

Annual Sales Planning

CLIENT

A leading, global tyre manufacturer

BUSINESS CHALLENGE

Data was maintained in excel worksheets, and multiple local systems were being used in sales forecast data exchange between various zones across operations. These local systems posed a variety of operational issues and challenges:

- No standard format and version control
- Lack of efficient consolidation
- Data obsolescence
- No integration with referential and enterprise applications
- Painful and time consuming manual data crunching and manipulation

How THBS Helped

“Annual Sales planning” (ASP) was meant to provide a holistic view of the client’s Asia-Pacific sales forecast data. This project went onto becoming the global standard information system for re-forecast and follow-up processes across the client’s operations.

Torry Harris’ team created a tool for the Actors (Controllers, Marketing and Sales). This tool was deployed in various operational zones and helped the client in sales re-forecast – per country/zone and per brand and customer. The re-forecast function includes the possibility of making several scenarios to simulate the impacts on the margins of commercial decisions (for example - rebates, discounts etc.)

Torry Harris team further helped enhance client operations as follows:

- **Improved Effectiveness:** Incorporated business rules for data cleansing to discard any corrupt or irrelevant data.
- **Improved Analysis:** Improved analysis by standardizing the reporting system (Controllers, Marketing & Sales) across Zones and Countries.
- **Follow-up of the actual versus re-forecast**
- **Effect analysis of the reports for actual and re-forecast**

CLIENT BENEFIT

“ Accurate sales forecast which lead to effective business strategies and cost reduction ”

TOOLS AND TECHNOLOGIES

Ascential Data stage 7.5.1 A
AIX Environment

AWARD ON ASP

ASP project received the Information System (IS) Award in December 2007 as the master application to be deployed within the Asia Pacific Zone.