

Integrated Business Planning

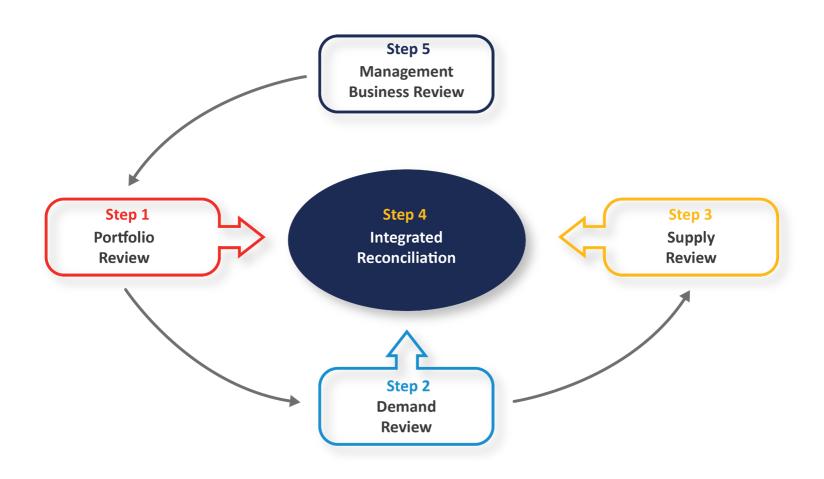
Fractal Analytics Sep 2021

As a CXO, do you find that:

- It takes you days or weeks to plan for your monthly and annual operating plans
- Efficient and granular management reporting is one of the biggest roadblocks to execution
- Business unit heads complain of not having the right information at the right time
- It takes an army of analysts to prepare long lengthy reports for business reviews
- Budget reviews are long and cumbersome, and often require follow up meetings
- Year round P&L estimation is often difficult and time consuming
- Lack of collaboration across functions inhibits seamless planning
- Not knowing how to be responsive to the digitization wave during changing environments

Integrated Business Planning

Transforming Enterprise performance management and planning processes



Prescriptive insights and on-the-fly scenario planning across the IBP decision journey process

Portfolio Review

- Channel/Pack Architectures
- New Product performance & Innovation white spaces

Demand Review

- Project unconstrained Consumption
- Risks & mitigation decisions
- Opportunities and maximization decisions

Supply Review

- Project Supply KPIs with constraints
- Demand & Supply reconciliation
- Mitigate risks in capacity, production, logistics and inventory to meet demand

Integrated Reconciliation

- Project YEE (Year End Estimation) of full P&L
- Risk and
 Opportunity
 simulation on YEE
 P&L

Management Business Review

- Performance projection vs Annual Operating Plan
- Threats and course correction decisions



Enabled through an integrated data system

IBP Business Applications

Portfolio Review	Demand Review	Supply Review	Reconciliat	ion	Management Review	
Brand Health Tracking	Market Share Analysis	Supply Chain Control T	Control Tower Demand Supply, Fir		nancial Performance Tracking	
SKU Rationalization	Demand Drivers	Capacity & White sp	ace Customer and B	rand P&L	AOP Tracking	
Innovation Opportunity	eCom Performance	Raw Material risk assess	ment R&O Simula	tions	R&O Simulations	
Innovation Tracking	Consumption Forecas	t Transportation & Log	istics P&L YEE		P&L YEE	
Consumer Analysis	Shipment Forecast	Demand-Supply Red	on.			
Data Ingestion and pre- processing and transform		Λn	alytical modeling	Integrat	ated data assets	
SAP 1N	Master Files	Syndicated/POS	External Inc		Manual Files	

Three pillars for successful IBP implementation

1 People

Executive Sponsorship: CEO

Product strategy

Demand chain

Supply Chain

Finance Chain

Chiefs – Mktg, Sales

Chiefs – Sales, Mktg

Chief Supply

Chief Finance

2 Process

Efficient decision journey

Accountability

Aligned success metrics

Governance

3 Technology

Connected business apps

Scenario planning

Prescriptive insights

Management Reporting

Integrated data asset: Single source of truth

How does Fractal help Enterprises maximize value from their IBP processes

1

Gap identification and process blueprint

2

Digital landscape assessment & TO-BE recommendation

3

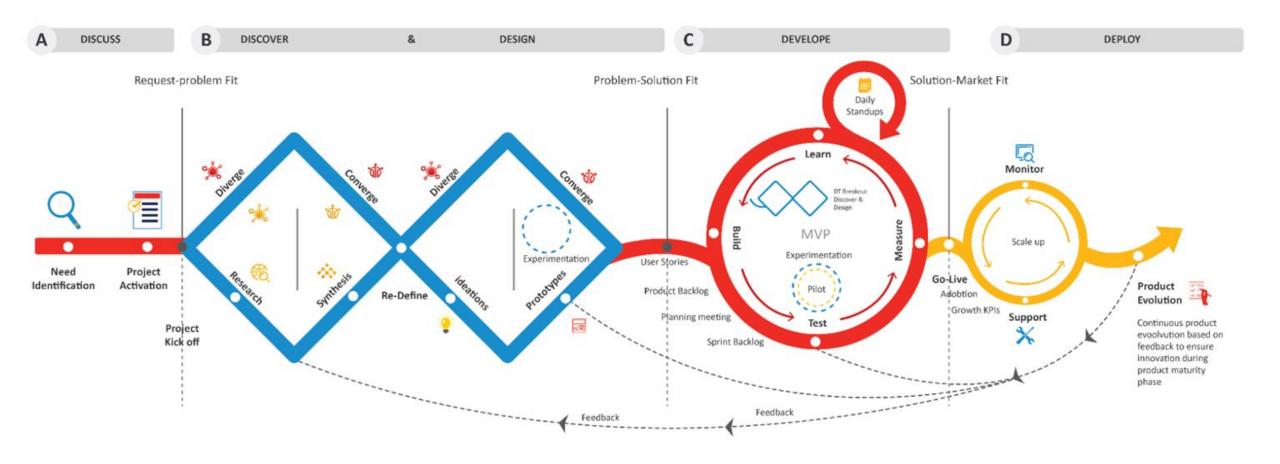
Business
Application
Roadmap &
Implementation

4

Change management assist 5

Continuous improvement

Our approach – Using AI, Engg and Design in an agile way to deliver incremental value



Success stories



Reduced the data to decision journey for a CPG major from 21 days to 1 day – **95% faster decisions**



Up to **5% increase in service levels** through optimized Exec Demand Review process



Optimized decision journey process in Demand Reviews to reduce weekly meetings by 80%



Integrated >3 TB Enterprise
data from on prem legacy
system to cloud



Simplified decision-making journey for >1,000 business users, 150+ reports consolidated to 5



by up to 10% through driverbased approach to consumption forecasts

Thank You.

fracta

A strategic partner to the most admired Fortune 500® companies globally, we help them power every human decision in the enterprise by bringing advanced analytics & AI, engineering and design to the decision-making process.









