

Collaborative Marketing to Supercharge Profitable Growth Summit

TPM-TPO
and Advanced
Analytics
are Bigger
in Dallas!

November 4-6, 2015



Forecasting the future and understanding the past with Colgate Business Planning

Tommy Thomas, Colgate-Palmolive Company



What We Will Cover

- Colgate-Palmolive Background
- Colgate Business Planning
- What is Trade Promotion Optimization?
- Insights from Colgate's Implementation of TPO
- How Colgate Will Measure the Success of TPO



What We Will Cover

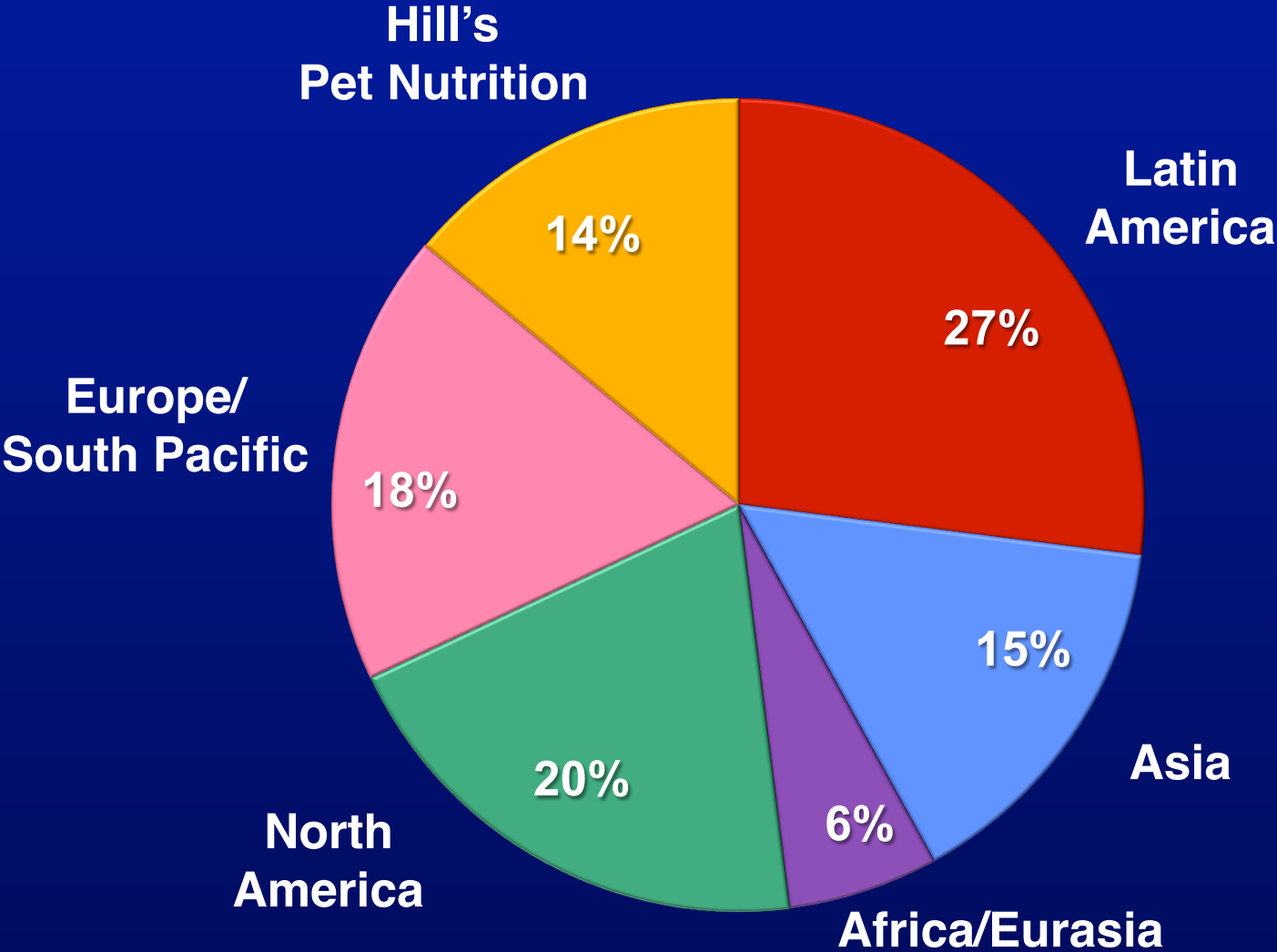
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Overview

- **\$17.3B global consumer products company, founded in 1806**
- **38,000 Colgate people worldwide**
- **Products sold in 223 countries**
- **Four core categories**
 - **Oral Care**
 - **Personal Care**
 - **Pet Nutrition**
 - **Home Care**

Net Sales by Division – Q3 2015





Oral Care



Personal Care

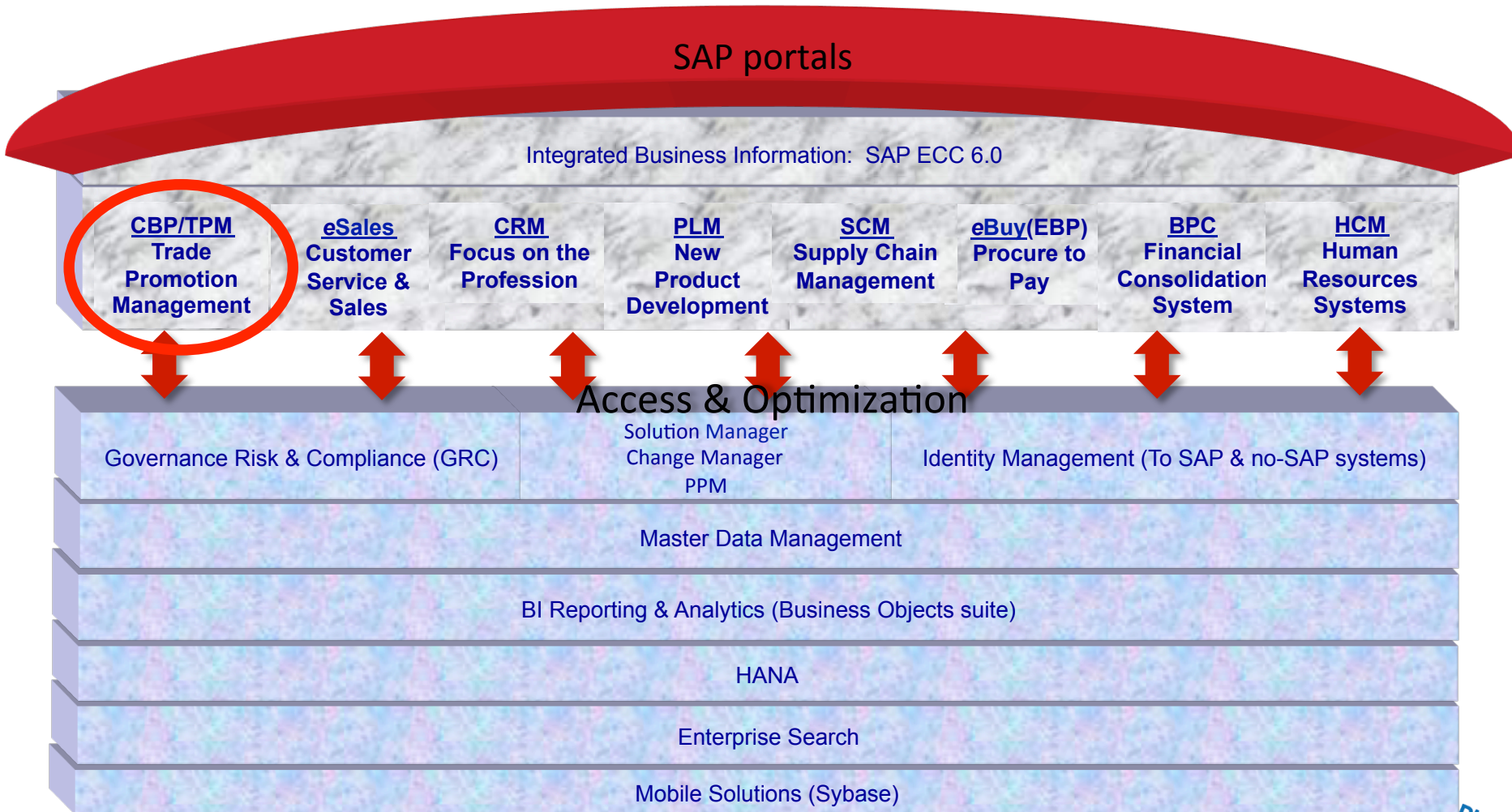


Pet Nutrition



Home Care

SAP Strategy at Colgate



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Colgate Business Planning Vision

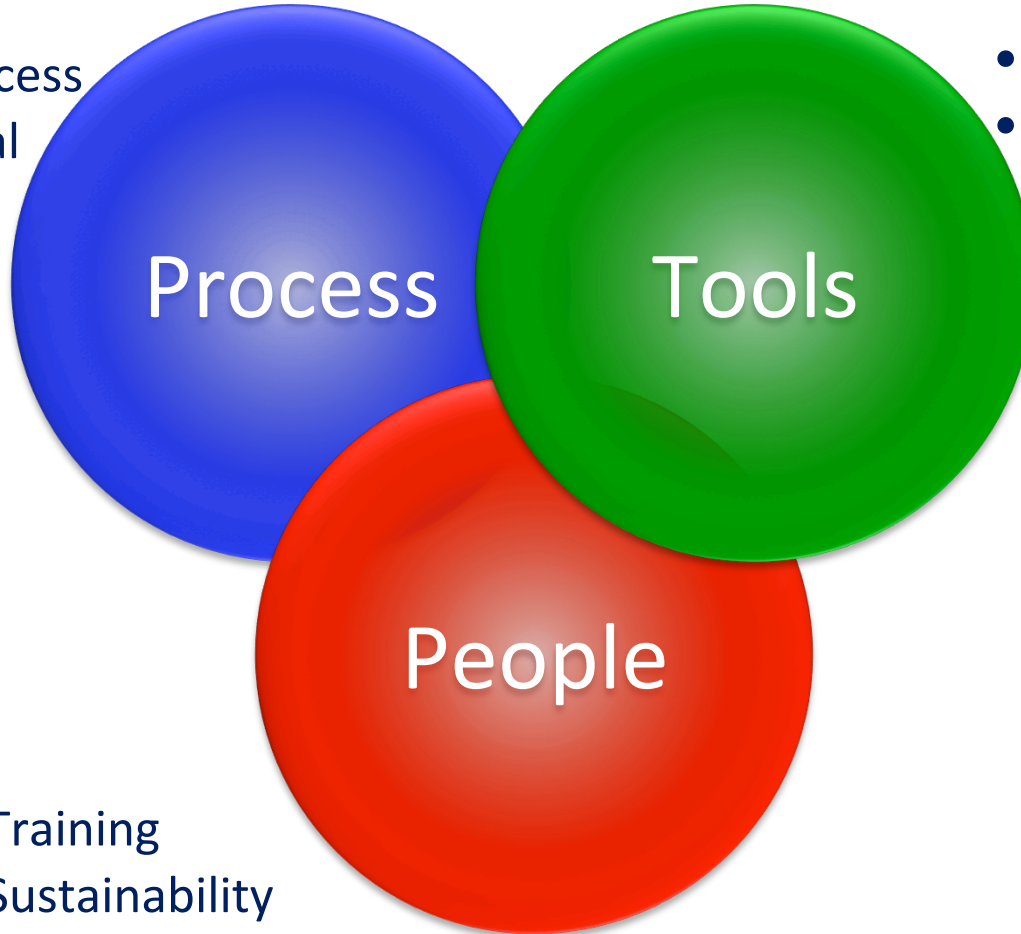
Create a global, integrated, total commercial spend management approach to maximize return on commercial investment, accelerate growth and build brand health.

Colgate Business Planning Project Overview

- End-to-end commercial planning and execution process
 - Set goals and plans 18 months out for brands and customer
 - Measure performance against goals and plans
 - Drive effective commercial investment to help grow market share and margin
- Supported by an SAP system
 - SAP CRM/SAP Trade Promotion Management
 - SAP NetWeaver BI (SEM-BPS and Reporting)
 - SAP R/3
 - SAP APO
 - SAP NetWeaver Portal

Colgate Business Planning

- One Global Process
- Cross Functional



- One SAP Platform
- Embedded Analytics

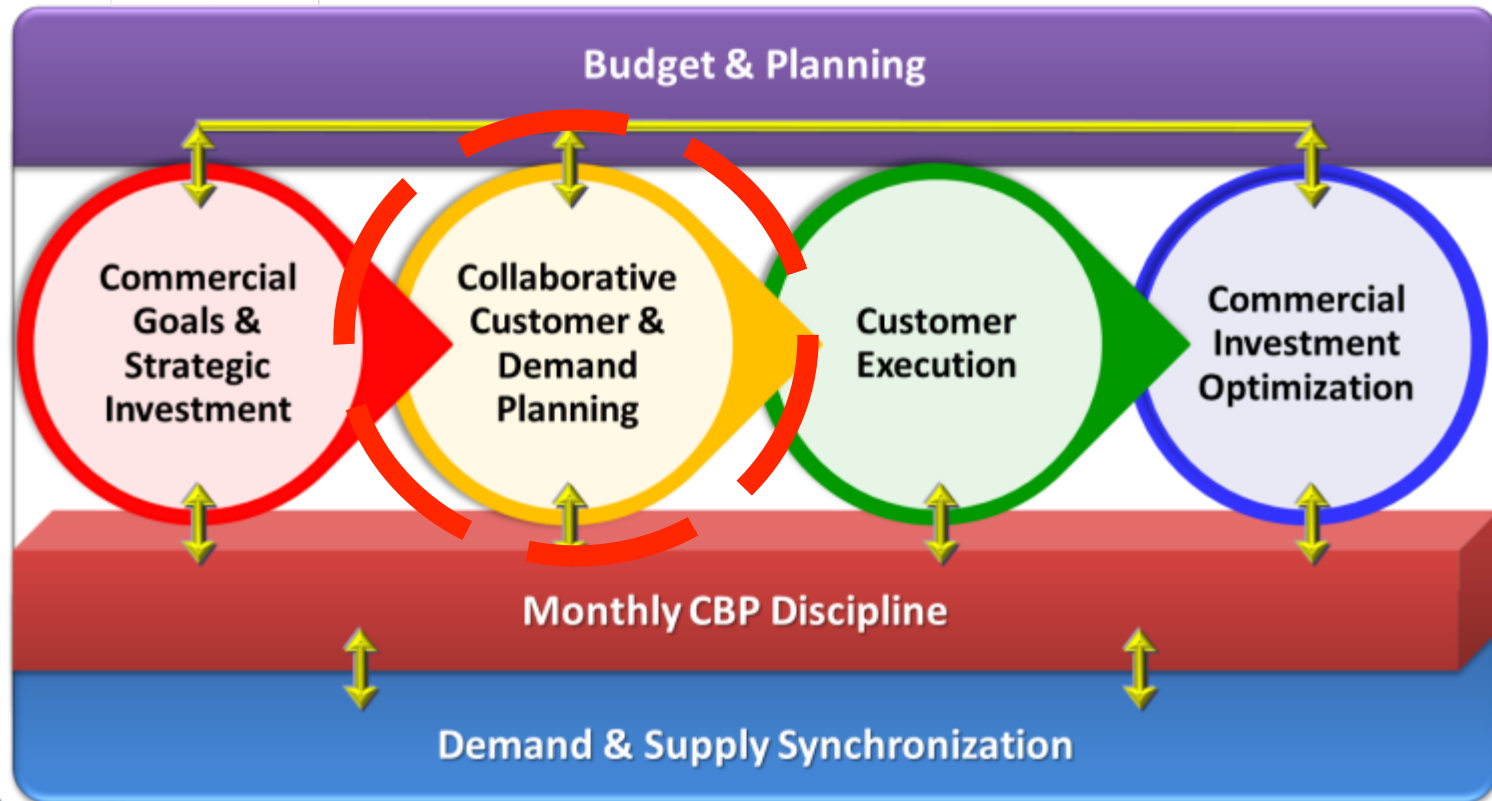
- Training
- Sustainability
- Continuous Improvement



Colgate Business Planning



COLGATE BUSINESS PLANNING PROCESS



Global Strategy: Phased Approach

Phase 1 –
Definition of “Gold Standard” Blueprint

2005

Timing

Process &
Change
Management

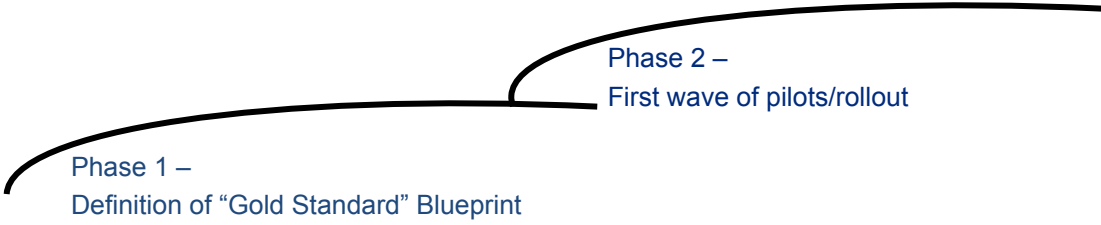
- Definition of Commercial Planning Process
 - Definition of ROI strategy, training, tools, process
 - Definition of monthly CBP discipline
 - Definition of Roles & Responsibilities
- Essentials for Go Live

Systems

- Identify critical system requirements for Pilot/ Rollout
- Build initial Cycle application release (Cycle 2)



Global Strategy: Phased Approach (cont.)



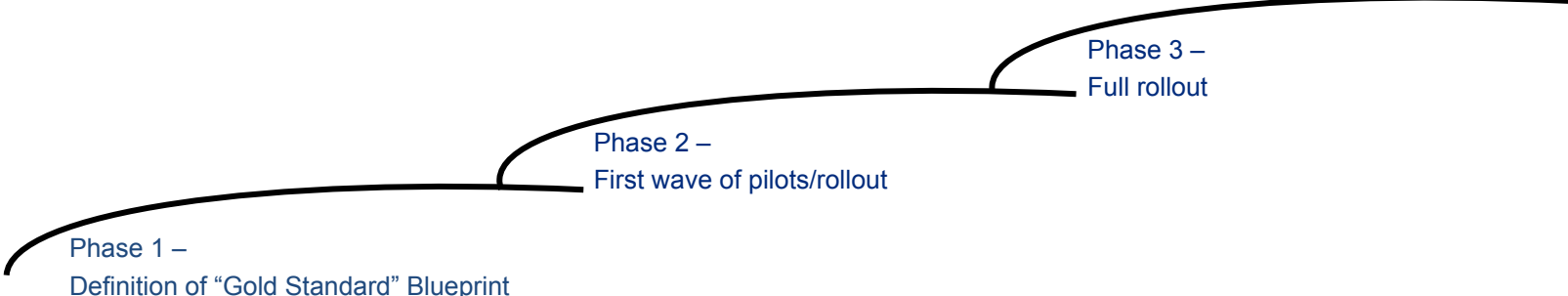
Timing	2005	2006
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- | Process & Change Management | 2005 | 2006 |
|-----------------------------|---|--|
| | <ul style="list-style-type: none"> • Definition of Commercial Planning Process • Definition of ROI strategy, training, tools, process • Definition of monthly CBP discipline • Definition of Roles & Responsibilities | <ul style="list-style-type: none"> • Pilot in selected countries • Implementation of refinements to the CBP Standard |
- } Essentials for Go Live

- | Systems | 2005 | 2006 |
|---------|--|--|
| | <ul style="list-style-type: none"> • Identify critical system requirements for Pilot/Rollout • Build initial Cycle application release (Cycle 2) | <ul style="list-style-type: none"> • Implement Cycle 2 release: <ul style="list-style-type: none"> • Commercial Goal application • Account Planning application • Integration to Demand Planning • Account Execution • Pre- and Post-Evaluation |



Global Strategy: Phased Approach (cont.)



Timing	2005	2006	2007 to 2015
Process & Change Management	<ul style="list-style-type: none"> • Definition of Commercial Planning Process • Definition of ROI strategy, training, tools, process • Definition of monthly CBP discipline • Definition of Roles & Responsibilities 	<ul style="list-style-type: none"> • Pilot in selected countries • Implementation of refinements to the CBP Standard 	<ul style="list-style-type: none"> • Implementation across all markets
Systems	<ul style="list-style-type: none"> • Identify critical system requirements for Pilot/ Rollout • Build initial Cycle application release (Cycle 2) 	<ul style="list-style-type: none"> • Implement Cycle 2 release: <ul style="list-style-type: none"> • Commercial Goal application • Account Planning application • Integration to Demand Planning • Account Execution • Pre- and Post-Evaluation 	<ul style="list-style-type: none"> • Cycle 3 enhancements (Y2007) • Cycle 4 enhancements (Y2008) • Cycle 5 enhancement (Y2010) • Cycle 6 enhancements (Y2012)

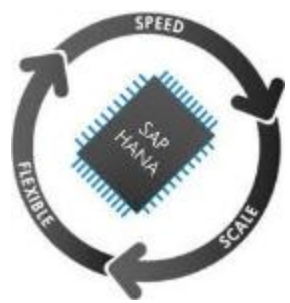
Essentials for Go Live



Current Version of Colgate Business Planning

“Maximize Power of the Output”

SPEED



In Memory

EASE OF USE



Excel Interface

ANALYTICS



**Reporting
Workbook**

