

# PLAN4DEMAND SUCCESS!



**Trade spend software  
evaluation helps the business  
understand how to gain single  
view to trade spend.**

**Plan4Demand experts quickly  
and concisely identify the  
proper fit.**

**SS082:  
Food Manufacturer**

## **Single View of all Trade Spend Helps Visibility into Supply Chain Planning**

### **Business Challenge**

With steadily increasing trade spend, including 6% increase over the past year, the Sara Lee US Fresh (DSD) business needed to gain a single view of all of their trade spend and visibility into planning and forecast activities. Additionally, no single system existed for any trade activities and multiple system and spreadsheet tools served as the technical basis for the US Fresh trade promotion management.

### **Solution**

Plan4Demand worked with the business and IT to review and prioritize requirements and then created demonstration scenarios based on the requirements for vendors to be graded against. Based on functionality matches, attendee scoring and pricing, among others, P4D delivered a software vendor recommendation.

### **Deliverables Included:**

- Reviewed requirements with implementation phase breakdown and prioritization
- Demonstration scenarios based on and tied directly to requirements provided to vendors
- Final software vendor recommendation based on quantitative data collected against demo scoring, functionality matches, pricing, among others
- Interface identification and mapping
- High-level processes maps for phase one needs
- Textual metric definitions for phase one including the metric calculations
- Design session scoping and needs for phase one

### **Results**

Business and IT agreed on a software vendor recommendation and presented it to upper management. Potential cost for multiple vendor and scope scenarios. Benefits detailed out by the business. High-level process, metric, and integration designs and needs.

### **Client Benefits:**

- Single-vendor software recommendation for business and IT based on quantitative data points
- Multiple benefits identified and used as basis for business case creation
- Initial phase one tasks already executed allowing for smooth implementation start
- Selection of platform that can be used as the basis for multiple trade promotion and business planning improvements across multiple functional areas
- Stated benefit of ability to lower trade spend year over year increase by at least 1% of current total trade