

Demantra Solution – Sugar Australia Case Study



Oracle Demantra Applications



Oracle Demantra Applications



Demand Management



Real-time Sales and Operations Planning



Predictive Trade Planning



Advanced Forecasting and Demand Modeling

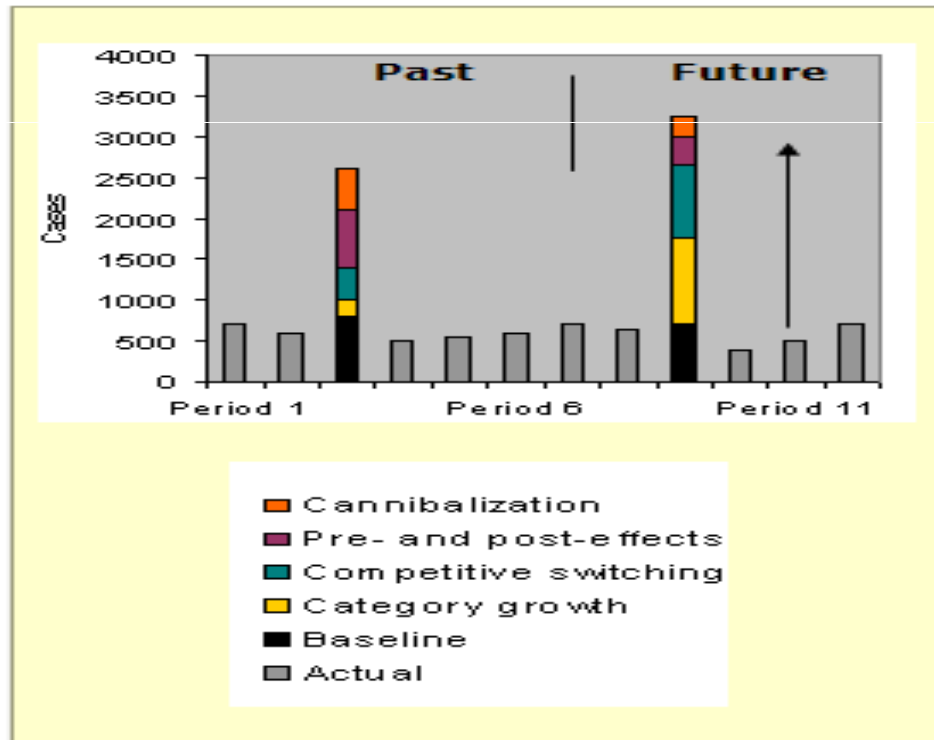


Deduction and Settlement Management



Trade Promotion Optimization

TPM Business Challenges



- Disparate trade planning / forecasting / claims / budgeting systems
- Lack of Bottom Up Trade Plan
- No Feedback of promotional spend – or visibility of future liabilities
- Claims received on Scan whilst planning on exfactory orders
- Accurately predicting promotional impacts & forecast accruals
- Planning promotions for better impact and efficiency of trade dollars spent \$
- Flagging promotional conflicts
- Discontinuity of promotional data storage – death by excel
- Settlement paper trail
- Un-balanced G/L

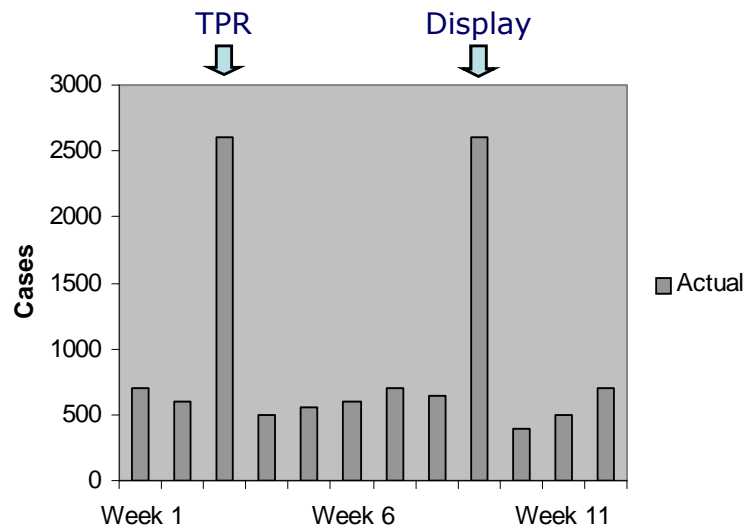
Selection Process & Rollout



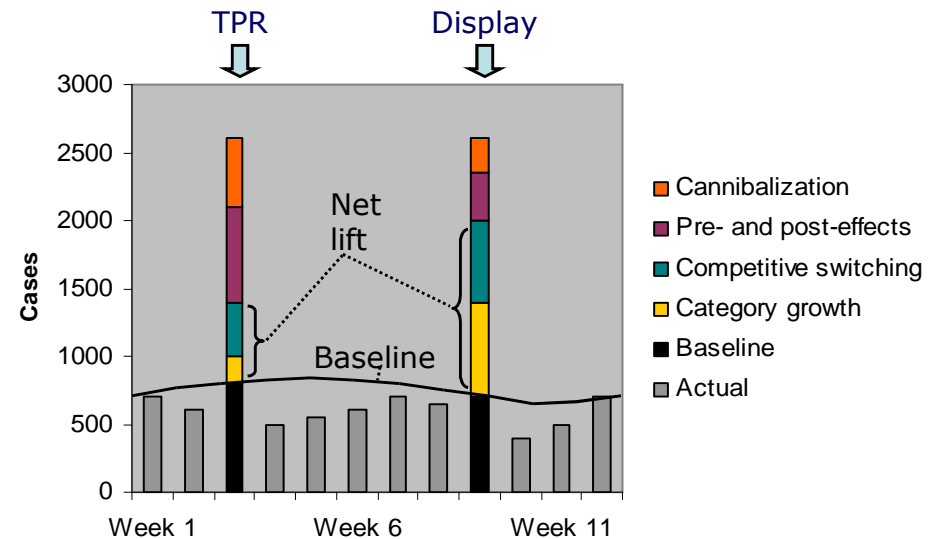
- Selection criteria based on Multi-solution capability of Demantra
- Rapid role out of Demand Management to stabilise existing forecast challenges
- ANZ Localisation of US Demantra TPM model
- Development of solution to support business process for account managers
- Automation of data flows, scan loading
- Process improvement around claims management

True Promotional ROI is not obvious

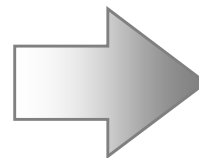
Promoted Volume Does Not Provide Complete Picture



Analytics Required to Measure Real ROI

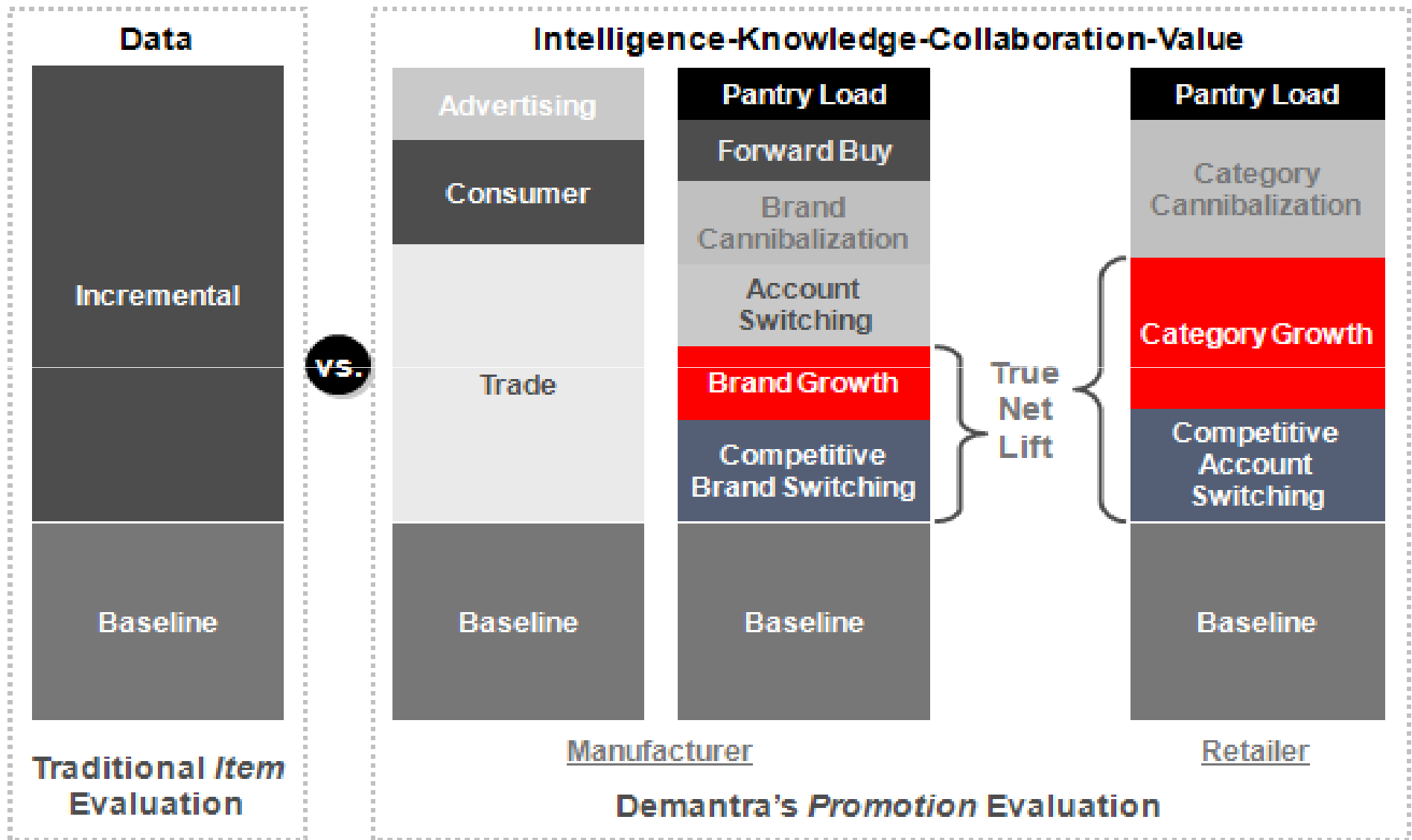


	TPR	Display
Product Margin	\$450,000	\$450,000
Promotion cost	\$250,000	\$250,000
Net profit	\$200,000	\$200,000
Promotion ROI	80%	80%



	TPR	Display
Product Margin	\$150,000	\$300,000
Promotion cost	\$250,000	\$250,000
Net profit	-\$100,000	\$50,000
Promotion ROI	-40%	20%

True Category Analytics



True Promotional ROI



PMO: Promo Effect Qtr: Mfg

Filters: Retailer: Coles Brand Level: Total Product by Brand Promotion: Cab Sav : 25-08-2008

Event Planner

Promotion	Buy Start	Buy End	Start Event	d#	Tactic Type	Co-Op \$	Cons Promo	Shelf Price	Promo	Units	Unit Deal	Lift	Base Evt Vol	Incr Evt Vol	Ttl Evt Vol
Cab Sav : 25-08-2008			25/08/08	1	SHELF	\$0	N/A	\$4.49	\$3.89	4	\$0.60	1.96	932	890	1,822
Cab Sav : 29-09-2008			29/09/08	1	SHELF	\$0	N/A	\$4.49	\$3.89	4	\$0.60	2.03	804	825	1,630
Fresh Ham & Cheese			28/07/08	12	SHELF	\$0	N/A	\$3.11	\$1.99	8	\$1.12	8.57	1,398	10,576	11,974
Merlot : 01-09-2008			01/09/08	1	SHELF	\$0	(None)	\$3.08	\$2.50	6	\$0.50	1.17	1,864	319	2,183

Cost Benefit Review

Promotion	Ttl Evt \$	Incr Evt \$	Base Evt \$	Net Incr Evt	Canbl \$	Pre-Post	Mfg Profit	Incr Mfg Prft	Net Incr Mfg Prft	Rtl Prft	Incr Rtl Prft	Net Incr Rtl Prft	Evt Spend	CPIU	% Spend	Claim Step	Evt Status
Cab Sav : 25-08-2008	\$7,151	\$3,494	\$3,657	\$1,528	\$2,295	-\$330	\$109	\$587	-\$1,378	\$2,034	\$0	-\$1,067	\$1,093	\$2.46	15%	(None)	a. Unplanned
Cab Sav : 29-09-2008	\$6,396	\$3,239	\$3,157	\$1,096	\$2,308	-\$165	\$97	\$544	-\$1,589	\$1,756	\$0	-\$978	\$978	\$2.37	15%	(None)	a. Unplanned
Fresh Ham & Cheese	\$0	\$0	\$0	\$0	\$0	\$0	-\$13,410	\$0	\$0	\$5,913	\$0	\$0	\$13,410	\$2.54	0%	(None)	a. Unplanned
Merlot : 01-09-2008	\$5,119	\$748	\$4,370	\$680	\$387	-\$319	-\$698	\$58	-\$11	\$3,435	\$0	-\$82	\$1,091	\$6.84	21%	(None)	a. Unplanned
Merlot : 04-08-2008	\$4,053	\$600	\$3,454	\$591	\$327	-\$318	-\$224	\$46	\$37	\$2,435	\$0	\$12	\$536	\$4.19	13%	(None)	a. Unplanned
Merlot : 21-07-2008	\$3,251	\$404	\$2,847	\$376	\$167	-\$160	-\$2,210	-\$229	-\$249	\$3,765	\$0	-\$232	\$430	\$4.99	13%	(None)	a. Unplanned

Lift Decomposition - Mfg

Lift Decomposition Table - Manufacturer

Company	Brand	Promotion Group	Ttl Evt \$	Incr Evt \$	Base Evt \$	Net Incr Evt	Canbl \$	Pre-Post	Canbl Vol Mfg	Pre-Post Vol
Sugar Australia	Alta	Cab Sav 2007	\$7,151	\$3,494	\$3,657	\$3,823	\$0	-\$330	0	84
		Pinot Noir 2006	\$0	\$0	\$0	(\$2,240)	\$2,240	\$0	-803	0
		Summary				-\$1,583	\$2,240	-\$330		
	Own Brand	Own Brand Shiraz	\$0	\$0	\$0	(\$55)	\$55	\$0	-29	0
		Summary				\$1,528	\$2,295	-\$330		

Lift Decomposition - Retailer

Promotion	Ttl Evt \$ Rtl	Base Evt \$ Rtl	Incr Evt \$ Rtl	Net Incr Evt \$ Rtl	Canbl \$ Rtl	Pre-Post \$ Rtl
Cab Sav : 25-08-2008	\$7,088	\$3,625	\$3,463	\$1,395	\$2,444	(\$377)
Cab Sav : 29-09-2008	\$6,339	\$3,129	\$3,210	\$944	\$2,455	(\$189)
Fresh Ham & Cheese	\$23,827	\$2,782	\$21,046	\$21,046	\$0	\$0
Merlot : 01-09-2008	\$5,457	\$4,680	\$798	\$736	\$481	(\$419)
Merlot : 04-08-2008	\$4,477	\$3,815	\$662	\$674	\$406	(\$418)
Merlot : 21-07-2008	\$3,867	\$3,387	\$480	\$248	\$232	\$0

- Capability to break down incremental to understand true ROI of promotion

TPM Solution Benefits



**Predictive Trade Planning,
DSM & Demand Planning**

Strategy:

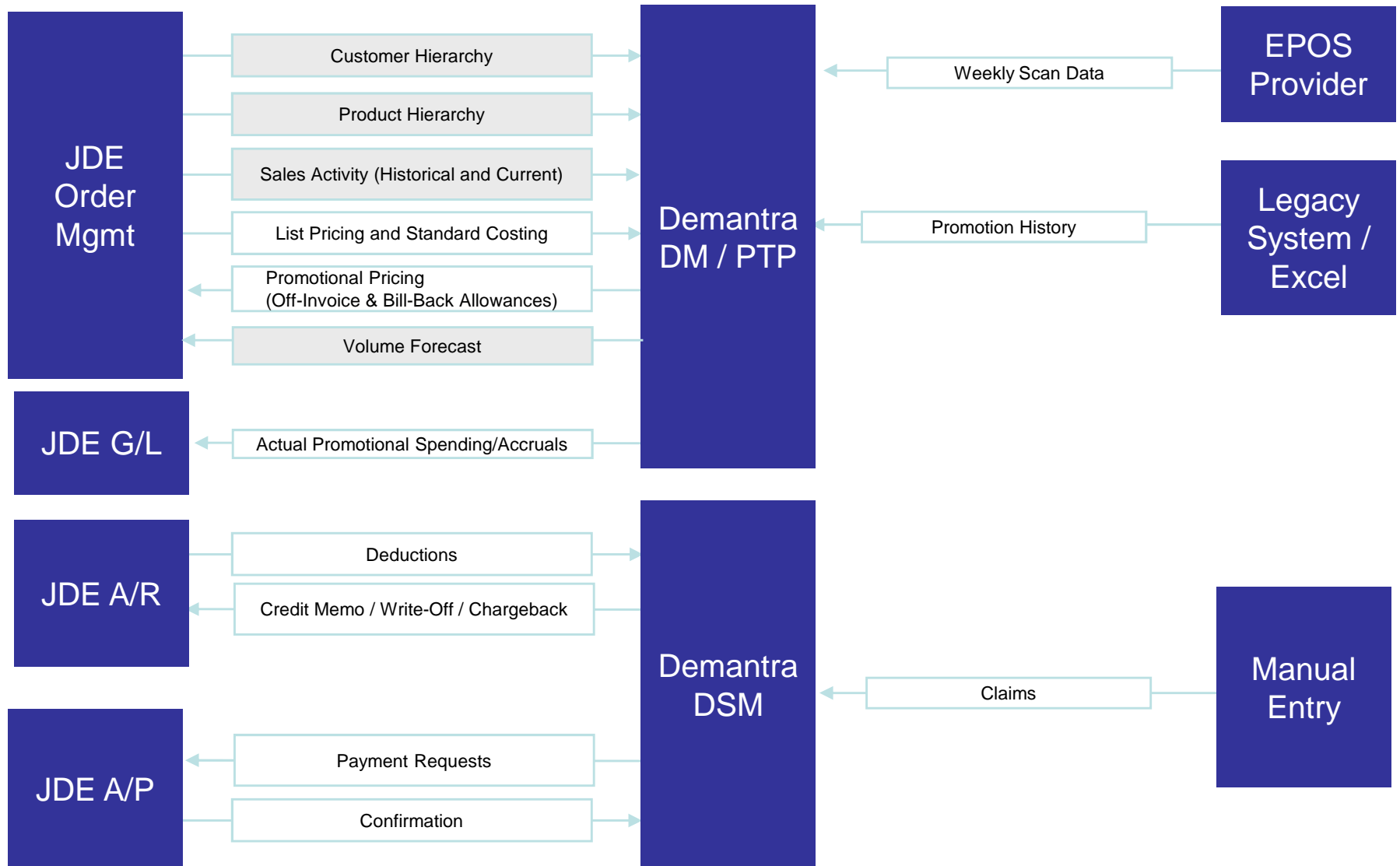
- Bottom up budget plan using planned trade calendar and Real Time event costing
- Seamless integration between Promotion and Demand Planning systems
- Workflow driven weekly process
- Alert notifications for Promotion Calendar conflicts
- Improve promotional ROI and cost visibility
- Accurate and timely customer and brand P&Ls
- Accurate visibility of Trade Spend Accruals
- Improved processing time for Claims management
- One system to handle all Demand Management, Promotion planning and Claims Management

Solution and Results:

Oracle-Demantra Demand Management Suite impacts Operational Performance Year Over Year

- **30% improvement in Forecast Accuracy**
- **End to End Solution from Promotion to Demand planning to Claims Management**

Demantra – JDE Integration



Demantra ANZ Trade Planning

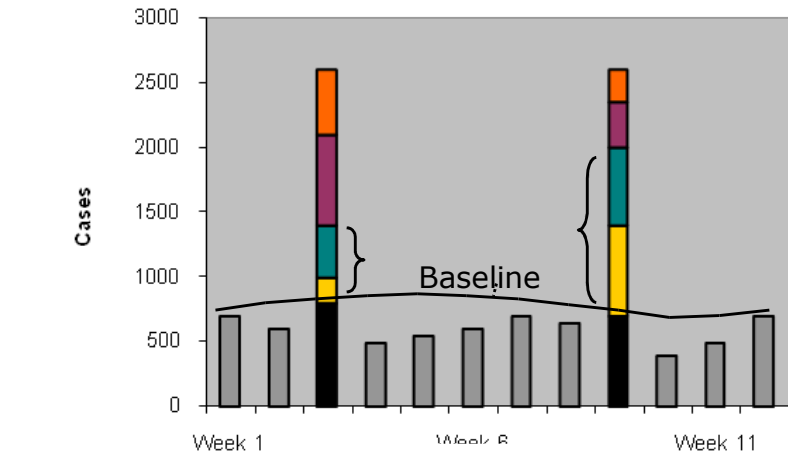
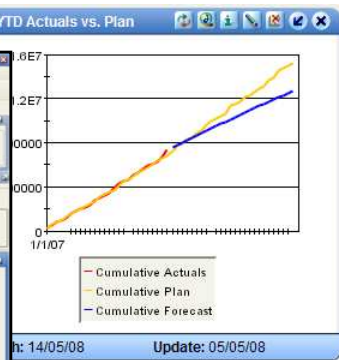
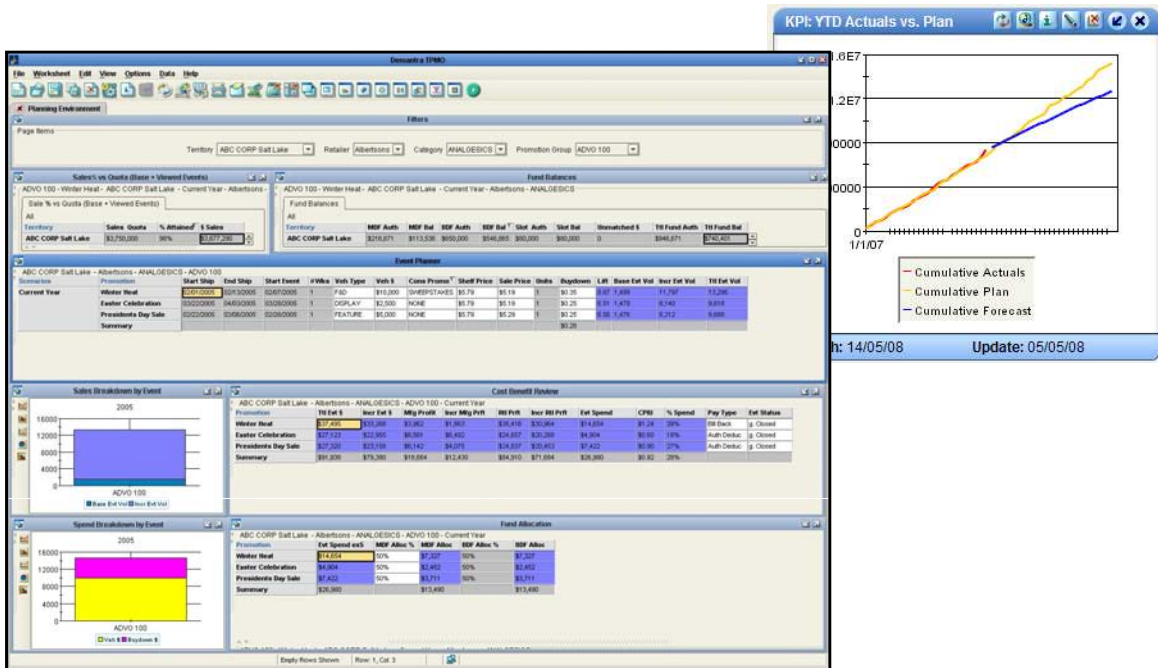
Peter McLeish – Sugar Australia



Integration Case Study – Suzanne Pooley Sugar Australia



Demantra – Get In Control



- **Visibility**
 - Budgeting & fund allocation
 - Volume planning & gap resolution
 - Headquarter & field sales planning
- **Analyze**
 - Baseline Demand
 - Promotion Modeling, Scenario Planning and Simulation
 - Lift Decomposition and analysis
- **Collaborate**
 - Alerts & management by exception
 - Promotion Planning
- **Review**
 - Advanced Account Planning
 - Off Line Capabilities

Questions / Panel Discussion

