

Trade Management Solution Provider Selection



➤ Looking for best practice

Trade Management Solution

Provider Selection



➤ Finding a global provider

Trade Management Tool

Co Innovation

Henkel Team



- Need to cover process
- Operational Professionalism
- Business & Market Insights
- Dedicated Project Team

SAP Team



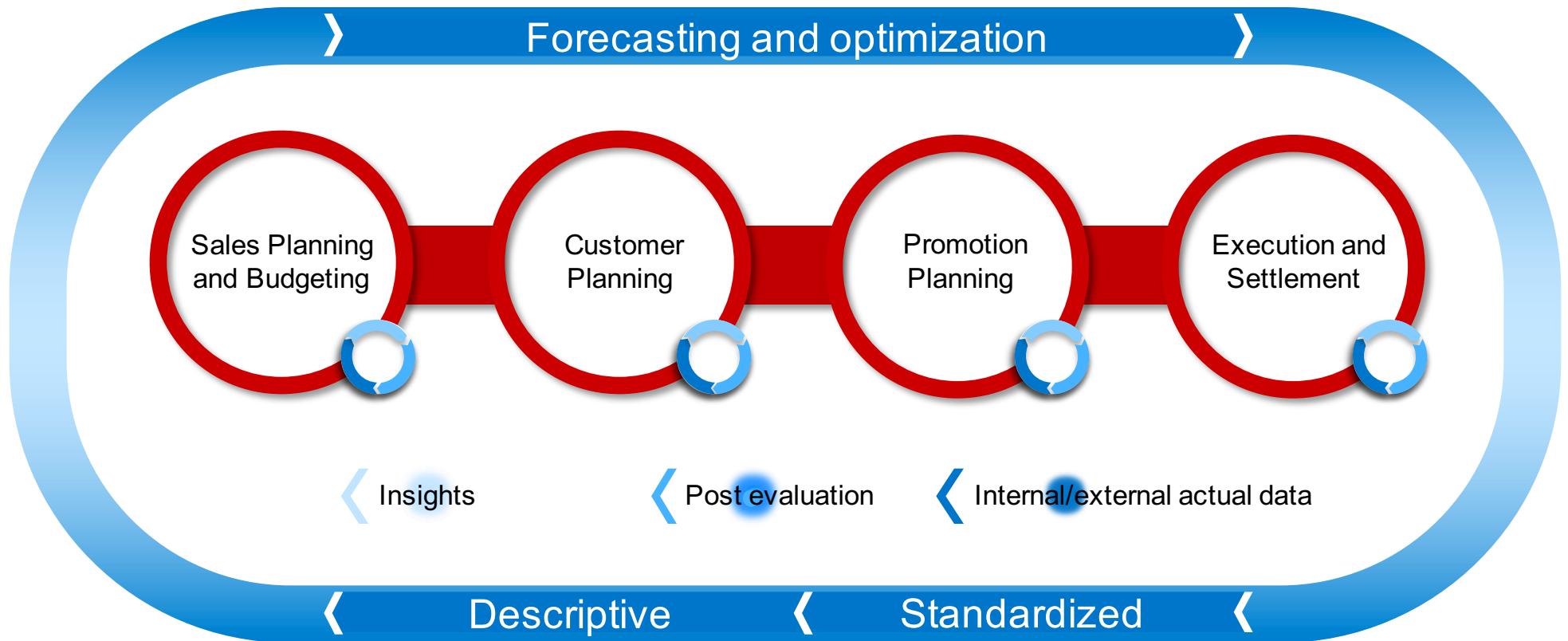
- Plan to develop "Trade Management"
- Process & Market Experts
- ERP Provider
- Dedicated Project Team

Co Innovation Road Map



| | | |
|---------------------|---|--------------|
| Concept | Workshop | 3 days |
| Development | 1 Expert Session → Release 1 | 3 x 1-2 days |
| | 2 Concept Review → Finalize Release - MIT | 1 x 1 week |
| | 3 Expert Session → Release 2 | 3 x 1-2 days |
| | 4 Concept Review → Finalize Release - MIT | 1 x 1 week |
| Implement Stabilize | Go Live | Sep '15 |

Trade Management – Full Picture



Project Scope

Template development and roll-out

Trade Management (TM)

KAM planning, forecasting, trade promotion management

Sales Force Automation (SFA)

including distributor management on- & /off-line functionality

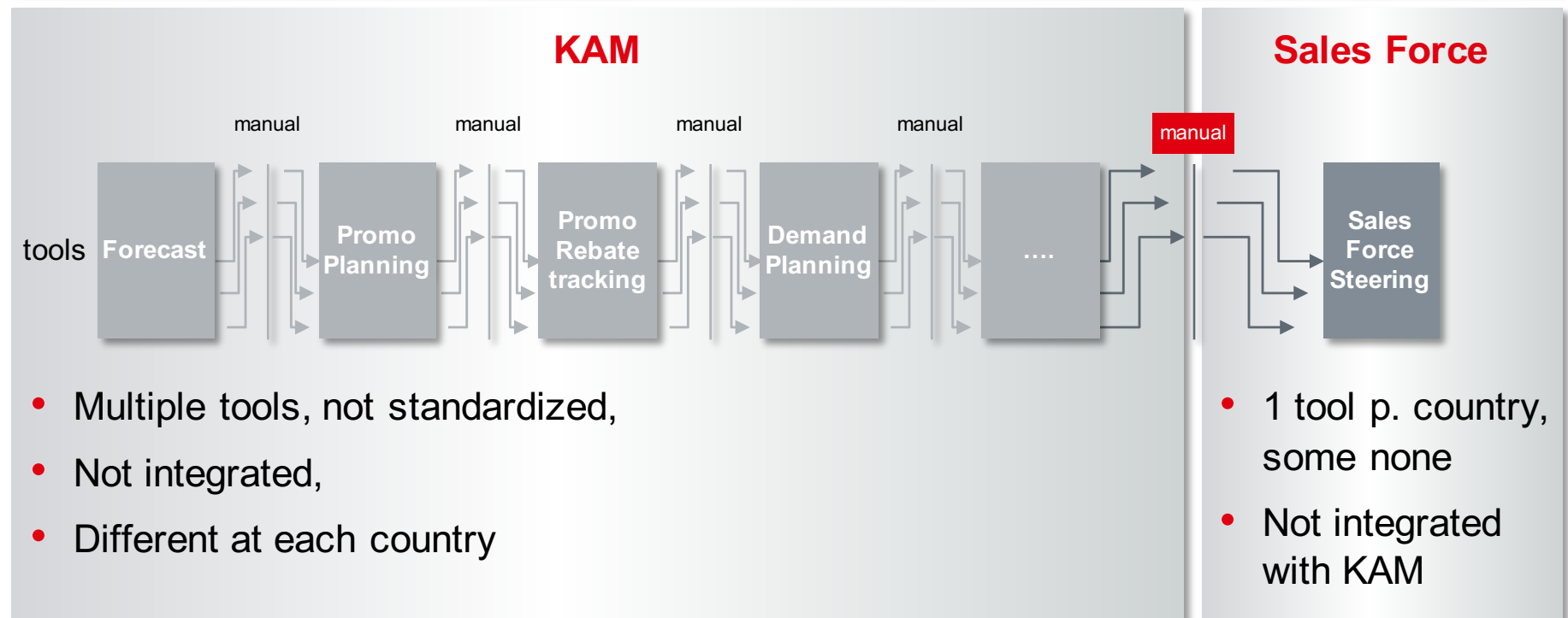
Cross processes & functions (CROSS)

bridging SFA and TM including master data management, management reporting, usability and authorization management.

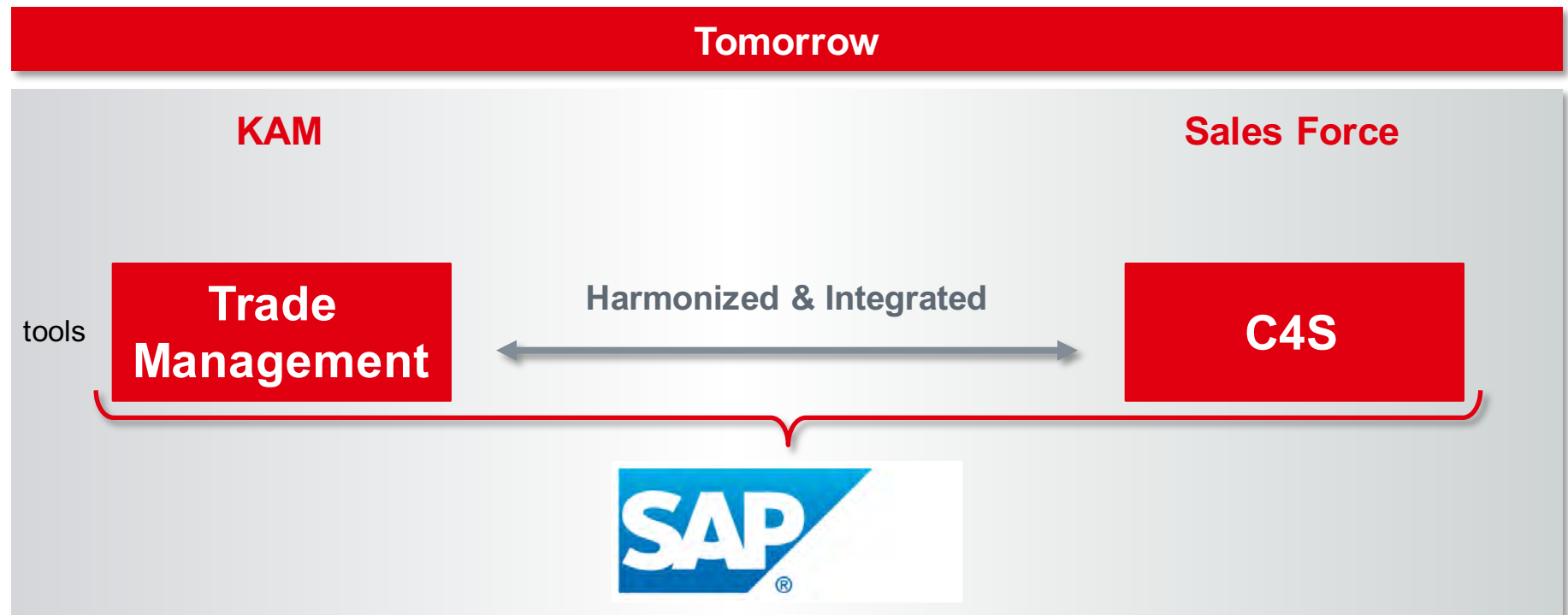


Sales Tools KAM & Sales Reps

Today

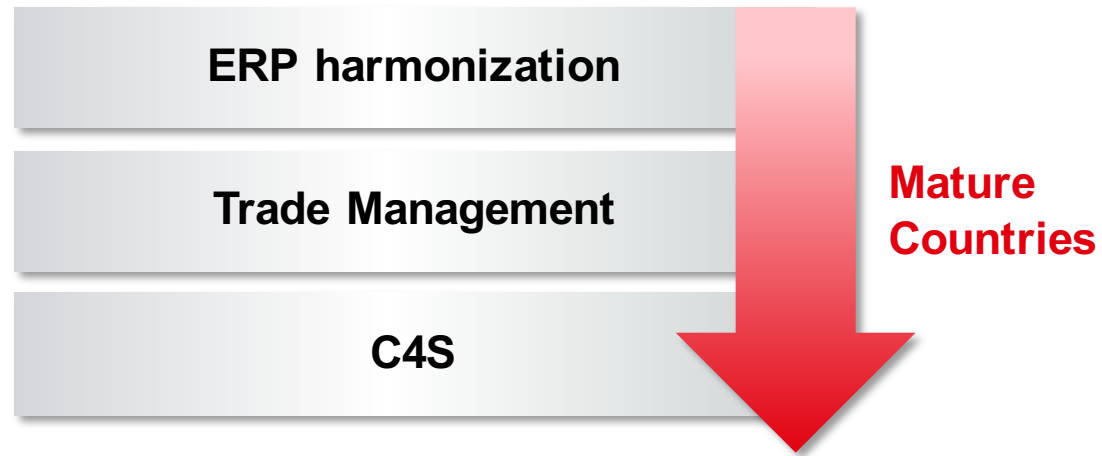


Sales Tools KAM & Sales Reps



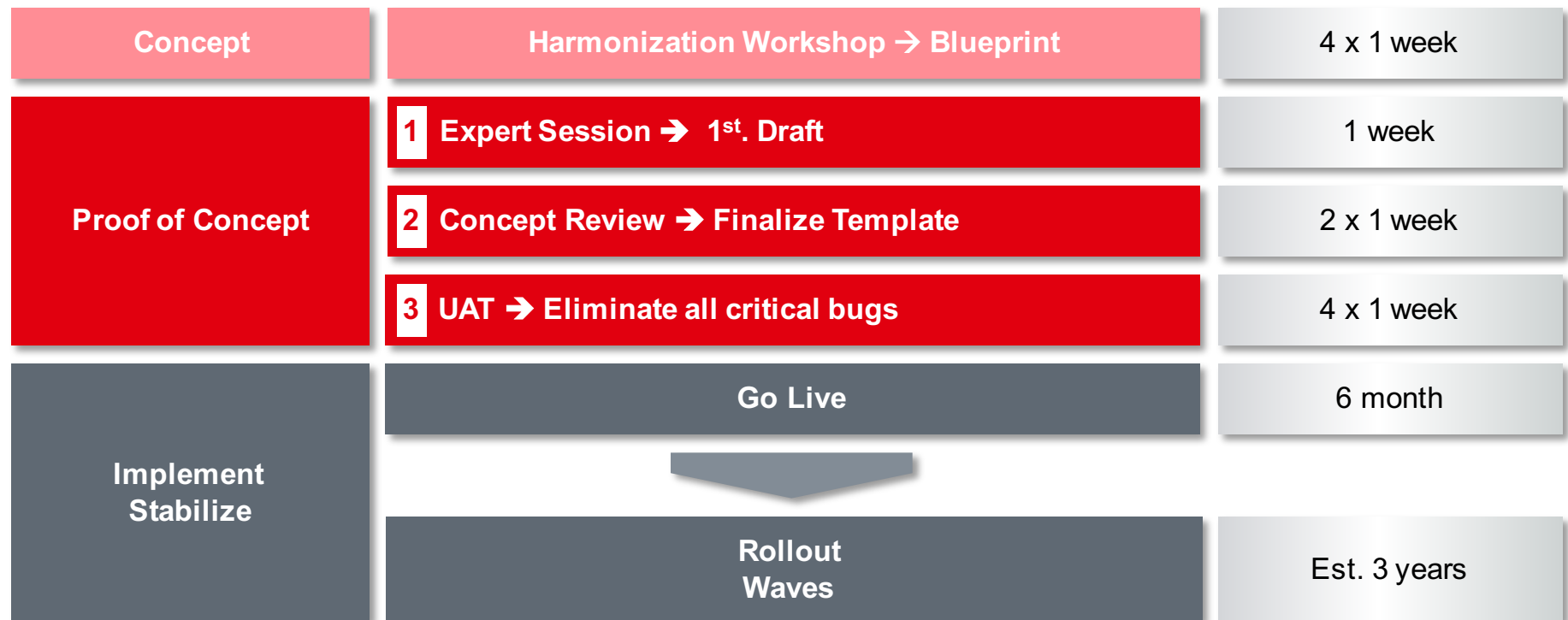
> Good News – one integrated landscape based on SAP

Sales Tools Roll Out Sequence



➤ **Mature Countries due to modern trade concentration**

Henkel Trade Management Tool Project Phases



Significant Process Improvements

| | | |
|--|--|--|
| Promotion ID | Promo Rebate Management | Sales Baseline |
| Sales order assignment to promotion (tracking promo efficiency based on sell-in) | Enhanced rebate agreements, in time accrual process | Differentiation Sales Baseline + Incremental |
| Forecast accuracy | Long Term Conditions | Integrated communication |
| Immediate calculation of all changes done by KAM on financials / volume / timing | Automated processing within one System SAP CRM – SAP ERP | With APO Demand Planning and FSCM (Claims) |

> Immediate transparency on all KPI

Trade Management

Building Blocks

| | |
|---|----------------------------------|
| Customer Business Planning (CBP) | Get The Plan Forecast LBE |
| Trade Management (TM) | Execute Process Settle.. |
| Reporting & Analytics | Reporting |

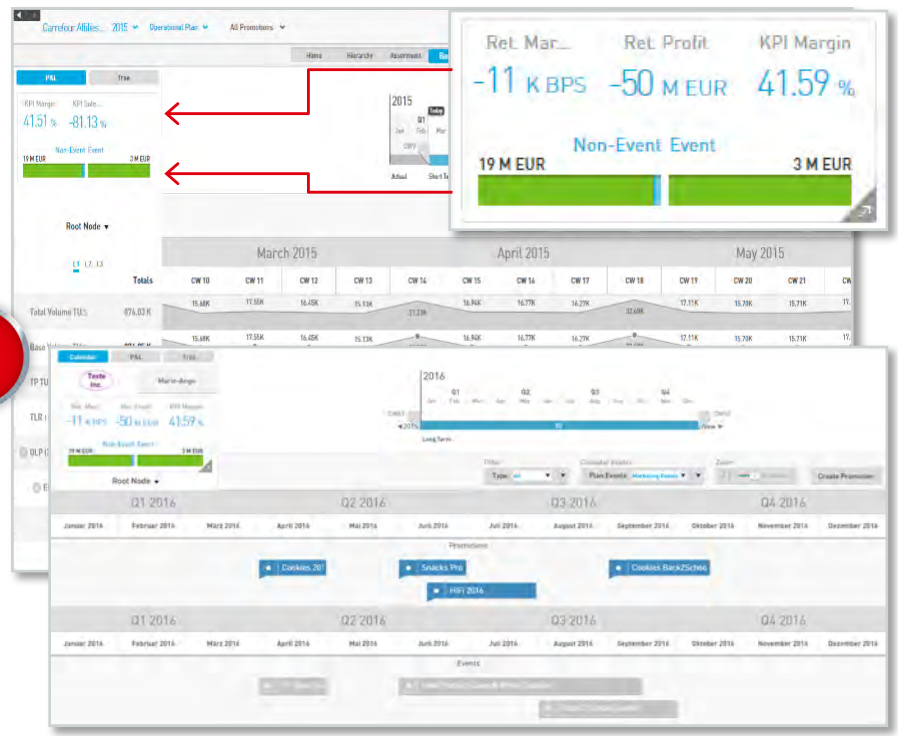


Trade Management – Get The Plan

CBP – UAT Dec / Jan

Customer Business Planning (CBP)
Trade Promotion Management (TPM)
Reporting & Analytics

Customer Business Planning (CBP)



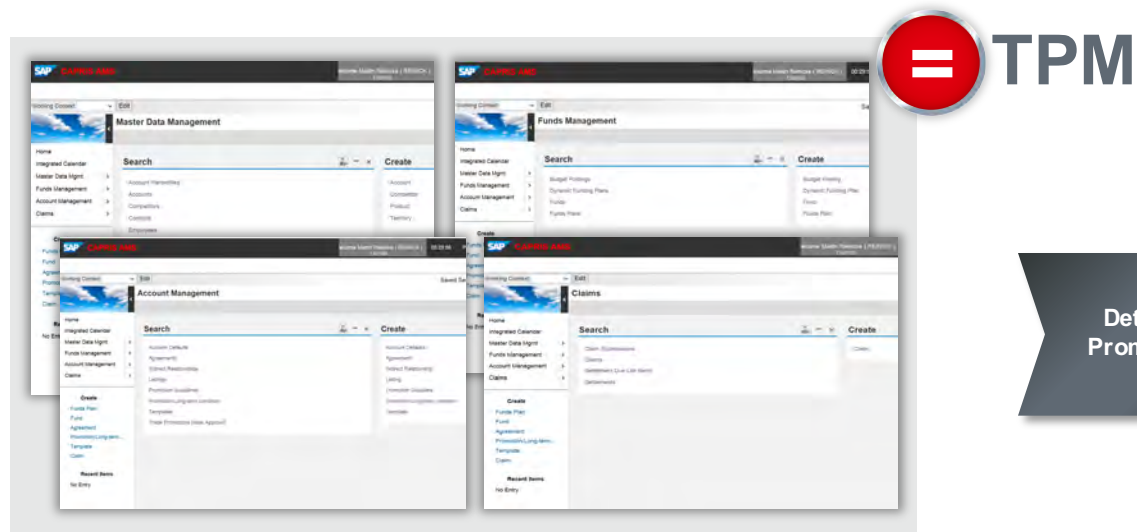
Trade Management – Execute The Plan

TPM – UAT 1-2 done, UAT 3 Nov.

Customer Business
Planning (CPB)

Trade Promotion
Management (TPM)

Reporting
& Analytics



Trade Management
(TPM)

Detailed
Promo Plan

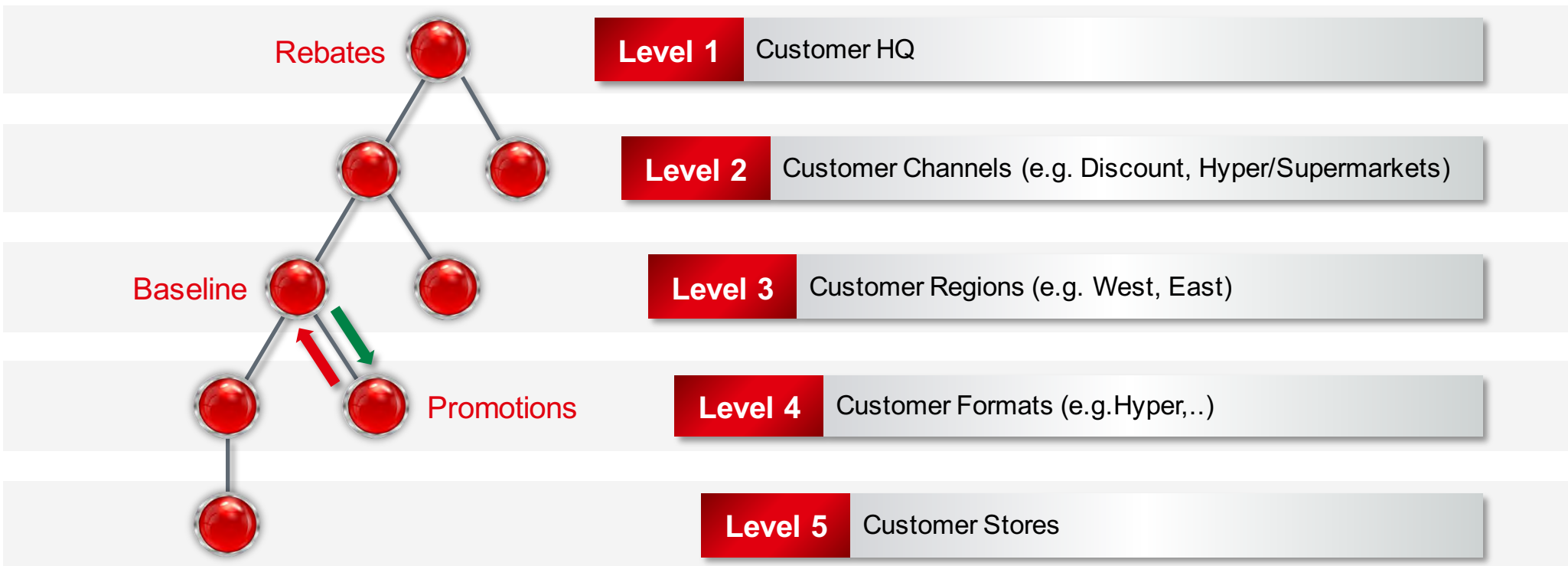
Manage Conditions
Long & Short Term
Manage Promos

Execute

Settle

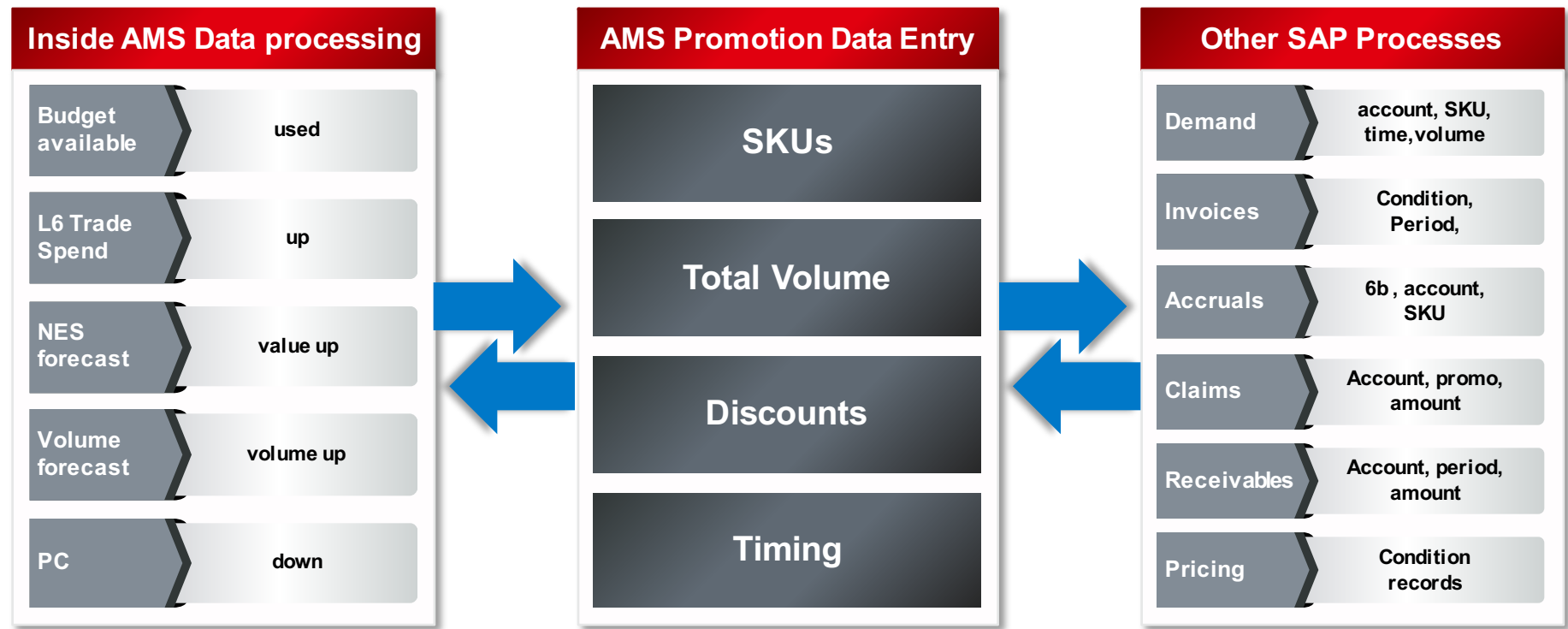
Trade Management

Managing Diverse Customer Management Processes



Trade Management AMS & SAP

Where does all the data go...?!



Trade Management SAP Landscape

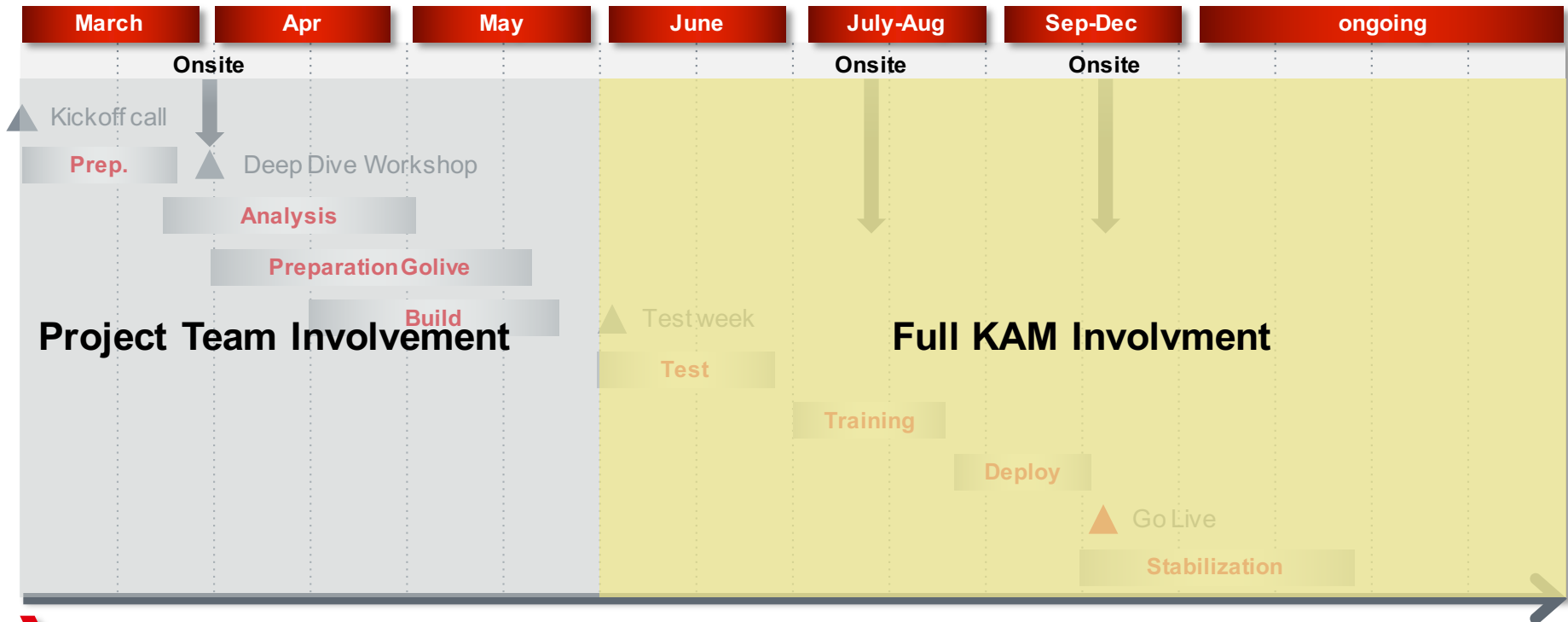
Where does all the data go...?!



➤ **Managing all data in 1 – instead in >18 places → immediate transparency**

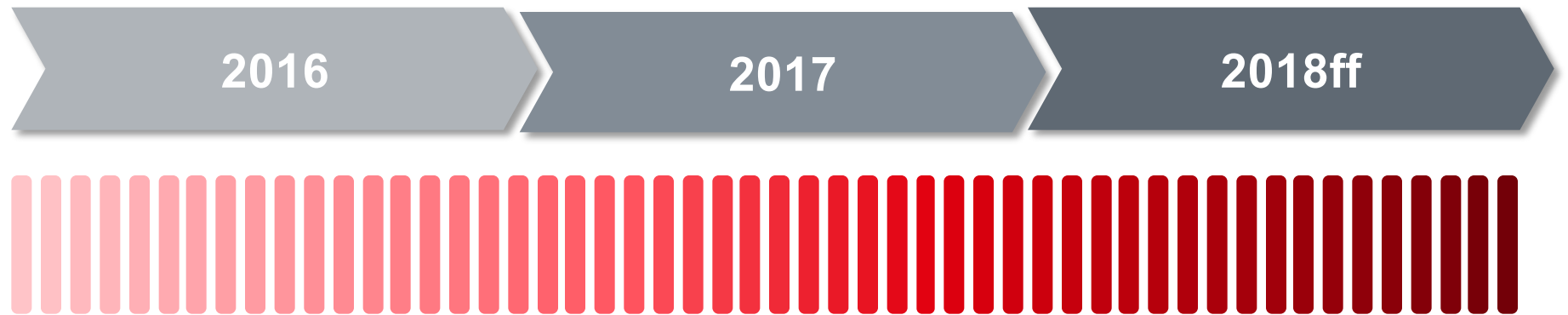
Trade Management

Template Rollout plan – First Countries 2016



> Dedicated resources and top management “Buy In” important

Trade Management Roll Out Roadmap



> Target to achieve > 80% NES coverage by end 2018

Partnership with SAP & maihiro



Trade Management

Fully integrated Account Management Solution*

In time sales KPI tracking



Efficient and risk avoiding L6 steering



Promo evaluation & customer profit simulation



Integrated NES and volume forecasting



» Even more time for customers !!

Trade Management

Achievements

Template cross countries achieved

CBP design matching Henkel needs

Sales acceptance due to strong involvement

Full SAP landscape integration

Strong co operation partner with SAP



> ... excellency & passion of all team members leading to success!

Trade Management

Future Potentials

Do pilot project onsite only – close to HQ team

Sandbox first – get future user hands on

Anticipate the unexpected to be even bigger

Have your in house SAP ERP expertise always at hand



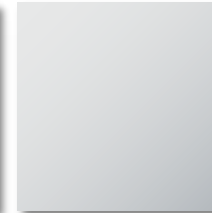
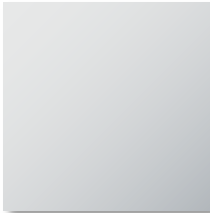
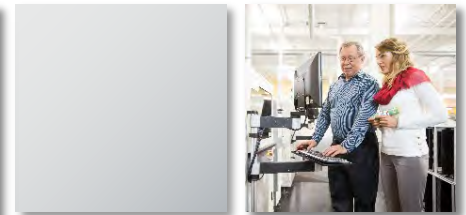
> next exciting challenge just ahead of us!

Simplify and Trade Management @ with



...a matter of team work, excellency and passion!

Thank you!



This material has been visually improved with the help of our team at the Graphic Design Center in SSC Manila. To know more about this service, please visit <http://graphics> in the Henkel portal.

Backup



Simplify and Trade Management with SAP



Does it match?



Trade Management – Full Picture

| |
|----------------------------------|
| Customer Business Planning (CBP) |
| Trade Promotion Management (TPM) |
| Reporting & Analytics |

