

A BETTER WAY TO PLAN YOUR CPG GROWTH

Consumer Goods companies need better tools to drive effective decisions & planning.

Nearly 20% of the typical CPG company's budget is invested in trade and promotional spending. Because of this, it is imperative that teams responsible for developing the activities to shape demand and drive growth are able to analyze and understand the impact of their pricing, merchandising and assortment decisions. With the wrong set of tactics in place, volume growth won't translate into profit and cash flow growth. But with the right mix of activity, both the CPG firm and its customers can benefit from growing sales & profits.

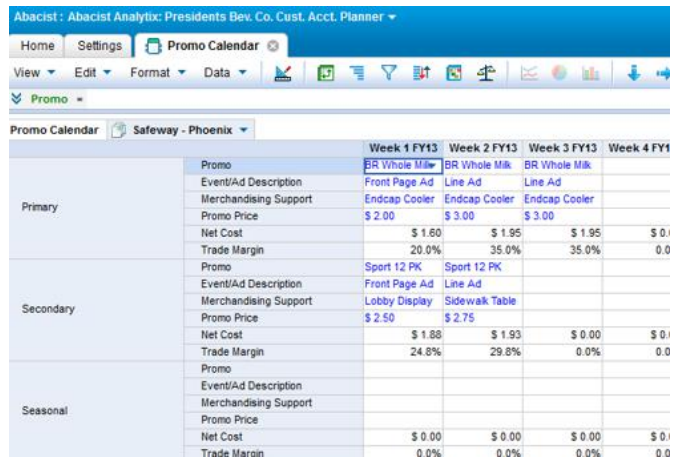
With Abacist Analytix developed by Abacist Group:

- Gain visibility into the full business impact of pricing & promotional decisions for a more accurate sales forecast
- Consider various what-if scenarios and see the volume, revenue, profit impact of options analyzed
- Develop detailed promotional plans that integrate with the corporate financial plan and forecast
- Rapidly adopt CPG planning & analytics best practices

ABACIST ANALYTIX CUSTOMER ACCOUNT PLANNER

Revenue Planning Challenges

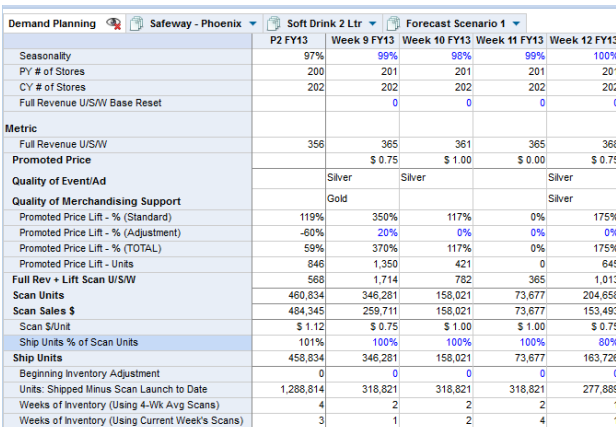
- Demand volatility is hard to forecast & manage through the Supply Chain
- Headaches trying to harness information generated by disparate POS and Internal systems
- Inflexible and difficult to use legacy systems
- Lack of cross-functional visibility into supply and demand gaps and opportunities
- Multiple sources of the "truth" for topline metrics across the S&OP and Finance processes
- No common model or language to enable collaboration
- Inability to assess quickly the economic impact of various demand shaping scenarios
- Lack of time to learn from past efforts to determine what worked and what didn't



		Week 1 FY13	Week 2 FY13	Week 3 FY13	Week 4 FY13
Primary	Promo	BR Whole Milk	BR Whole Milk	BR Whole Milk	
	Event/Ad Description	Front Page Ad	Line Ad	Line Ad	
	Merchandising Support	Endcap Cooler	Endcap Cooler	Endcap Cooler	
	Promo Price	\$ 2.00	\$ 3.00	\$ 3.00	
	Net Cost	\$ 1.60	\$ 1.95	\$ 1.95	\$ 0.1
	Trade Margin	20.0%	35.0%	35.0%	0.0
Secondary	Promo	Sport 12 PK	Sport 12 PK		
	Event/Ad Description	Front Page Ad	Line Ad		
	Merchandising Support	Lobby Display	Sidewalk Table		
	Promo Price	\$ 2.50	\$ 2.75		
	Net Cost	\$ 1.88	\$ 1.93	\$ 0.00	\$ 0.1
	Trade Margin	24.8%	29.8%	0.0%	0.0
Seasonal	Promo				
	Event/Ad Description				
	Merchandising Support				
	Promo Price				
	Net Cost	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.1
	Trade Margin	0.0%	0.0%	0.0%	0.0

Features/Benefits of Abacist Analytix Customer Account Planner powered by Anaplan

- Pre-built Trade Promotion Calendar model enables rapid assessment of weekly trade activities including Pricing, Displays, and Feature-Ads
- Common set of business rules & metrics fosters collaboration, but flexible enough to allow users to see information in a format meaningful to them
- Flexible Anaplan platform enables easy model evolution and customization beyond the "out-of-box" Abacist Analytix solution
- Single, common environment to manage customer accounts and product groups
- Ability to secure & view data based on user's areas of responsibility such as particular Customers or Products
- Seamless gap analysis to compare current forecast or actual results to original plans and targets
- Easy data import from Point of Sale, Internal Sales & Inventory Systems
- Scalable and flexible data hierarchies adaptable to changing product and customer lists
- Incorporation of historical data to help generate easy insights
- Visual dashboards updated real-time as planners change assumptions



	P2 FY13	Week 9 FY13	Week 10 FY13	Week 11 FY13	Week 12 FY13
Seasonality	97%	99%	90%	99%	100%
PY # of Stores	200	201	201	201	201
CY # of Stores	202	202	202	202	202
Full Revenue U/S/W Base Reset		0	0	0	0
Metric					
Full Revenue U/S/W	356	365	361	365	368
Promoted Price		\$ 0.75	\$ 1.00	\$ 0.00	\$ 0.75
Quality of Event/Ad		Silver	Silver		Silver
Quality of Merchandising Support		Gold			Silver
Promoted Price Lift - % (Standard)	119%	350%	117%	0%	175%
Promoted Price Lift - % (Adjustment)	-60%	20%	0%	0%	0%
Promoted Price Lift - % (TOTAL)	59%	370%	117%	0%	175%
Promoted Price Lift - Units	846	1,350	421	0	645
Full Rev + Lift Scan U/S/W	568	1,714	782	365	1,013
Scan Units	460,834	346,281	158,021	73,677	204,658
Scan Sales \$	484,345	259,711	158,021	73,677	153,493
Scan \$/Unit	\$ 1.12	\$ 0.75	\$ 1.00	\$ 1.00	\$ 0.75
Ship Units % of Scan Units	101%	100%	100%	100%	80%
Ship Units	458,834	346,281	158,021	73,677	163,728
Beginning Inventory Adjustment	0	0	0	0	0
Units: Shipped Minus Scan Launch to Date	1,288,814	318,821	318,821	318,821	277,889
Weeks of Inventory (Using 4-Wk Avg Scans)	4	2	2	2	1
Weeks of Inventory (Using Current Week's Scans)	3	1	2	4	1

CUSTOMER ACCOUNT PLANNER PART OF CPG SUITE

3 solutions used to Plan & Analyze key CPG Growth drivers
available stand-alone or as a suite

Our tools have been leveraged by cross-functional teams including:

- Sales
- Demand Planning
- Supply Chain & Ops
- Finance/FP&A
- Category Management
- Marketing

Customer Account Planner

Pricing & Trade Promotion Analyzer

New Product Planner

ABACIST ANALYTIX & ABACIST GROUP OVERVIEW

Abacist Analytix for CPG is a suite of analytical models refined through incorporating best practices leveraged by Fortune 50 CPG companies for planning & analyzing CPG growth drivers to shape demand.

Our Customer Account Planner powered by Anaplan can be leveraged on a stand-alone basis to analyze, shape and optimize Demand and Revenue Plans. Or the Customer Account Planner can be leveraged with our Pricing & Trade Promotion Analyzer and New Product Planner.

Abacist Group provides Corporate Performance Management (CPM) and Planning & Analysis expertise. We offer solutions, tools & management consulting services to improve sales, operational and financial planning, forecasting, reporting and analysis.

Abacist Group has worked with some of the largest CPG companies in the world & has deep expertise in best practices for planning, forecasting & analytics for the Consumer Goods industry.



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Some CPG clients Abacist Group has served

