



14-16, May, 2019
SS Rotterdam

 **POI**
PROMOTION OPTIMIZATION INSTITUTE



Butterfly, Account & Promotion Planning Program

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May 15, 2019



JACOBS DOUWE EGBERTS

A coffee for *every cup*



265

YEARS HERITAGE



15K

ASSOCIATES



5.5B

REVENUE



140

COUNTRIES



10.6%

GLOBAL RETAIL
MARKET SHARE



22

COUNTRIES
#1 or #2 position

The birth of JDE



Business Model

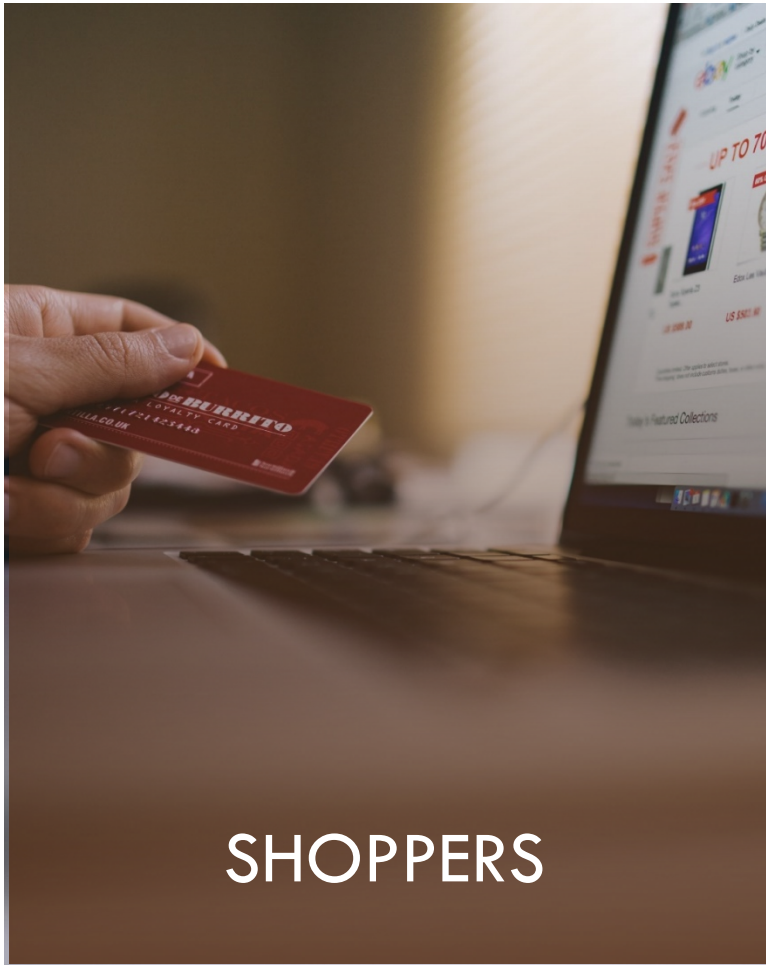


Efficiency and Simplification
of Processes



One Platform and
Infrastructure

World is changing fast



SHOPPERS



RETAIL SPACE



TECHNOLOGY

We need to prepare for the future!

WHY

- Improve ROI on Promotions
- Increase Forecast Accuracy
- Improve Workforce Productivity

WHAT

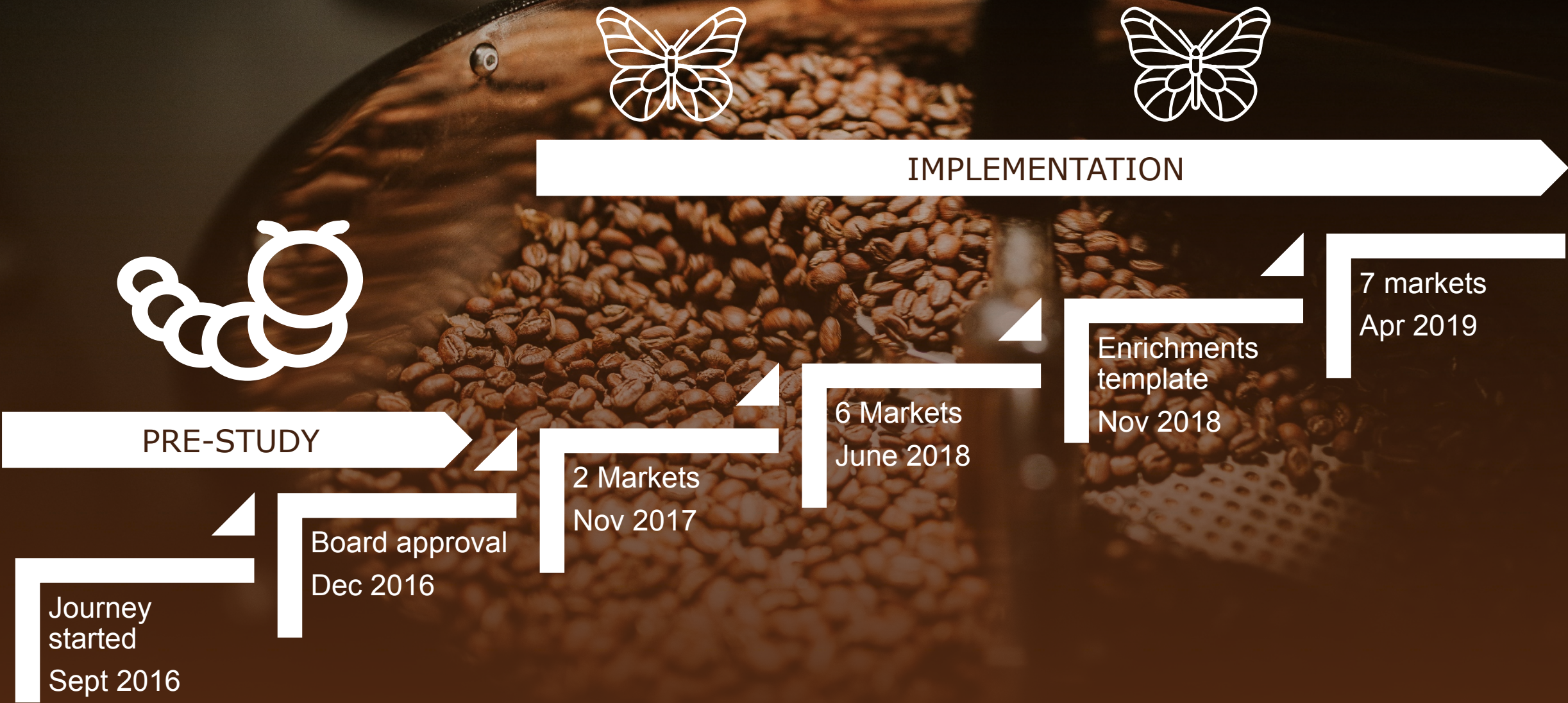
- A&PP process template
- Clear roles & responsibilities
- Technology enablement
- User adoption

HOW

- Design Workshops
- Implementation Plan
- Change Management
- Documentation

HARD WORK

Timeline



PRE-STUDY



High Level
Processes Mapping



Solution & partner
selection



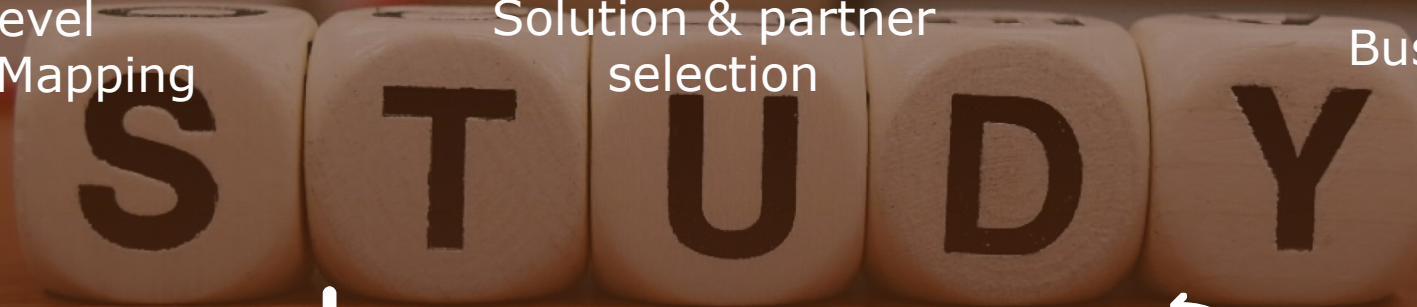
Business case



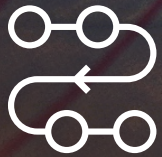
Market buy in



Implementation Plan



PILOT



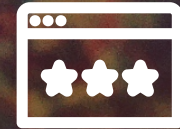
Detailed blueprint
for 2 core markets



Sign off from 6
key markets



Solution
implementation in
the 2 core markets



User satisfaction

Account & Promotion Planning — What have we done



Wave 2:
7 markets



Extra Wave
Unplanned enhancements,
was needed



Wave 1
6 markets

Best Practices & Lessons Learned



Preparation



Project Set Up



User Satisfaction



Focus on Outcomes



Preparation

Master Data

Set objectives before starting

Early engagement of key stakeholders



Best Practices & Lessons Learned



Preparation



Project Set Up



User Satisfaction



Focus on Outcomes



Project Set Up

Business as a key driver

Local vs central activities

Change management

Business and IT collaboration

Best Practices & Lessons Learned



Preparation



Project Set Up



User Satisfaction



Focus on Outcomes



User Satisfaction

One size does not fit all

Performance aligned with
expectation



Best Practices & Lessons Learned



Preparation



Project Set Up



User Satisfaction



Focus on Outcomes



Focus on Outcomes

Delivering the business case

Integration for efficiency

The right insights

Best Practices & Lessons Learned



Preparation



Project Set Up



User Satisfaction



Focus on Outcomes



Live in 15 markets after 2 years!

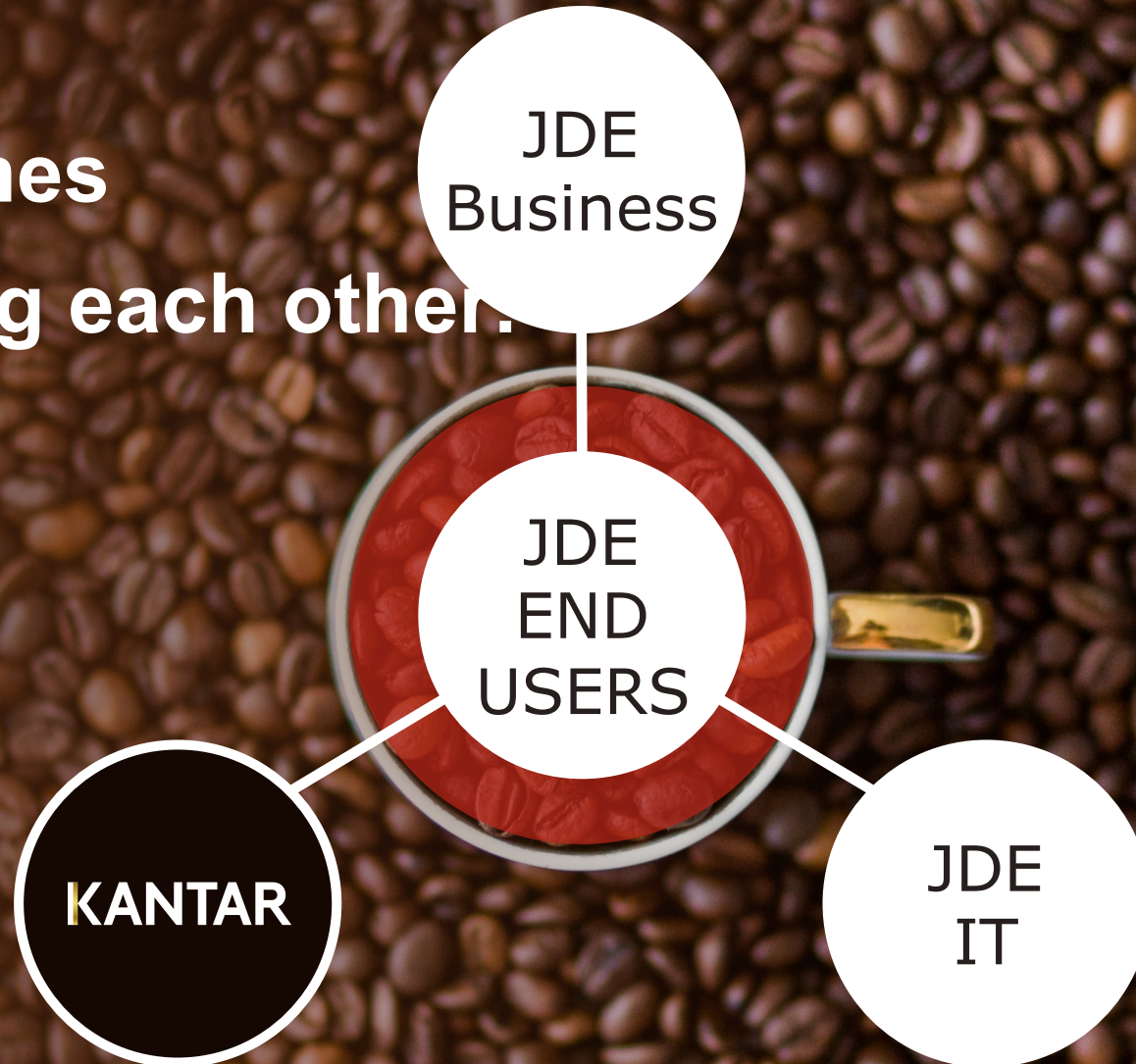
continuous improvement...

as we continue on our journey!

Triangle is key, business/IT/Kantar

Joint effort!

**Three disciplines
complementing each other.**



Q&A

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