

Get the most out of your account investment plans



How much can you add to the bottom line by improving your account investment planning decisions?

With an ever increasing reliance on collaborative retail relationships and the demand for more frequent and deeper promotions, effective account investment planning has become an area critical to achieve sustainable profitable growth. ProfitSee™ gives you the capabilities you need to make optimal account investment decisions accurately and fast.

Drive pace and accuracy of fact based decision making

Constructing joint business plans is a highly detailed and lengthy process often taking valuable days to build. Whilst these customer plans represent critical investment commitments, they are often constructed in fragile spreadsheet environments where most time is spent challenging the integrity of the data and formulae. Instead, all efforts should be focussed on evaluating the impacts of all alternative investment options. With ProfitSee™, multiple business scenarios can be built within a matter of minutes and these scenarios can be reviewed side-by-side dramatically increasing the thoroughness, accuracy and pace at which investment plans are evaluated and signed off.

- 🔗 Create, amend and replicate multiple scenarios per customer
- 🔗 Model change impact at any level of the P&L
- 🔗 Model in internal or customer calendar timeframe views
- 🔗 Compare full P&L outputs of multiple scenarios side by side
- 🔗 Project the impact of every scenario created on the retailer's KPIs
- 🔗 Publish and lock committed scenarios and joint business plans/budgets
- 🔗 Compare newly created scenarios against forecasts, budgets and other scenarios

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Total Man	Total Ret
101 6 Muffins	5,611	3,816	5,495	7,327	8,540	6,102	5,486		5,500	10,071	72,243	63,492
203 Meat Feast Pizza											58,474	58,474
302 Cottage Pie 500g	9,063	5,819	6,487	9,060	9,910	8,777	9,063		266		39,867	30,719
303 Moussaka 500g							6,144		1,738	19,988	47,147	47,147
403 Strawberry I/C 1l				5,740	41,809						18,317	18,317
1203 Curry Sauce 500g					6,716	1,221	1,221	4,368		3,66	56,880	49,439
1209 black Bean Sauce 500g					6,716	9,155	9,755	6,108	2,482	10,30	1,808	
1401 Strawberry Smoothie 1l											549,304	496,153
1703 Pickled Onions 600g	49,990	33,196	35,867	42,548	41,404	34,341	62,379	58,576	47,891	61,05	198,127	198,127
1708 Pickled Chutney 450g	46,403	27,323	30,986	37,549	36,939	18,927					225,812	185,629
1709 Piccilli 450g						10,418	28,715	33,123	38,580	46,88	130,380	119,250
1710 Pickled Olives 600g	12,974	8,777	10,303	12,020	13,738	10,303	13,165	10,876	12,593	9,54	198,969	
.....	178,659	116,762	131,283	170,378	222,216	164,683	188,831	130,771	148,732	198,969	1,862,477	1,778,358

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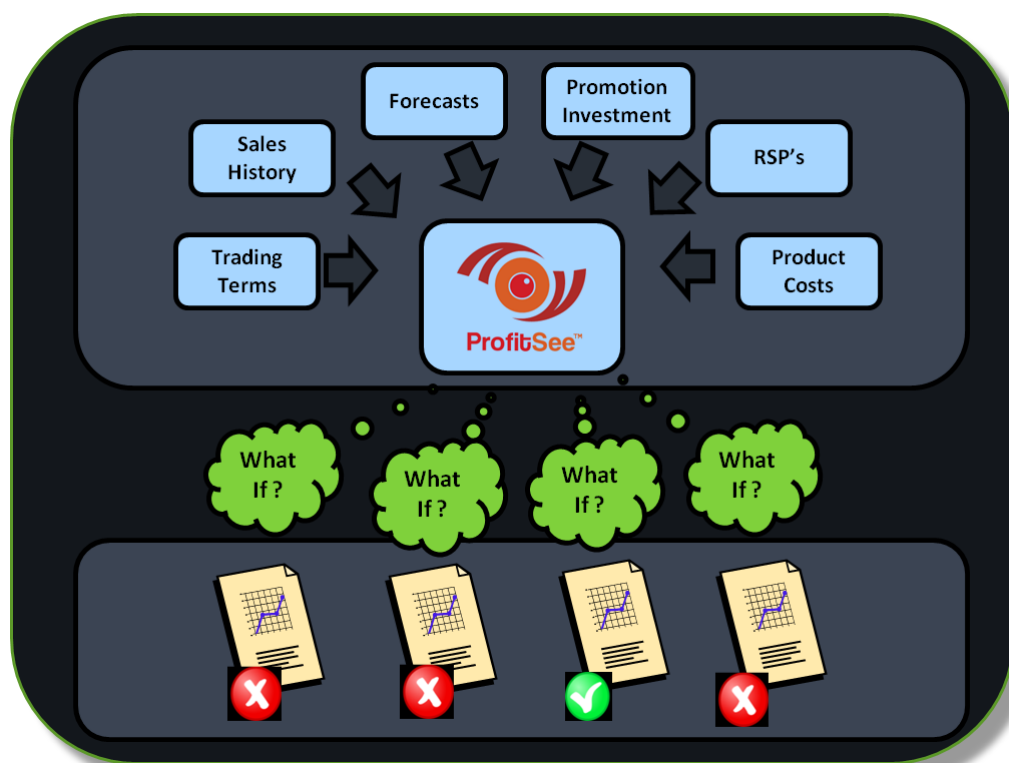


Build your Customer Integrity and Planning Credentials

Critical to the account investment planning process is understanding the value of your proposals to your customers. ProfitSee™ instantly projects the impact of all your investment scenarios on your customers' profitability as well as your own. With these capabilities, understanding how your customers view the value of your plans gives you instant credibility and business planning integrity. This in turn facilitates a move away from transactional relationships to more strategic and mutually profitable partnerships.

Reduce the resources required for your decision making

Data sourcing, report building and manipulation typically represents up to 80% of decision making time; valuable time that should be spent evaluating and making decisions. ProfitSee™ dramatically improves the efficiency of this process by automating all of these manual time consuming tasks. By stripping out all of this 'dead time' commercial teams spend all of their time making decisions. With the system bridging across multiple commercial functions, plans are shared and discussed on one common framework in the confidence that both the data and results are robust. No more time wasted checking erroneous formulae.



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Empower your teams whilst retaining control & visibility

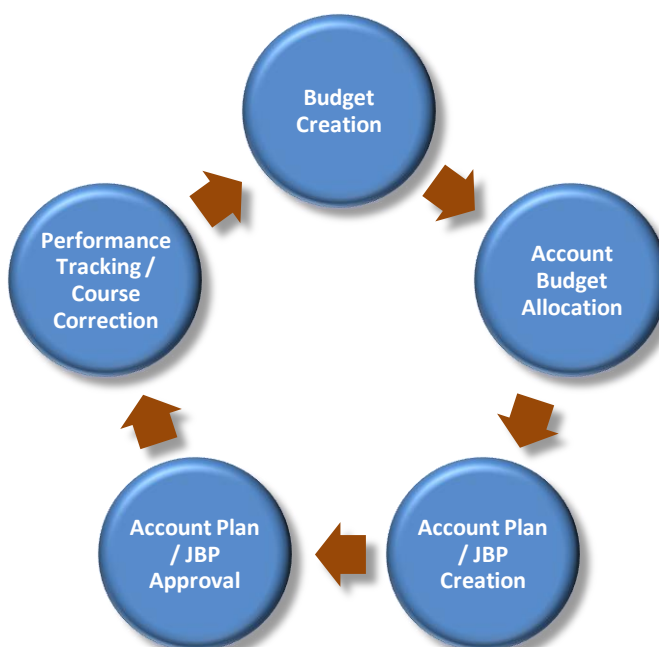
With account managers and commercials teams increasingly being targeted on a mix of profit, volume and sales value, this tool provides a platform on which they can instantaneously model the impact that their decisions have on performance at any level of the P&L. By providing them with the ability to quickly evaluate the value of their proposals, **ProfitSee™** represents a valuable vehicle in the development of true business managers with accountability.

Structured sign-off functionality ensures that senior management teams optimise the efficiency of the decision making process with full visibility of plans in the confidence that both data and calculations are robust.

With plans locked and committed, senior managers can use them for performance tracking purposes to understand underlying causes for variances to plan and for the collaborative creation of corrective actions if necessary.

A key tool to your internal & external planning cycle

ProfitSee™ represents a tool that provides both internal and external planning capabilities. Account team objectives are often derived from 'top-down' corporate targets with limited detail of account level considerations. Having the ability to quickly build account plans from a granular 'bottom-up' basis, **ProfitSee™** plays a key role in creating internal plans that achieve budgets whilst simultaneously creating customer joint business plans. With its powerful P&L modelling capabilities, the whole budgeting and joint business planning processes are dramatically accelerated.



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The Benefits

- ☞ Improve your profitability and ROI on trade investment plans.
- ☞ Translate any amount of data from multiple sources into actionable commercial insight.
- ☞ Dramatically increase the efficiency and capabilities of your commercial teams.
- ☞ Make fact based decisions in confidence understanding all your options.
- ☞ Improve the integrity and credibility of your customer relationships.
- ☞ Make better, sustainable and more profitable decisions FAST.

	Customer Proposal	Potential Worst Case	Proposed Business Plan	Forecast 0
Base Vol	1,898,241	1,832,097	2,112,477	1,962,477
Promo Vol	1,949,074	0	1,626,296	1,575,000
Total Vol	3,847,315	1,832,097	3,738,773	3,537,477
GSV	£35,100,743	£13,561,622	£32,223,419	£31,000,000
Promo Spend	£4,734,481	£0	£3,281,317	£1,371,794
ORD Spend	£1,452,028	£606,305	£4,593,739	£27,629,880
Total Spend	£6,327,136	£536,005	£27,629,880	£4,109,022
NSV	£28,773,607	£13,025,616	14.3 %	14.9 %
Total Spend % GSV	18.0 %	4.0 %	£4,109,022	14.9 %
SGP	£2,309,628	£2,555,693	19.6 %	£32,161,000
SGP % NSV	8.0 %	19.6 %	£26,622,840	£18,700,000
RSV Base	£27,506,107	£26,622,840	£0	£50,000,000
RSV Prom	£24,887,714	£26,622,840	£0	£18,700,000
RSV Total	£52,393,821	£53,245,680	£13,597,224	£68,700,000
Retailer £ Profit	£23,620,214	£23,620,214	51.1 %	£18,700,000
Retailer POR %	45.1 %	45.1 %	51.1 %	51.1 %

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