

Edrington-Beam Suntory UK Enhances Customer Partnerships and Improves Profitability Working with Brovanture



Partnering with Brovanture to implement Oracle Planning and Budgeting Cloud Service has moved our forecasting and planning to a new level of capability and performance that we could not have envisioned or achieved before. This solution has delivered significant business benefits to both Edrington-Beam Suntory UK and to our customers. We are already planning to roll out further solutions to other areas of our business using Oracle Planning and Budgeting Cloud Service.

Moira Jacques, Business Planning Controller

Edrington-Beam Suntory UK Takes Business Forecasting Beyond Finance with Oracle Planning and Budgeting Cloud Service

Edrington-Beam Suntory UK is one of the leading distributors of premium spirits and liqueurs in the UK, marketing, selling and distributing over 34 brands to 182 customers. They had used Oracle Essbase for 13 years to forecast their sales. This is an extremely detailed task given the number of SKUs involved and the volatile nature of the FMCG market, and required a complex and continually changing custom Oracle Essbase model.

The Edrington-Beam Suntory UK finance team has always sought to partner with their stakeholders to provide leading-edge solutions that help the business gain a competitive edge. Working with Brovanture they saw Oracle Planning and Budgeting Cloud Service (PBCS) as an opportunity to deliver new functionality and take this partnership to a new level with more comprehensive and easily accessible information and more responsive and flexible processes for forecasting.



Challenges

- Edrington-Beam Suntory UK felt that the current processing time to calculate a revised forecast, run on their internal server, was too long for their fast-moving business
- Administration of the forecast model was complex and time consuming and often required expert assistance especially with dimension changes
- Calculations in the forecast model were hard coded which made making changes difficult and potentially introduced the risk of mistakes
- There was an overall lack of flexibility with the forecast model which made it difficult to react effectively to the needs of the business



Results

Edrington-Beam Suntory UK and Brovanture worked in partnership to replace the existing Oracle Essbase based solution that was used for two applications, a forecasting model and a sales volume model. In addition, a new application was developed to model retail sales and promotions for their 5 largest retail customers. The solution selected was cloud based, Oracle Planning and Budgeting Cloud Service (PBCS), which significantly enhanced flexibility and enabled Edrington-Beam Suntory UK to simply and quickly make changes themselves due to the nature of the solution, without increasing the risk of errors. The benefits of the PBCS implementation can be summarised as:

- Increased all aspects of performance and most importantly reduced the time to calculate a new forecast and enabled the addition of a 12 monthly rolling forecast
- Increased staff productivity through expanded access and use of the forecast across the business using mobile technology and tablets
- Provided additional and more up-to-date information through dashboards with drill down capabilities
- Easily integrated data from their inhouse SAP system, Nielsen consumer data and the 5 different EPOS solutions used by their 5 largest retail customers
- Enabled the set-up of dynamic data entry forms and task lists, designed to guide users through the forecast process, which can be easily maintained by the system administrator
- In addition to the forecast solution a sales solution was also implemented in the same timescale including directly updating sales volume information, on a daily basis, from their SAP system
- Went on to quickly develop a completely new solution for planning that enables the modelling of the key customer metrics for their largest retail customers, facilitating richer customer conversations

Execution

Edrington-Beam Suntory UK contacted Brovanture, who worked very successfully with Edrington-Beam Suntory UK supporting their Oracle Essbase forecasting solution, and in partnership they selected and worked on a replacement solution based on Oracle Planning and Budgeting Cloud Service (PBCS). The forecast system was transferred to the new solution and went seamlessly live in January 2016 after a six month project which included the delivery of extensive training and training materials. As a result, 50 sales staff based all over the UK can now access, update and approve forecast information using mobile technology 24/7.

At the same time the two companies also worked jointly on transferring Edrington-Beam Suntory UK's Sales Volume planning system, which enables them to balance supply and demand on a daily basis, to PBCS. This solution takes a daily feed, from their SAP system, of sales and orders, so they can plan sales activities and ensure they can meet the needs of their customers. Crucial to this solution was the excellent integration functionality provided with PBCS and the experience of Brovanture's staff in implementing this.

Having completed these first two solutions Edrington-Beam Suntory UK were keen to move on to new plans to make even more use of PBCS. They have now completed the implementation of a 3rd solution working with their largest retail customers that enables them to view key customer metric information through the customer lens. Working with Brovanture again, they have developed a solution that takes weekly EPOS data directly from these customers and feeds this into a

model, along with pricing and promotion data, to produce key customer metrics. Edrington-Beam Suntory UK account managers can now work collaboratively with Finance in a more streamlined way to ensure customer margins are achieved. This results in much richer conversations and relationships.

The success of this work has driven Edrington-Beam Suntory UK to look for more ways in which they can leverage their partnership with Brovanture and their use of PBCS. They are already looking at how they can roll out their retail solution to more of their large direct customers and the great news is with the flexibility of functionality of PBCS they can do much of the work themselves working alongside Brovanture consulting staff.



We have partnered with Brovanture for a number of years and always been delighted with the level of expertise and service. It was a given we would go to them for our next generation forecasting and planning solution and they have delivered again. It feels like their team are just part of our overall team as they are just as committed as we are to delivering great solutions for the Edrington-Beam Suntory UK business.

Fiona Rodger, Essbase Manager

About Edrington-Beam Suntory UK

As part of the sales, marketing and distribution alliance between Beam Suntory and Edrington, we have a world-class whisk(e)y portfolio and a broad range of premium liqueurs and speciality spirit brands. We are a dedicated community of over 200 people who believe in building great brands, inspiring consumers to enjoy great mixed drinks and building sustainable profitable growth for our shareholders and customers.

We take the utmost care to ensure that our brands are marketed and enjoyed responsibly. Our mission in building brands extends to how they are best served as exemplified by MIXXIT® – our training and education programme designed to inspire our customers to serve and enjoy quality mixed drinks. Learn more at mixxit.co.uk

We believe that the calibre of our portfolio and the professionalism of our team enables us to build strong customer relationships and speaks volumes about our brand-building expertise, ensuring our position as one of the UK's leading spirits companies.

www.edrington-beamsuntoryuk.com

About Brovanture

Brovanture Ltd, established in 2005, is a specialist provider of Enterprise Performance Management (EPM) and Enterprise Resource Planning (ERP) solutions across all sectors and organizations, irrespective of size or budget. Initially, a Hyperion Partner, Brovanture became an Oracle Partner following Oracle's takeover of Hyperion

and is also an Oracle NetSuite Partner. In January 2018 Brovanture became the 1st Oracle Fully Certified Cloud Excellence Implementer for Enterprise Planning and Budgeting in the UK & IRL. Brovanture is an accredited supplier with G-Cloud and the Crown Commercial Service and has ISO9001 and ISO27001 accreditations.

The Brovanture team of highly skilled professionals deliver excellence, ensure success, and are experienced in providing services to a wide range of commercial and public sector organizations including Ted Baker, discoverIE, Reading Borough Council and Channel 4 Television.

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+44 (0) 1483 685 450



enquiries@brovanture.com



www.brovanture.com

ORACLE
PARTNER NETWORK

Guildford Office
Brovanture Ltd, 20 Frederick Sanger Road,
Surrey Research Park, Guildford, Surrey GU2 7YD

Manchester Office:
Adamson House (Ground Floor) Towers Business Park,
Wilmslow Road, Didsbury Manchester M20 2YY