BusinessConnect
A New Era of Smart
04/06/14

Creating a single version of the truth

Patrick Hennuy
Reporting and Controlling Manager Orangina
Schweppes Belgium

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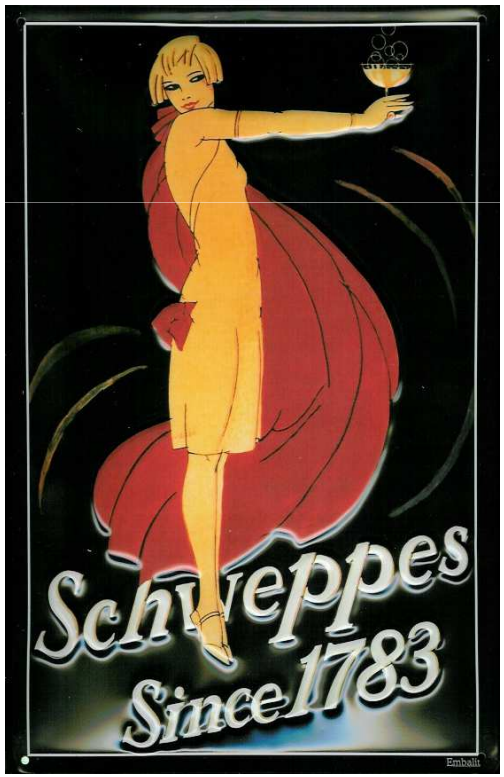
Once upon a time

1783



1936

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Recent History

1969

Cadbury Schweppes

2006

LION CAPITAL

Blackstone

2009

SUNTORY

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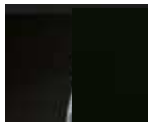
Our Brands

POUR QUE



100% PURE PLEASUR

ORANGINA
met pulp! et sa pulpe!

FAITES DE NOUS LE PLUS GRAND POIRTI DU PAYS
VOTEZ SUR WWW.OASISPF.BE

Our Brands

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The Problem

Excel Reporting

- Static
- Labour Intensive
- Error Prone

Planning not integrated

- Lengthy Updates
- No Drill Down

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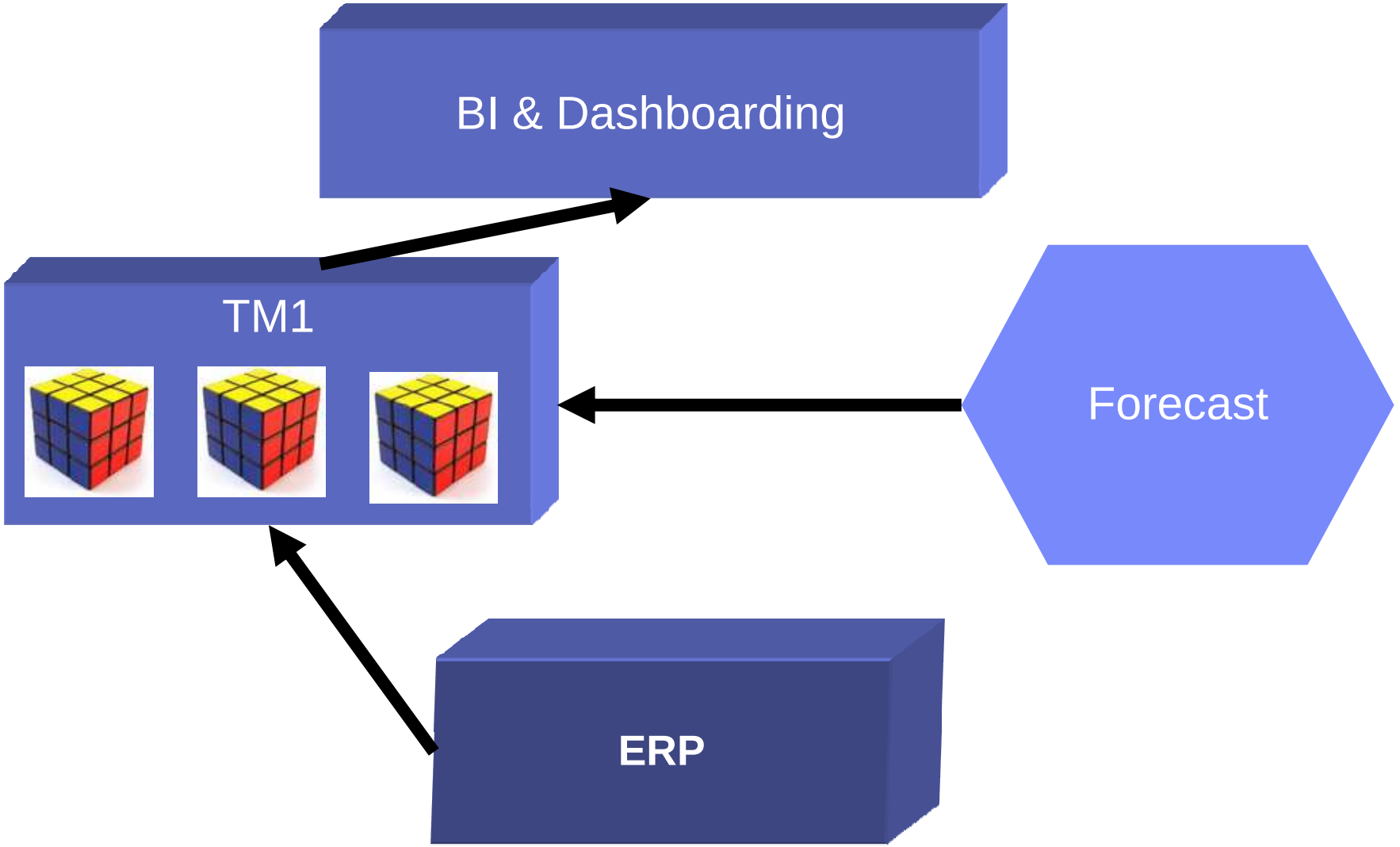
Architecture



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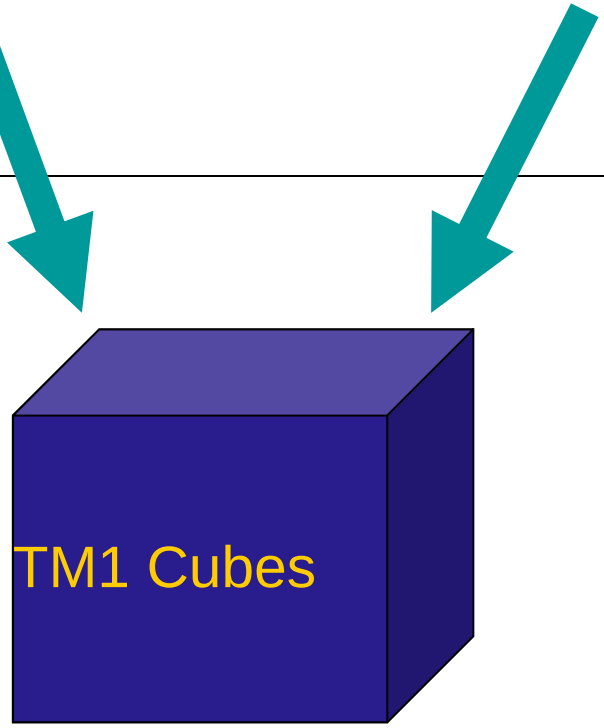
Business Intelligence



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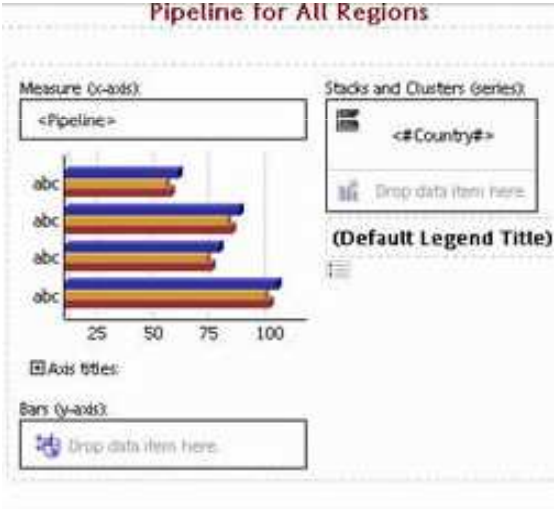
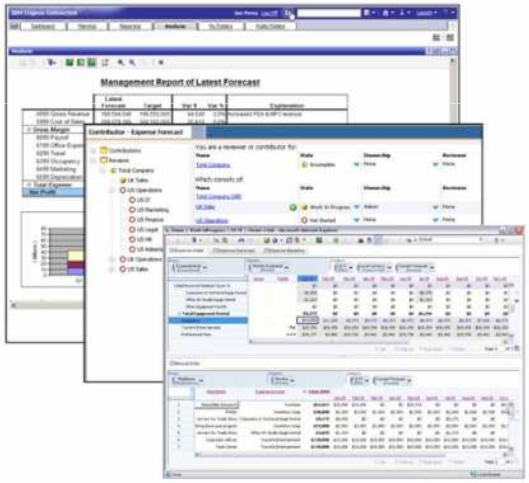
Applications

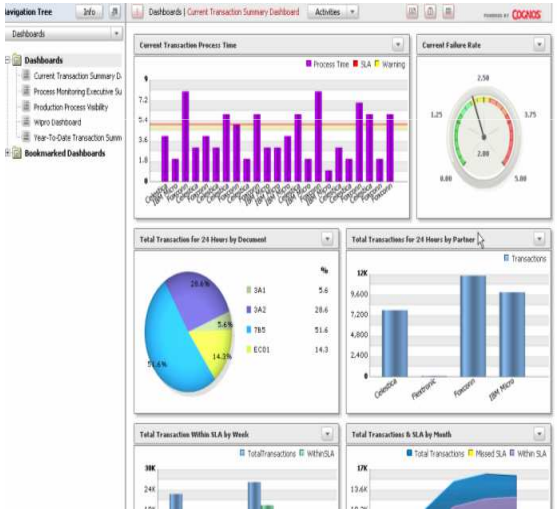
Sales Reporting



Sales & Financial Planning



Dashboarding



Visit Mr. Hiroshi Miyamori
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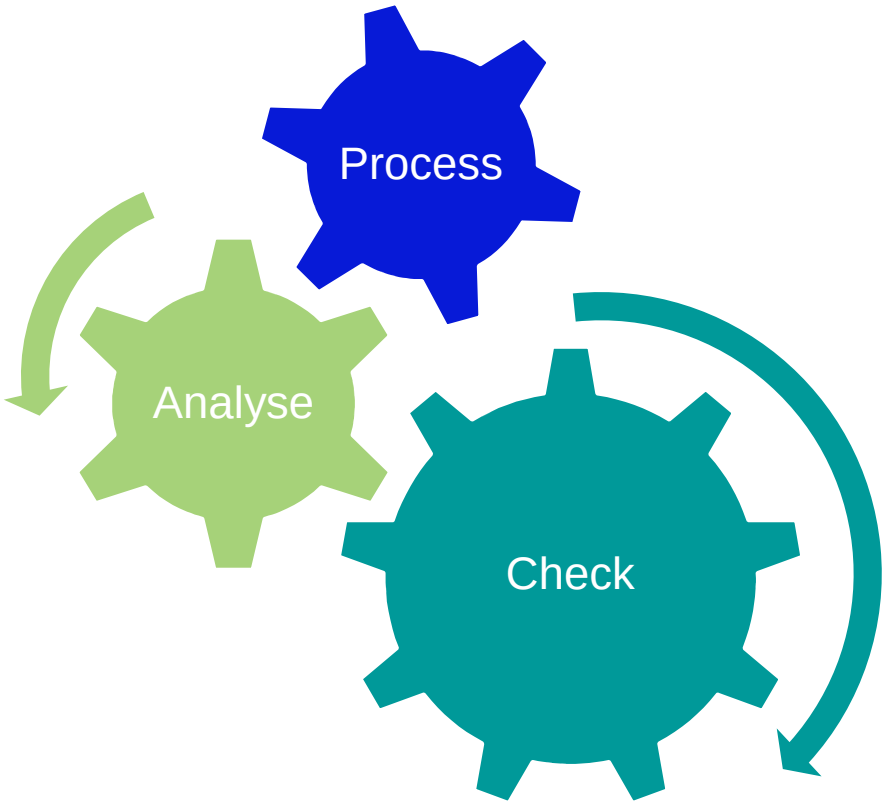
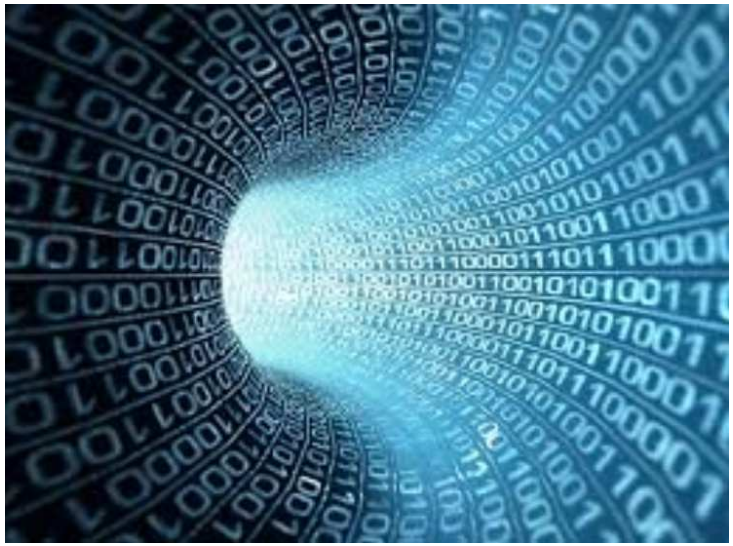
Sales integration





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COGS - Marketing - SG&A

- Gradual integration in order to have a full P&L structure

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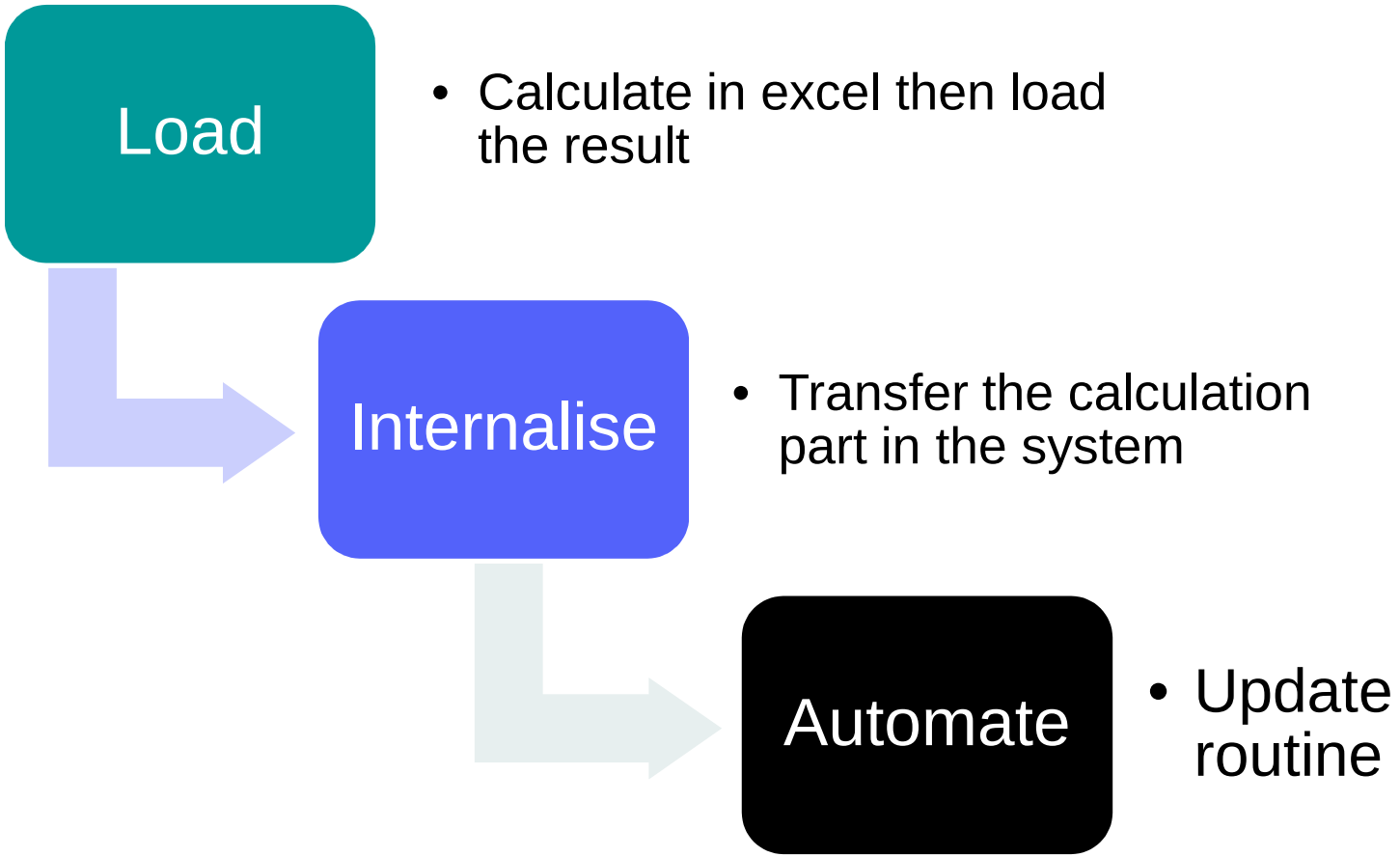
Approach



- Calculate in excel then load the result
- Transfer the calculation part in the system
- Update routine

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Meanwhile…

- As data becomes available in the tool, reporting should be developed to make it available to the users

This helps gain user adoption

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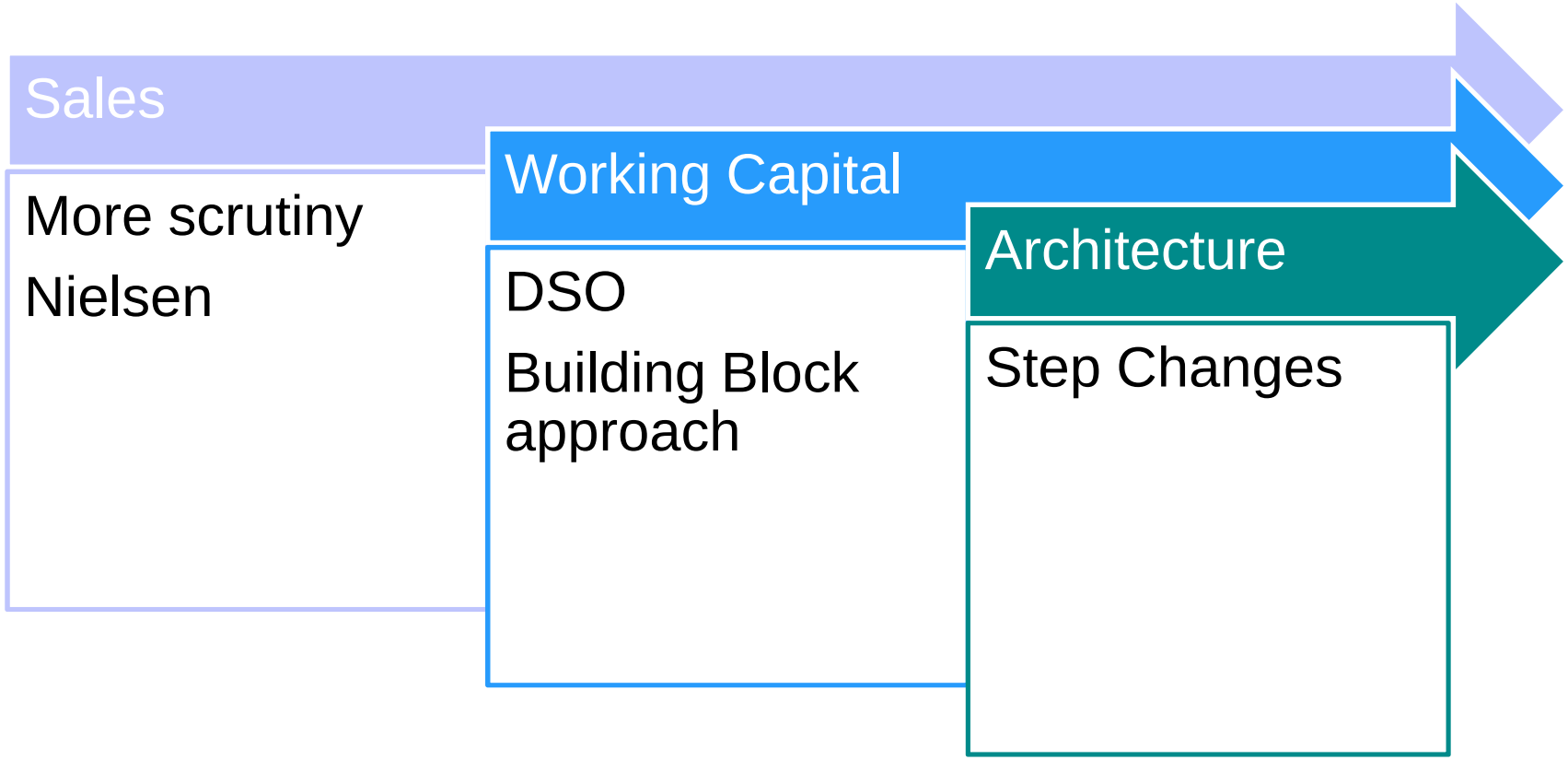
We’re not done



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Lessons Learned

Modular Design is Powerful

The users grow with the data and the reporting

Think Big, Start Small, Move Fast

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