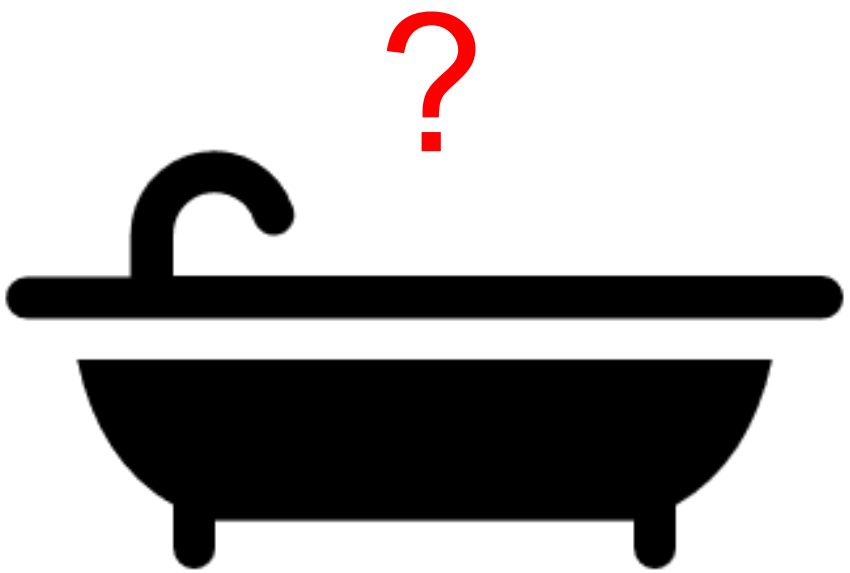
What impact can a TPM / TPO solution have on the wider business?

acumen

Nick Ryan, Chief Commercial Officer

Phil Morgan, Head of Commercial Planning & Execution

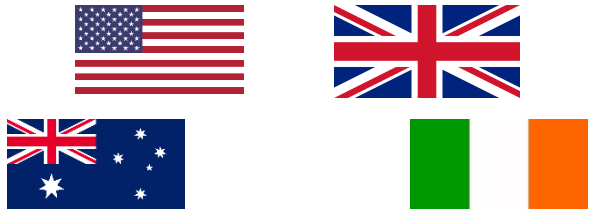
What % of UK households buy one or more Premier Foods products per year?



Premier Foods are one of the UK's largest food producers

1 Established brands loved by consumers

2 International presence across major markets



3 #1 in the UK in 5 different categories

PREMIER FOODS

4 sections

01 The key messages that we want to share with you today

02 How does a TPM tool touch so many areas of the business?

03 How have we made this impactful in Premier Foods?

04 What can YOU do next?

The key takeaways to apply in your business

- ✓ Striving to optimise
- ✓ Floodlight on true ROI
- ✓ Drive continuous learning
- ✓ Leverage data to drive instore
- ✓ Change is hard!

Promotional management touches many parts of the Premier Foods business

IMPLEMENT

REVIEW

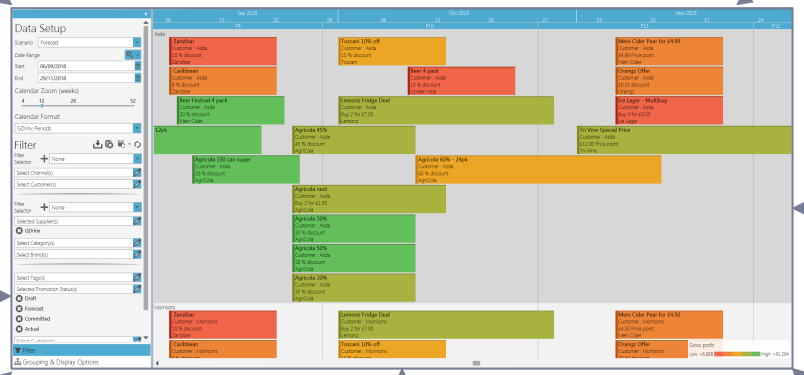
DIRECTION

PLANNING

Field Sales

Marketing

PREMIER FOODS



Commercial finance

RGM

Category & Insights

Sales

Demand planning

Cross-team collaboration for promotional events is now much easier

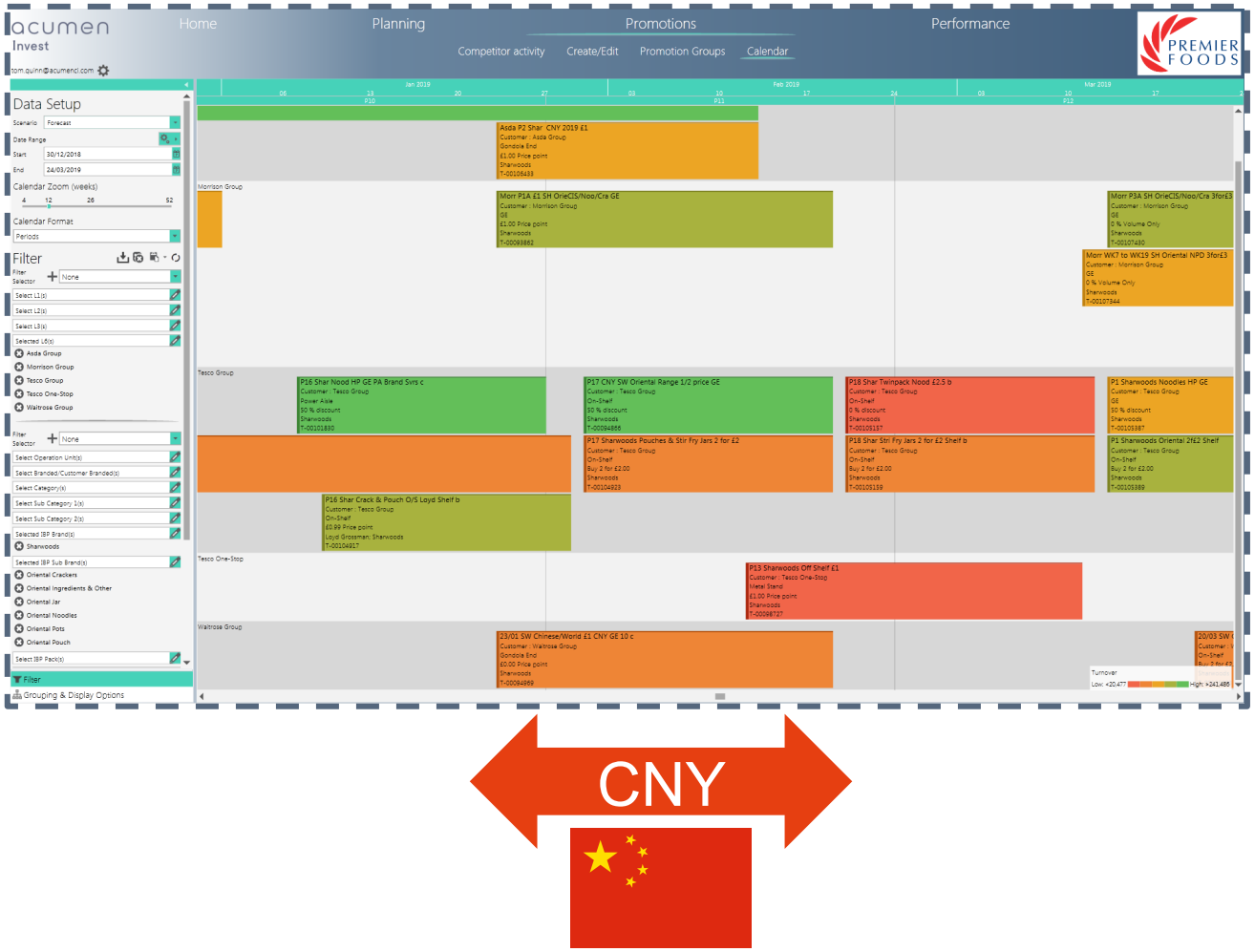
Premier Foods ✕ acumen

Using Acumen Invest™ as a single source of truth has driven a more efficient and effective promotional life cycle

Reviewing a specific example: Sharwood's Chinese Range during Chinese New Year

Easy to identify:

- How well aligned to key events
- Cross trade activity
- Performance vs different metrics



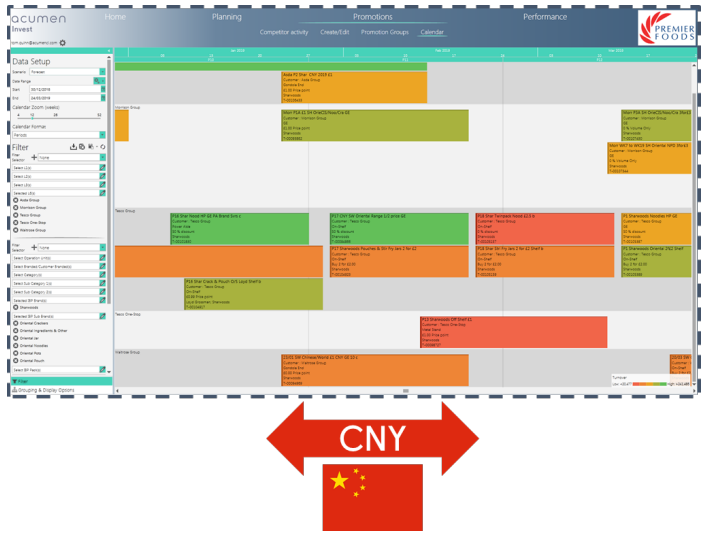
Having a single source of truth to plan specific promotional events does not just impact the sales team

Demand planning

Real time changes to forecasts calculated throughout the system

Marketing

Visibility of calendar to make sure execution aligned to events



Commercial Finance

Quick and easy to compare YoY to understand impact of changes on full P&L

RGM

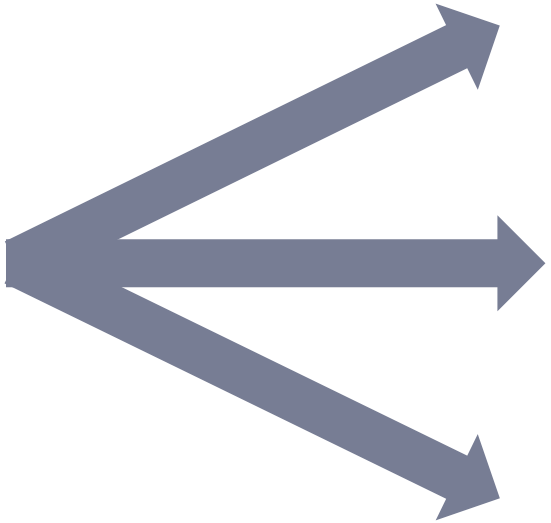
Optimal promotion frameworks defined then deployed to the sales team

When facing capacity constraints in the factory, we were able to make better decisions in a more efficient way…

Premier Foods × acumen

Scenario modelling within Acumen Invest™ has allowed us to react to situations and make better decisions

Capacity constraints in the factory

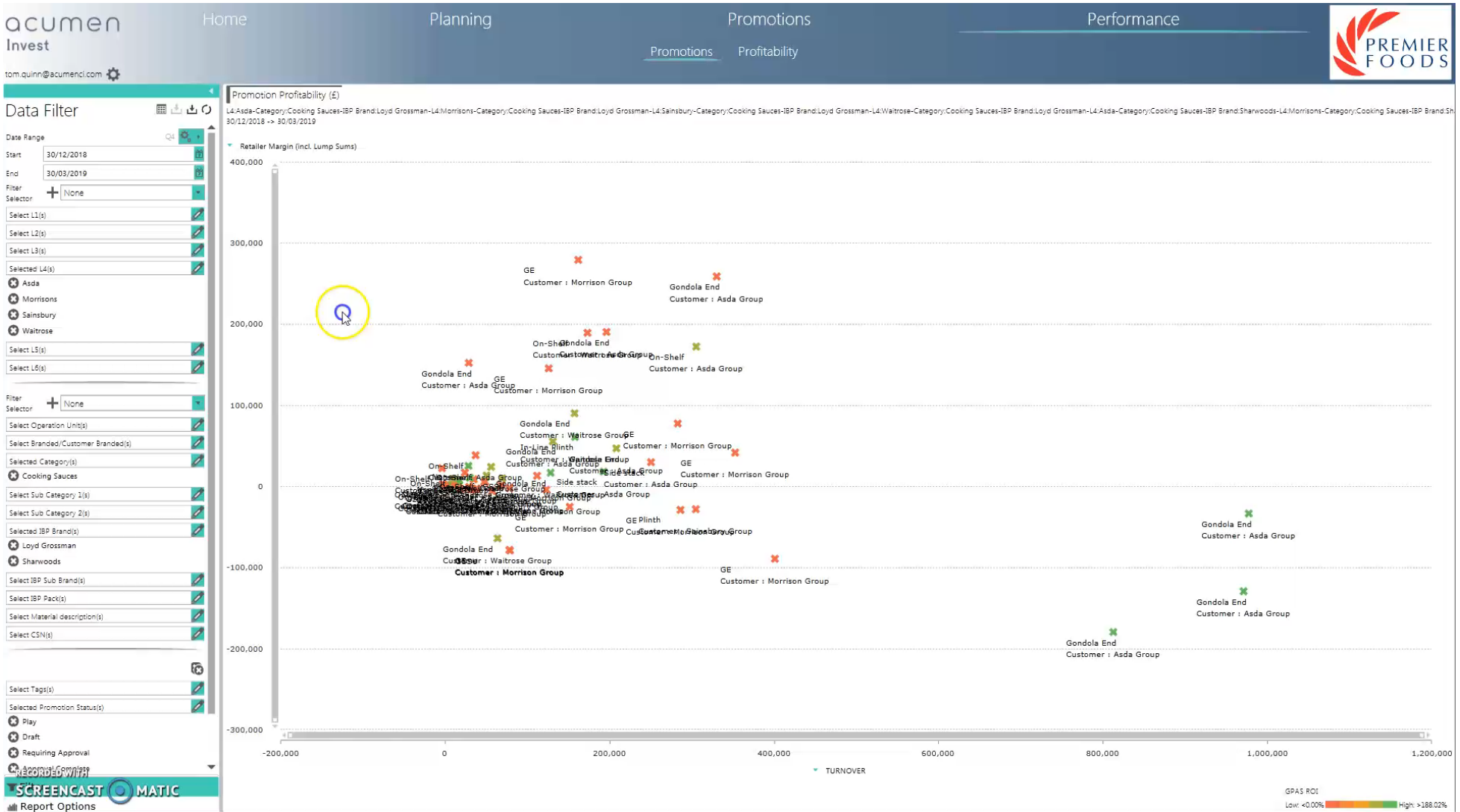


Remove promotions

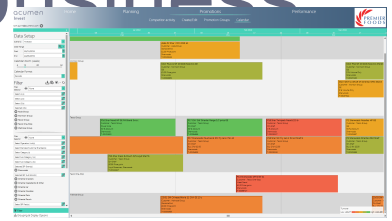
Profit optimise

Change promo mechanics

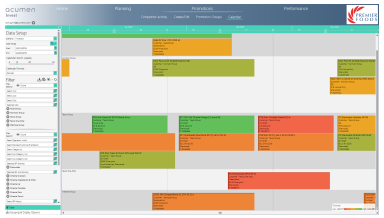
We can quickly identify which promotions we need to review, and where there are areas to improve



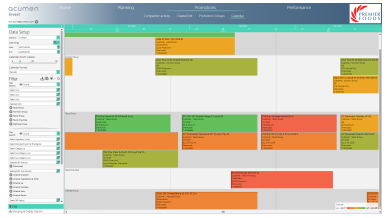
Using the scenario functionality we can assess different options quickly, and then review the total impact for the business



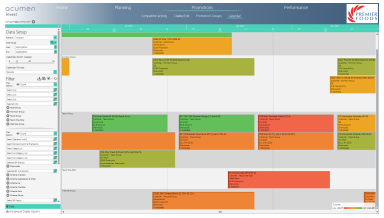
Account manager A



Account manager B



Finance team



Demand planning

All inputting into the same scenario

Scenario 1

Scenario 2

Scenario 3

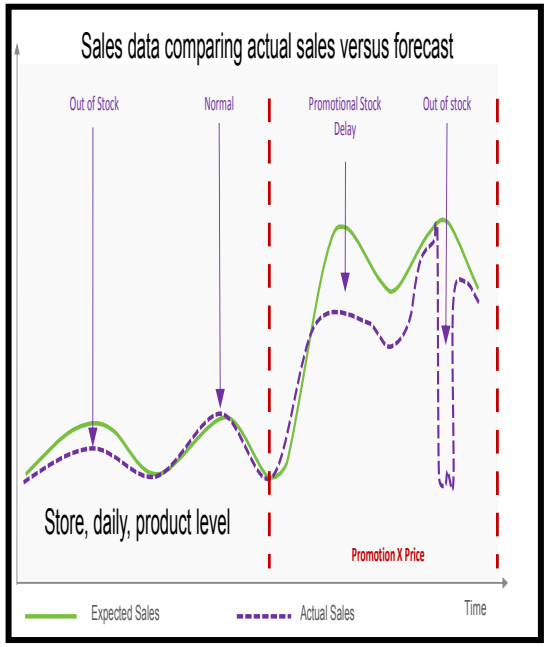
Make forecast in one click!

Our promotional execution monitoring has allowed us to maximise the ROI we realise from our field sales team…

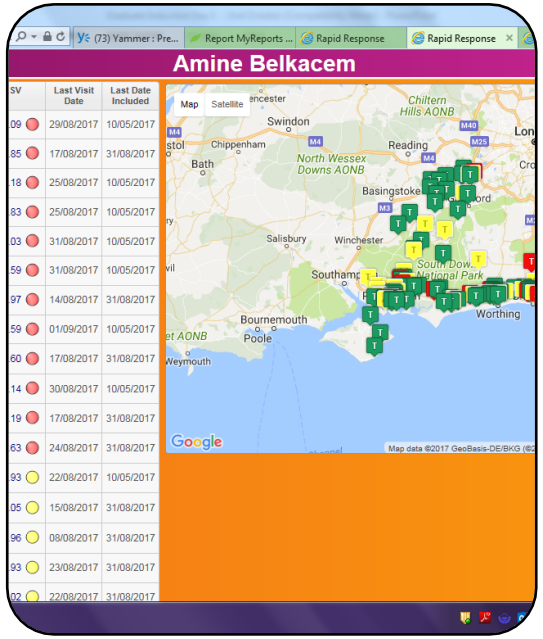
Premier Foods × acumen

We are able to give the field team access into potential issues before they have stepped into call with the Rapid Response tool

Pre-call

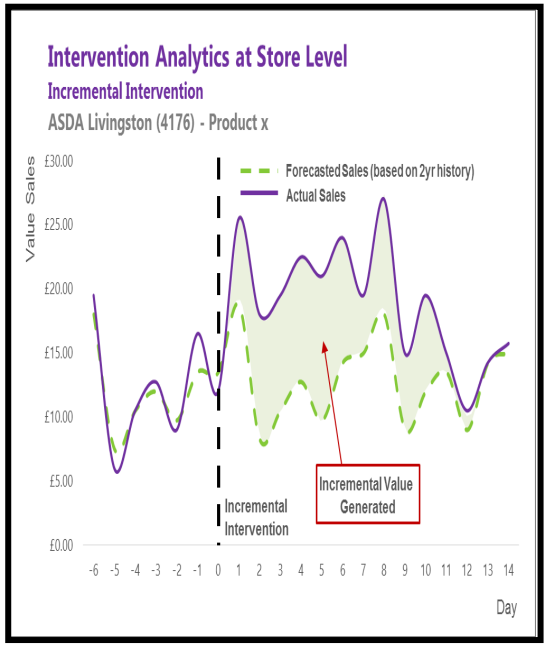


Direct



Actions

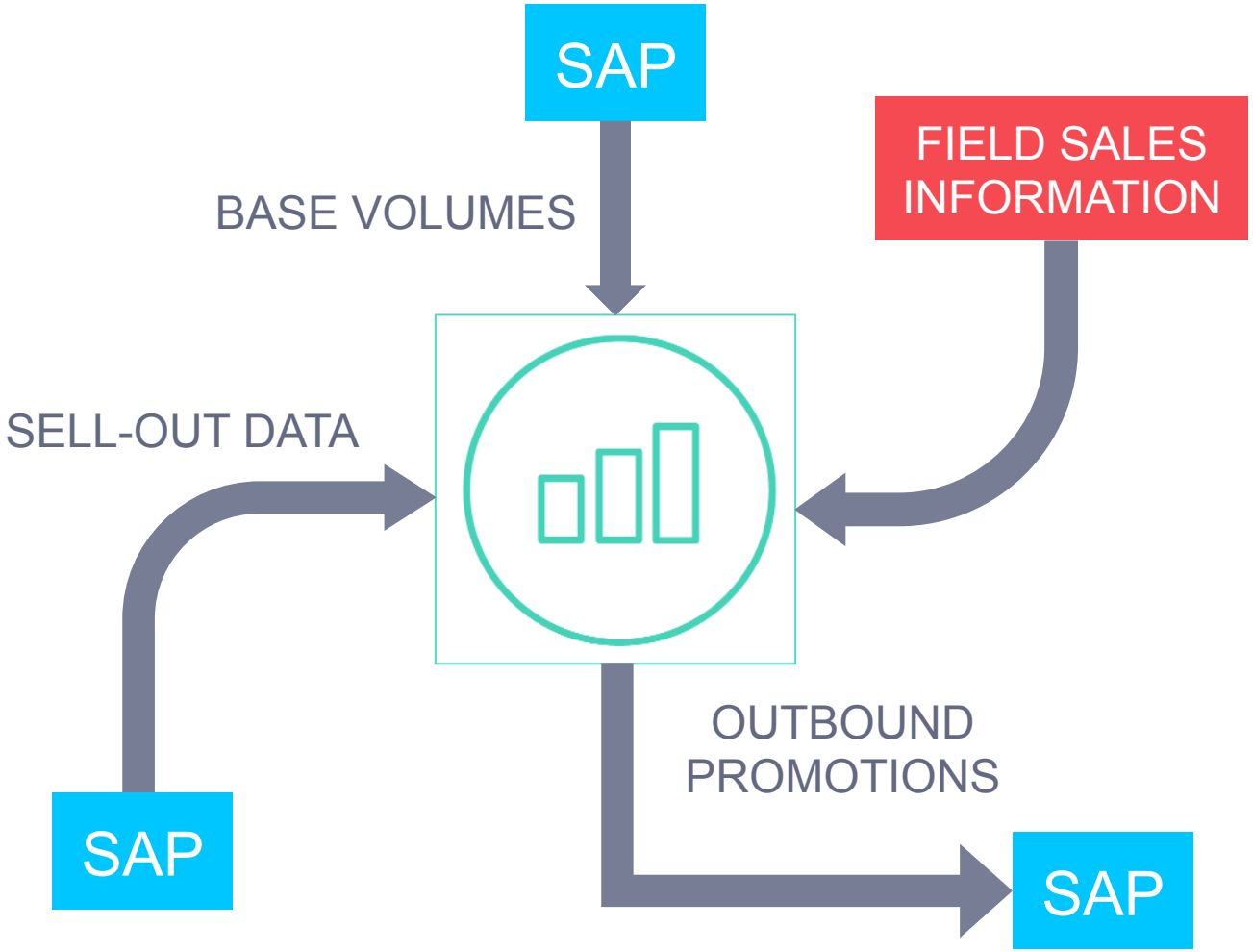
Evaluate

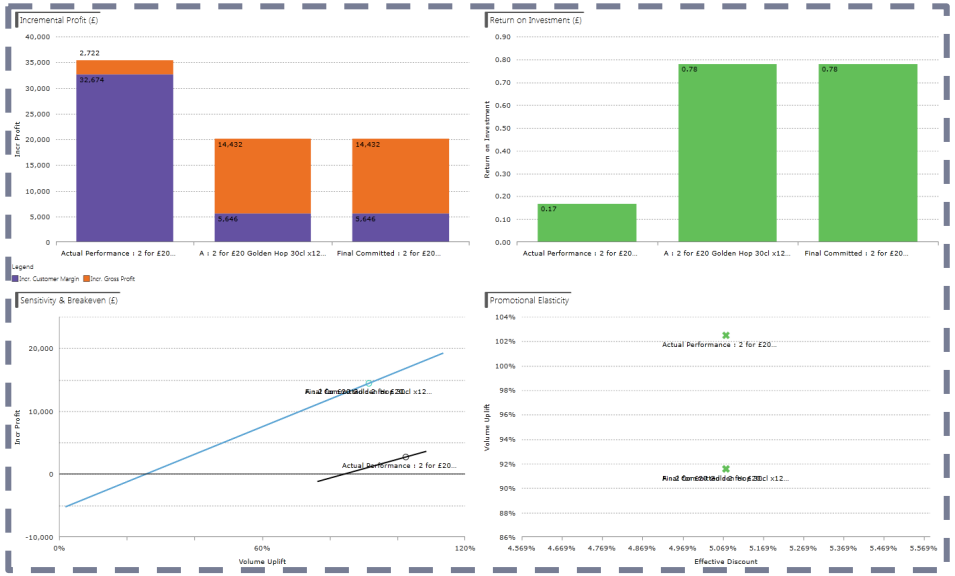


…we can then feed this information back into Invest to improve our post promotional evaluation

Premier Foods × acumen

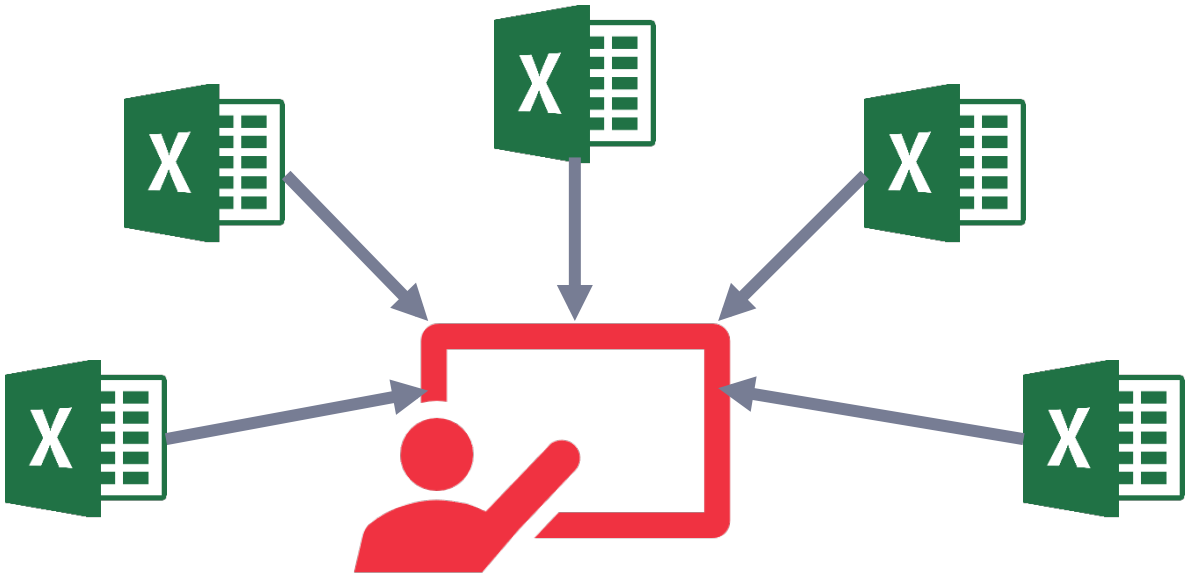
‘Actualising’ our promotions on a weekly basis allows us to capture more detail and generate greater insight





- ✓ Database of information
- ✓ Greater level of detail
- ✓ Learning from past promotions

Our internal review process used to use many different data sources



Internal plan review process used to be driven by a small industry of off-line spreadsheets

- Time-saving
- Accurate
- Cross-functional
- Real time

What are we planning to do next with Invest to drive even greater returns?

Premier Foods × acumen

There are many more ways we can use Acumen Invest™ in Premier Foods across our teams

Customer facing business reviews
To increase efficiency when preparing for meetings

Best from Invest
Equip the team with further insights

Roll out to the international business
Consistent approach across the organisation

The Invest platform is continuing to develop to drive best practice RGM agendas for our clients

Premier Foods × acumen

With so many consistent data sources, we plan for our clients to be able to use a modular RGM platform

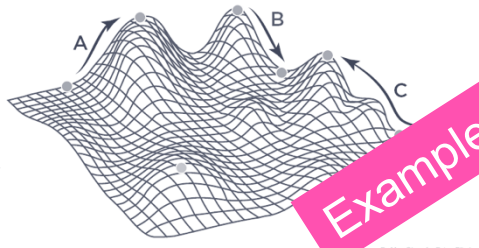
Leveraging the latest machine learning & AI technology to drive winning plans in FMCG

Machine learning regression
- Promotional elasticity
- Display multipliers

Optional constraints
- Maximum weeks on deal
- Deepest deal frequency
- Display slots

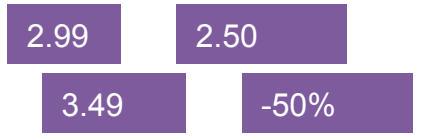
Optional inputs
- Post promotional dip
- Cannibalisation rates

Linear programming plan optimisation



Example of approach

Optimised plans

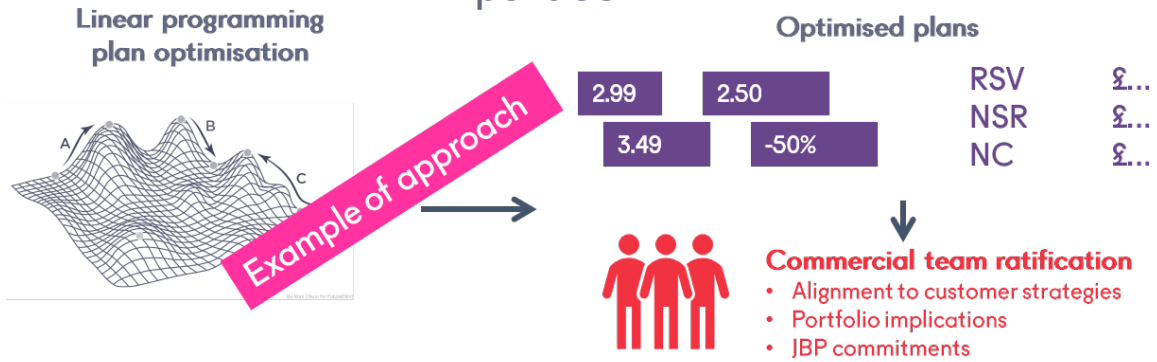


RSV £…
NSR £…
NC £…

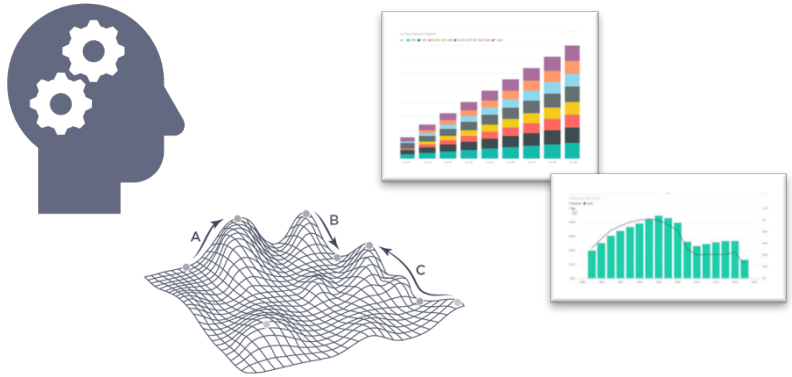
Commercial team ratification
- Alignment to customer strategies
- Portfolio implications
- JBP commitments

Based on the work we have done, we are also seeing more opportunities for collaboration between suppliers & retailers

Agreeing promotional plans in a more collaborative way, based on metrics for both parties



Combining resources to leverage data to build the most effective plans for customer & supplier



Automating communications between machines on both sides, to increase efficiency

What should you takeaway from this presentation?

Premier Foods ✕ acumen

The key takeaways to apply in your business

- Cross functional – one source of truth
- Connectivity of data – bringing all sources together
- Usage driven by making things intuitive
- Ability to quickly get to fact based decisions
- Value of quick interventions by field when promotions in flight (store level data)
- Take time to realise full potential

acumen

PREMIER FOODS

PREMIER FOODS

acumen