Achieving Mutual Growth through Data Centered Collaboration

POI
PROMOTION OPTIMIZATION INSTITUTE

Revolutionizing Trade Management Processes at Henkel

Martin Reinicke
Global Sales Development
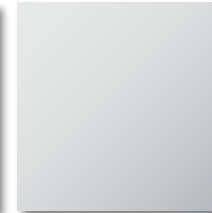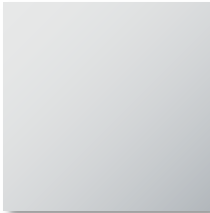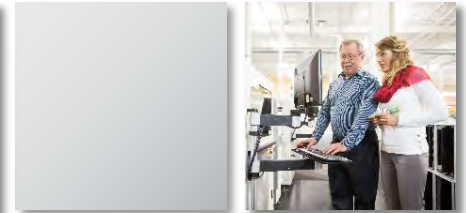POI Dallas Nov, 2016

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Revolutionizing Trade Management Processes at Henkel

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Henkel Excellence is our Passion

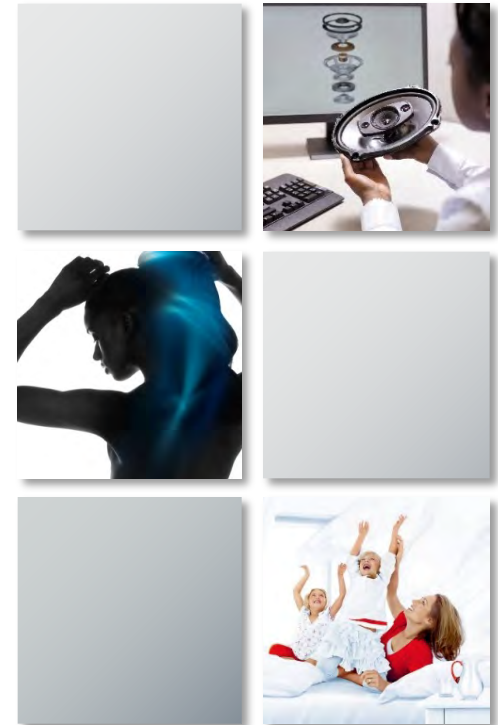# Agenda

1. **Did you know …**

2. **Who we are**

3. **What guides us**

Did you know …

… that Henkel is the **world's number one** adhesives producer?

… that Henkel sells detergents for around **25 billion wash loads per year**?

… that **every second, more than 20 hair colorants** from Henkel are sold worldwide?

Henkel

Who we are
Henkel at a glance 2015

Almost

50,000

employees worldwide

Around

€18.1 bn

sales,
+3.0% organic
sales growth

43%

of our sales generated
in emerging markets

€2.9 bn

adjusted[1] operating
profit (EBIT)

61%

of our sales generated
by our top 10 brands

139 years

of brand success

1 Adjusted for one-time charges/gains and restructuring charges.

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Who we are
Global footprint

- Henkel products and technologies available **worldwide**

- Employees from **125 nations**

- Strong presence in emerging markets: **43% of sales, 55% of employees**

- **170 manufacturing** and **21 major R&D sites** around the world

Who we are
Global leading positions in consumer and industrial businesses

Consumer Businesses		Industrial Business
Laundry & Home Care	**Beauty Care**	**Adhesive Technologies**

Persil **Purex** **Pril**

Schwarzkopf **Dial** **syoss**

LOCTITE **TECHNOMELT** **Pritt**

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Who we are
Our new family member at Laundry

Laundry & Home Care Acquisition
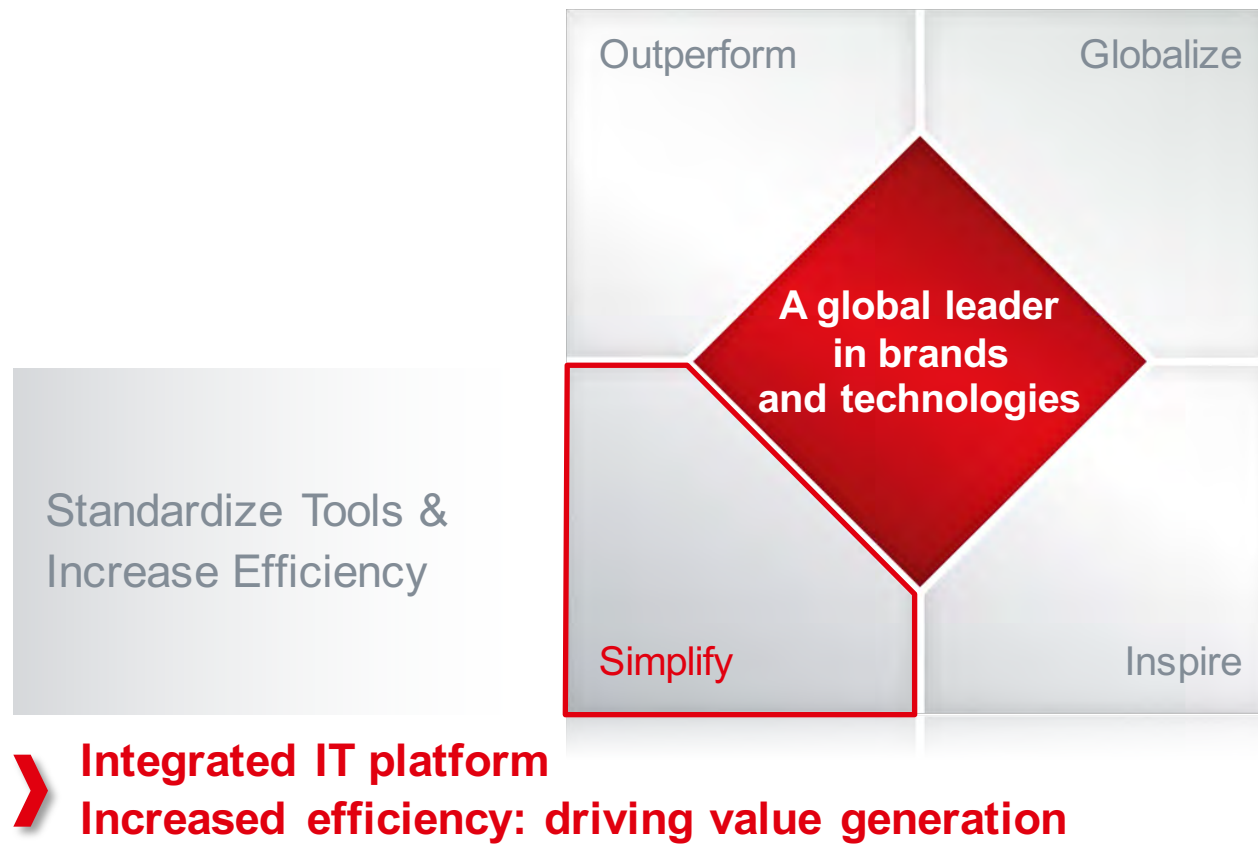
Laundry & Home Care	The Brands	The Company

Becoming the new # 2 in NA Detergent market!

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What Guides Us

Outperform

Globalize

A global leader in brands and technologies

Simplify

Inspire

Henkel

What Guides Us

Outperform   Globalize

**A global leader
in brands
and technologies**

Standardize Tools &
Increase Efficiency

Simplify   Inspire

❯ **Integrated IT platform
Increased efficiency: driving value generation**

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Simplify and Trade Management @ Henkel with SAP

Does it match?

Simplify and Trade Management with SAP

CPG Trade World
"Go To Market" over all cluster

Supply wise

> ...a diverse world

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CPG Trade World

"Go To Market" over all cluster

Shopper Wise

❯ **…a diverse world**

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CPG Trade World

"Go To Market" over all cluster

Product + Customer + Rebates + Promotions

❯ **…even in a diverse world**

Trade Management
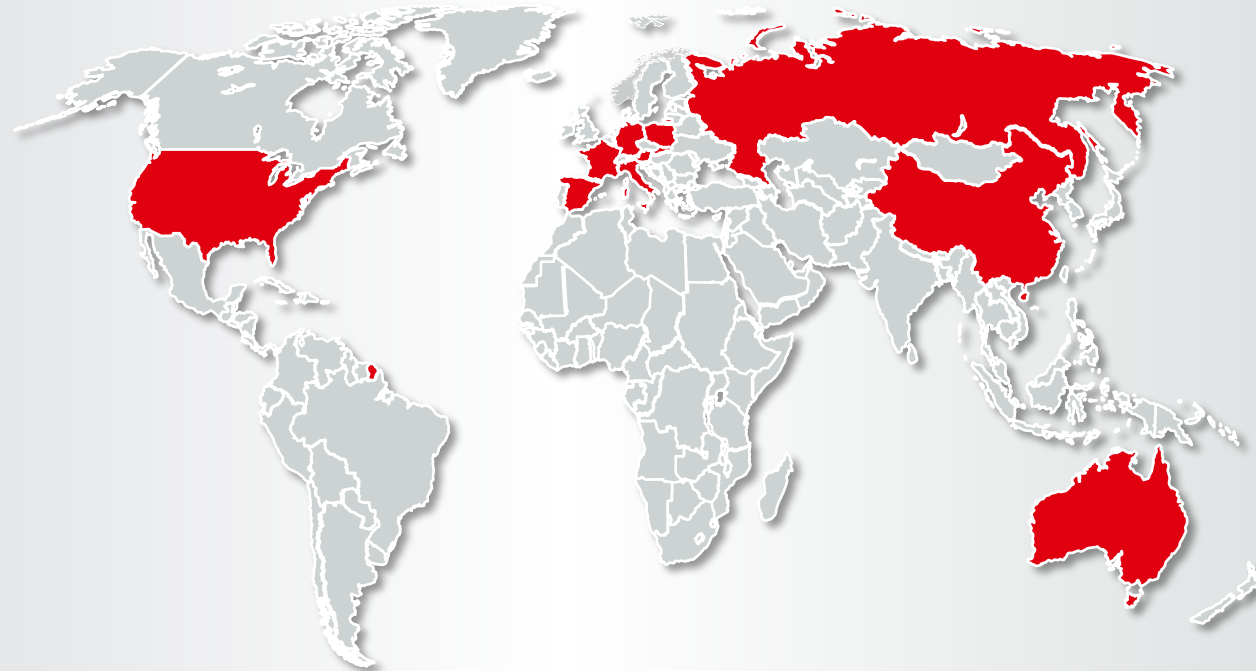## "Go To Market" over all cluster

One Template Fits All

> **…even in a diverse world ?**

Trade Management Template Build
Business Blueprint Core Team

...representing key "go to market" models

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Business Blueprint Trade Management
Landscape

National Promo Plan	Sales Plan	Funds Planning	New Product Development

Account Promo Plan (incl.CIP) | **Listing**

Annual Negotiation Preparation

Forecast

S&OP

Promo Execution | **Listing**

Claims & Deductions | **Funds Management**

Operational Day-to Day Reporting

Legend:
- CPB
- SAP Standard
- CBP
- Not part of CRM project

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Trade Management
"Go To Market" over all cluster

One Template Fits All

❯ **…even in a diverse world – yes!**

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Template Approach
One solution fitting all country processes

> 80% of country process to be covered by template

+

< 20% country process to be customized locally

=

Accelerated global roll

Global Template

Localization

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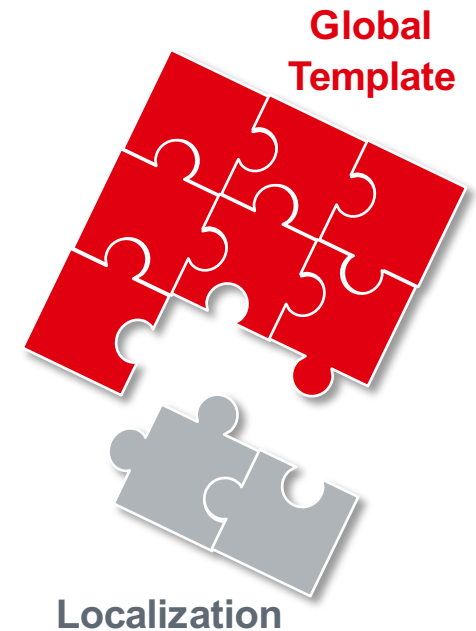
One promotion – current effort to manage…

xlsx	12 month forecast	xlsx	Annual promo calendar
xlsx	Short term forecast	xlsx	Promo price offer
xlsx	Pr...		...tion
xlsx	Pr...		
xlsx	NP...		...AP
xlsx	Sa...		
xlsx	Ke...		
xlsx	an...		...llection
xlsx	Monthly budget planning	xlsx	Accrual upload into CoPa
xlsx	Accrual budget balancing		

> 17 single "xls-sheets"
processing
e.g.80 SKUs

➔ **up to 9.000 clicks**

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Trade Management
Data Management Outlook

	Today	Tomorrow
Data Entry Point (sharepoint folder etc…)	69	✔ = 1
Planning Elements (xls. sheets …)	270	✔ = 1
Source of information – data places	2.7 Mio	✔ = 1

❯ **Faster, better, more efficient trade management**

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Trade Management
Lead Time for KPIs

	Today	Tomorrow
Sales KPI tracking	1-9 ds[1]	< 1´/1d
Efficient and **risk avoiding** rebate steering	3-6 ds[1]	< 1´
Promo evaluation & customer profit simulation	3-9 ds[1]	< 1´
Integrated NES & Volume - forecasting	None[1]	< 1´

[1] High manual effort, no common base, xls sheets

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