



BI & CPM solution | Case Study



Granarolo

Granarolo is currently one of the biggest names in the Italian food industry, and can boast an undisputed leadership position in the domestic fresh milk market and in organic dairy and cheese products.

Its business is organized in four main areas:



Milk and cream



Yogurt



Dairies and
dessert



Eggs

The Company holds one third of the market share for fresh milk and 20% for UHT milk, it ranks third for domestic sales of yogurt with its position strengthened by the acquisition of Yomo in 2004.

Since the very outset, Granarolo's growth strategy has aimed at full integration of the production chain, rigorous selection of raw materials, and a constant focus on quality and innovation. Today Granarolo operates five production facilities and a logistic network which provides daily delivery of fresh products all around the country.

Project Background

The Company decided to deliver a **comprehensive BI & CPM solution** aimed at supporting the decision making process through



Reporting



Planning



Consolidation

The Users Base was highly experienced on planning processes and provided challenging requirements in terms of information detail and dynamic hierarchies management.

Issues and Requirements



Integration of several data sources (SAP ERP, merchandising surveys, manual input) to obtain an integrated view of business performance



Reporting distribution for both operative and management users



Large Users Base for distributed sales forecast
(weekly process, 120 users, scenario dependant hierarchies)



Complex business rules for logistic costs budgeting
(direct deliveries and route accounting)

- ▶ Enterprise data warehouse and BI reporting infrastructure
- ▶ Distributed Sales Budget, Target and Forecast Process
- ▶ Economic and financial planning and Consolidation
- ▶ Management Tableau De Board

Results



- **Certified and secured infrastructure** for self-service reporting by Finance, Sales and Logistic department
- **Integrated budget process** with simulation scenarios, from market shares to P&L and Cash Flows
- **Consensus sales forecast process** with reconciliation for sales teams operating on different sales channels
- **Scalable architecture** flexible to changes in organizational structure of sales force

Consumer Products | References

Affinity, Ahemon, Amadori, Azucarera Ebro, Bimbo, Cadbury, Campofrio, Camst, Chupa Chups, CIR Food, Consorzio Lombardo Veneto, Danone, Ferrero, Font Vella, Friskies, Gruppo Italiano Vini, Granarolo, Grandi Molini Italiani, Grandi Salumifici Italiani, Grupo Nutrexa, Guido Berlucchi, Heineken, Johnson & Johnson, JTI, Kraft, Lavazza, Leche Pascual, Lenti, Locker Remedia, Mahou-San Miguel, Makro, Marchesi di Antinori, Nestlé, Pasqua, Pellini Caffè, Pepsico, Pernod Ricard, Sara Lee (Bimbo), Schweppes, Sibeg - CocaCola, Sony, Unilever



Nestlé



Unilever



FERRERO



GRUPPO ITALIANO VINI

Johnson & Johnson



LAVAZZA



Milan

milano@sdggroup.com
Via San Gregorio, 29
20124 Milano
Tel: +39 02 2155707

Rome

roma@sdggroup.com
Viale delle Milizie, 1
00192 Roma
Tel: +39 06 39031086

Verona

verona@sdggroup.com
Viale del Lavoro, 33
37135 Verona
Tel: +39 045 8032289

Florence

firenze@sdggroup.com
Via Lucchese, 34/c
50019 Sesto F.ino – Firenze
Tel: +39 340 6622158

Barcelona

barcelona@sdggroup.com
Paseo de Gracia 47, Principal 2ª
08007 Barcelona
Tel: +34 (0) 932890820

Madrid

madrid@sdggroup.com
C. Orense nº 11 1ªA,
28020 Madrid
Tel: +34 (0) 91 515 96 78

Lisbon

lisboa@sdggroup.com
Av. de Pádua, 10 A –
Parque das Nações
1800-218 Lisboa -
Tel.: + 351 21 136 37

Alger

alger@sdggroup.com
05, Rue Aissat Idir
Chéraga ALGER 16014, Alger
Tel: + 213 21 36 55 03

London

uk@sdggroup.com
The Foundry Business Centre
156 Blackfriars R.d, London
Tel: +44 (0) 2079534010

Paris

france@sdggroup.com
3, cité Rougemont
75009 Paris
Tel: +33 (0) 148019700

Hamburg

germany@sdggroup.com
Große Elbstraße 86
22767, Hamburg
T. +49 40 4689964 0

Munich

germany@sdggroup.com
Maximilianstr. 2
80539 München
Tel: +49 89 20 500 8511

York

uk@sdggroup.com
Third Floor Regency House
York Business Park
York YO26 6RWT
Tel: +44 1904 234 510

Cairo

me@sdggroup.com
Nile City Towers
North Tower, 22nd floor
Cornish El Nil 11624, Cairo
Tel: +20 105 477 577

Lima

peru@sdggroup.com
Av Camino Real 348 niv.B 99-100
27, San Isidro - Lima
T. +51 1 6159815

Bogotá

colombia@sdggroup.com
Calle 98 # 22-64 Oficina: 409
11001000, Bogota