



Driving Meaningful Change from Trade Effectiveness Across People, Processes and Tools

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Introduction: Hovis



Hovis Challenges



Solutions



Deployment Approach



Business Benefits & Learnings

MD's staff briefing: 1935



1886

Hovis Brand Created

“Boy on a bike”
TV Advert: 1973



10,000,000

Loaves baked every week

End to end, equivalent per month, to the

Great Wall
of China...& a bit



3,500
Employees

18 Sites



900,000
Tonnes of wheat milled p.a.



+ 100
Customers

+ 800
SKUs



+ 1,000
Promotions p.a.





2014





Introduction: Hovis



Hovis Challenges



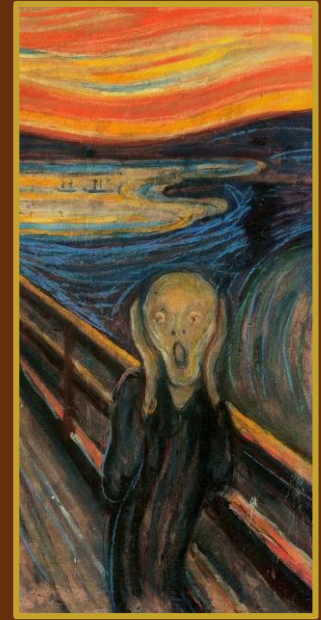
Solutions



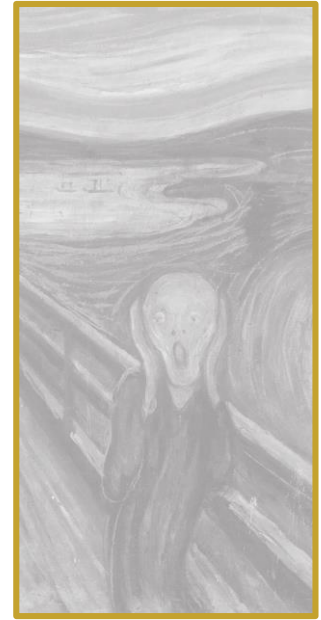
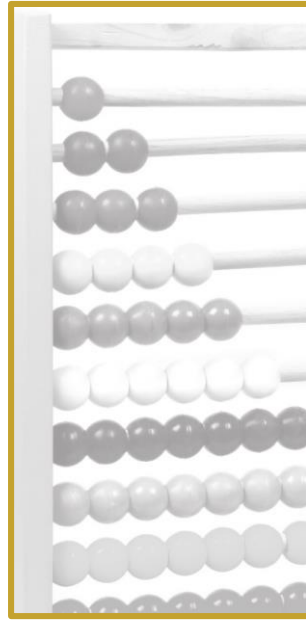
Deployment Approach



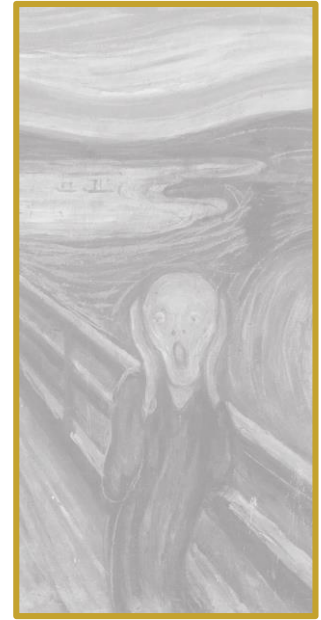
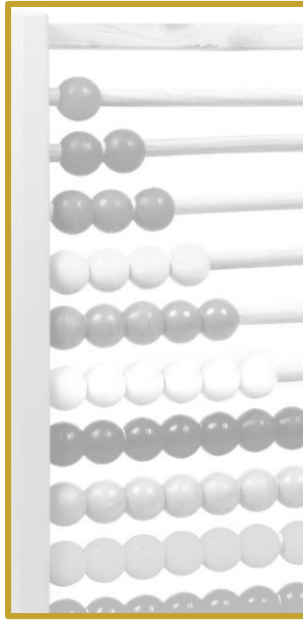
Business Benefits & Learnings



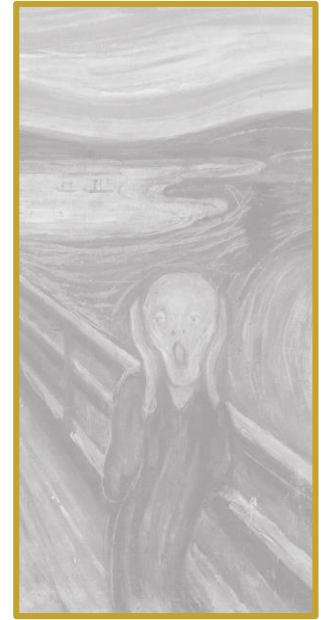
Key Challenges



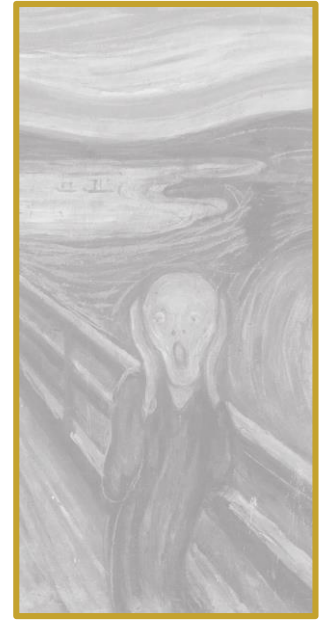
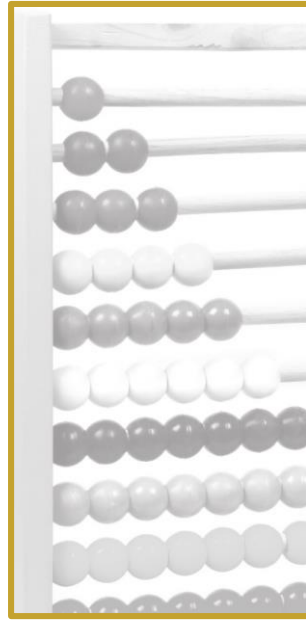
NewCo



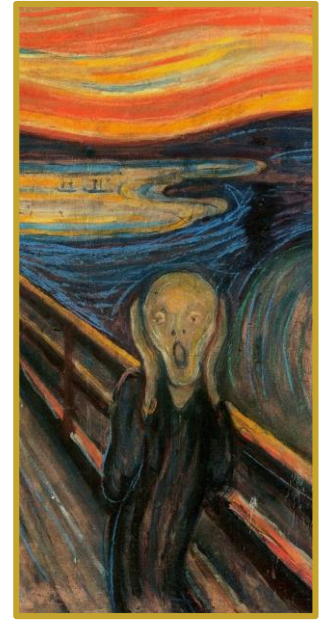
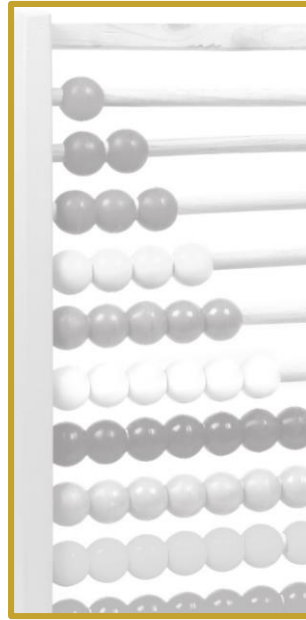
Legacy System



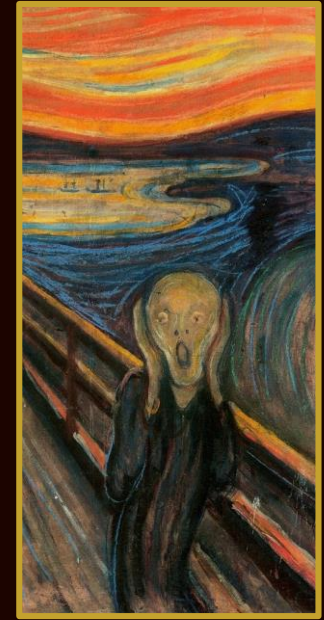
Capability



Data & Insight



UX / UI



Summary



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Legacy System



Data & Insights



UX/UI

Data & Tools

Process & People



NewCo



Capability



Perfect Landscape Fit

Data & Tools

“One Stop Shop” for Sales

Process & People

Cash Flow Management

Revenue Management

Commercial Capabilities



Perfect Landscape Fit

SaaS / Cloud based solution to complement IT Architecture
Flexible system, preferably deployable quickly
Future proof, responsive and device agnostic

Data & Tools

“One Stop Shop” for Sales

Bringing all the data into one system to drive plan / execution and evaluation
Systemizing forecasting, removing off-line workarounds, to give complete visibility
Increase efficiency: Removing multiple system log in, improving Ways of Working

Process & People



Revenue Management

Pricing Ladder

Trade Terms Review

Promo Mix Visibility



Process & People



Commercial Capability

P&L Training

Supplier Agreements

Process & People





Improving Cash Flow Management

Tighter Accruals

Quicker Payment Process

Reducing Aged Debt

Process & People



Cross Functional Team

Company-wide Demonstrations

Early Solution Access

Process & People



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Hovis Challenges



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Deployment Approach



Business Benefits & Learnings


Engagement

BRINGING THE GAP

Road Map


REVENUE MANAGEMENT ROADMAP

UpClear
BluePlanner



DEPLOYMENT PRINCIPLES
HOVIS
UPCLEAR & BLUEPLANNER

Fully Updated
Trade Promotion Management
Analytics
Optimisation
Payments & Accruals



Award Winning Revenue Management Software

upclear.com



Planning

3 Months

Execution

2 Months

Evaluation

1 Month

Road Map

The image shows the cover of a document titled 'REVENUE MANAGEMENT ROADMAP'. At the top left, the UpClear BluePlanner logo is displayed. Below it, the text 'DEPLOYMENT PRINCIPLES' is written in white on a dark blue background, followed by 'HOVIS' in large white letters and 'UPCLEAR & BLUEPLANNER' in smaller white letters. A map of the High Wycombe area is shown in the center, with a red circle highlighting a specific location. To the left of the map, a list of features is provided: Fully Updated, Trade Promotion Management, Analytics, Optimisation, and Payments & Accruals. At the bottom left, the website 'upclear.com' is listed. At the bottom right, a yellow circle with a red border contains the text 'Award Winning Revenue Management Software'. The entire cover has a dark blue background with white and yellow text and graphics.



Planning

Supplier Agreements

Promotion Planning

Execution

Month End and Accruals

Payments Reconciliation

Evaluation

Post-Event Evaluation

Road Map

The image shows the cover of a book titled 'REVENUE MANAGEMENT ROADMAP' for HOVIS, developed by UpClear and BluePlanner. The cover is primarily blue with white and yellow text. At the top left, the UpClear BluePlanner logo is displayed. Below it, the text reads 'DEPLOYMENT PRINCIPLES HOVIS UPCLEAR & BLUEPLANNER'. A list of features is provided on the left side, including 'Fully Updated', 'Trade Promotion Management', 'Analytics', 'Optimisation', and 'Payments & Accruals'. A map of the High Wycombe area is shown in the center, with a red circle highlighting a specific location. At the bottom right, a yellow badge with a red border states 'Award Winning Revenue Management Software'. The website 'upclear.com' is listed at the bottom left.



Planning

Supplier Agreements
Promotion Planning

Planning for the
New Financial Year

Execution

Month End and Accruals
Payments Reconciliation

First Month End
First Invoice Received

Evaluation

Post-Event Evaluation

First Promotional
Review Cycle

Road Map





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Deployment Approach



Business Benefits & Learnings

Budgeting Process completed quickly

S&Op Plan volume changes financialised overnight

Risks and Ops now be systemised

Visibility of ROI identifying activities that won't be repeated

New mechanics and promo types being tried

Cannibalisation now understood

Full P&L visibility, including Overrides

Governance and Financial control improved

Business Benefits



Long term vision of the benefits – don't be short term in thinking

Clearly define key business needs and objectives

Start small with the end in mind – be pragmatic

“Go-live” building next FY Budget in the new solution

Cross functional touch points and early adoption necessary to deliver a successful outcome

Words of Wisdom



Initial project sold internally as:

“A vital step to enable business transformation towards trade spend and profit optimisation”

Since Deployment:

Dramatically reduced requirements for planning time leading to increased focus on course correction with significant ROI benefits realised as a result.