

# USE CASE: SALES PLANNING

## SAP Analytics Cloud (SAC) Use Case



### Chemical Manufacturing Company– planning deployment benefits with Analytics Cloud

- Flexibility: Ability to make high level adjustments and spread to the detail; plan at level of detail desired by business user
- Simple Deployment with low footprint and minimal training required (1hr webex) – ie, no software download or desktop set up was required for roll out– each person just needed access to Google Chrome
- Ideal interface for non-financial stakeholders – ease of use
- Elimination of Finance overhead efforts to collect and aggregate planning information
- Ability to integrate sales planning processes between Demand Forecast, Financial Planning and Budgeting (one interface for all)
- Future ability for sales force analytics, reporting and predictive analysis
- Executive and Segment analytics including bridge reporting

# USE CASE: CUSTOMER EXAMPLE CONTENT (SAC)



## Example Performance Reporting – By Segment, Business Team

**Stepan**



QTD Actual vs PY

in Million, %

ACTUAL

**184.7** (+6%)

Pounds shipped

Investor Relations  
Dashboard

SURFACTANTS

Jan (Q1/2019)

ACTUAL

**0.228** (-2.936%)

NPR Per Pound

QTD Actual vs PY

in Million, %

ACTUAL

**112.1** (-1%)

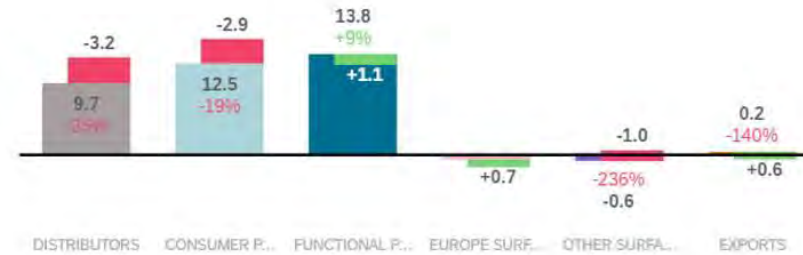
Net sales

**13.0** (+7%)

Operating income

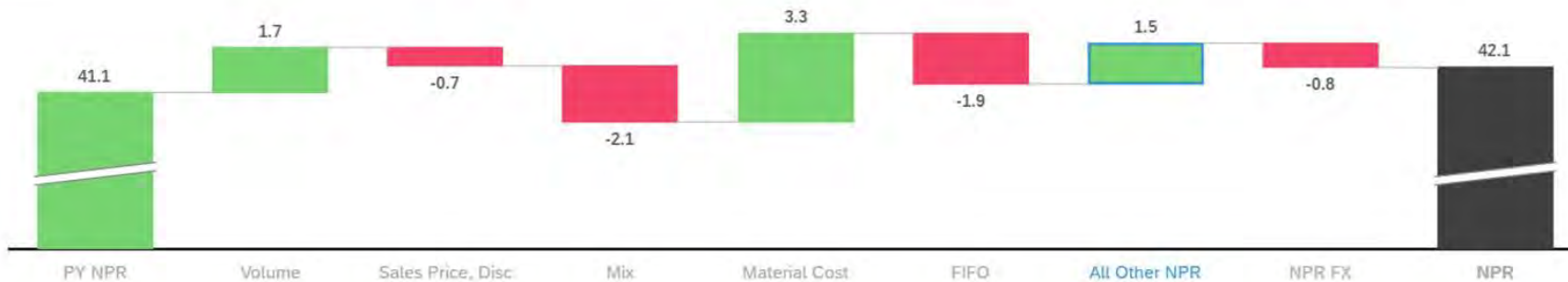
Current Qtr - OI by Segment - Act + Bud vs Prior Year

in Million, %



NPR Bridge - Jan (Q1/2019) QTD Actual vs PY

in Million



# SIMPLEFI SOLUTIONS: CUSTOMER USE CASE



*Customer Quote on 2018 results “[we are] way ahead of schedule on our budgeting process as compared to past years.... the department is running smooth”*

- Headquartered: Northfield, IL
- Industry: Chemical
- Rev / Mkt Cap: \$1.9B / \$1.7B

**Management Consolidations**

**Profitability Allocations and Analysis**

**Sales, Margin Planning**

**Intercompany, Production Planning**

**Expense Planning**

**Bridge, Price Volume Mix Reporting**

**Live Planning, Reporting, Analytics models**

**SAP Insider Case Study:**  
**Planning Tips the Scale in Stepan Company’s favor**

*“A solid understanding of our current state... Combined with an outstanding consulting firm [SimpleFi] was the secret to our success”*

<http://sapinsider.wispubs.com/Assets/Case-Studies/2017/August/IP-A-Detailed-Business-Plan-Pays-Off-for-Stepan>

**SAP Insider Interview**  
**Andrew Chapman, FP&A Director**

<https://www.sapinsideronline.com/videos/live-from-sapinsider-studio-successful-business-planning-at-stepan-company>