized Dashboard including variances to prior year and plan.
- Outlook accuracy metrics by account and/or individuals.
- Improved collaboration with the ability to share work and collect feedback
- BI self-service for dashboards, reporting, forecasting
- One version of the truth for Sales forecasting data



Future Possibilities

- BPC/SAP Analytics would not replace SAP IBP, but rather work with SAP IBP as the front end sales forecasting tool.
- Further development could enable forecasting in carton quantities either by linking to a price/k database, or creating a time series of pricing for each item within BPC
- Unit of Measure tables incorporated to toggle from cartons, to tons. Potential to include LNF and SHT conversions by die and plant to export capacity requirements.
- Develop statistical forecasting process
- Manage workflow, calendars and input tasks with notifications. Example Capacity manager
 puts in a task to transfer a die from one plant to another it sends an email to all affected
 parties to ensure alignment.
- Continue to develop for reporting dashboards and predictive analytics
- Smart Insights provide advanced metrics that monitor forecast accuracy and business performance



Future Possibilities for Advanced SAC to IBP Integration

- 1. Leverage current systems in place (SAP BPC-Sales Data) with SAC to onboard a sales forecasting solution. Utilizes current BPC SME's, master data policies, structure and maintenance.
- 2. Opportunity to integrate GPI's future state CPQ/Pricing Database to further develop forecasting in units and revenue.
- 3. A refined forecasting process and regulated pricing controls allow conversion to a unit based forecast to feed IBP
- 4. SAP Analytics Cloud continues to develop to support Capacity and Financial planning with SMEs in place.

Strategy keeps the entire IBP process in SAP's suite of compatible products.

The stepped approach allows for less risk and faster ROI by solving the forecasting challenges that drive the downstream success of S&OP functions.



SAP Analytics- optional Workflow & Input Tasks

Input tasks make it easy for multiple planners to update the plan or outlook and track approvals

Key Features

- Calendars useful for managing business process flows
 - Create processes and event categories to model high level processes
 - Add events to track key milestones and tasks to assign responsibility and multiple approvers
 - Filter on key items to focus on critical items and show items in Gantt chart
- Create input task from a story
 - Request specific people update the plan
 - Submit plan updates for approvals, where changes can be tracked against the original plan
 - Track the individual status to manage the entire update process
 - Once approved, changes can be published to a public version so everyone can see revised plan



Conclusion: Simplified Monthly Sales Forecasting Process

Continuous Sales Forecasting Process

Sales personnel forecasts and monitors their accounts leveraging the SAP Analytics Cloud Solution.

Executive Review

Gain alignment prior to finalizing the sales forecast. Make adjustments in a <u>connected</u> environment.

Publish the Final

The proposed sales outlook is pushed back to BPC for review daily and monthly reporting & analysis.

The final sales outlook is pushed from BPC to SAP Analytics Cloud. Monthly Sales forecast process complete.



Key Takeaways

- 1. Engage the **Business** in the requirements, development, testing and support
- 2. Determine the metrics for evaluating **Business** solution success
- 3. Decide on a solution that best meets the requirements of the **Business**
- 4. Decide on solutions that provide **Business** strategic short term and long objectives
- 5. Always decide on a **Business** solution, NOT an IT tool



DEMO



Questions?

Charles Reeves, Jr. Charles.reeves@graphicpkg.com

charlesreeves@gmail.com

302-494-5617



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Q&A

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