“Although disruptions in the food supply chain are minimal so far, challenges have been already experienced in terms of logistics. Food needs to move across borders with no restrictions and in compliance with existing food safety standards.”

COVID-19 Outlook - Food and Agriculture Organization of the United Nations
How to overcome current challenges in the Meat and Fish Industry with SAP IBP?
Current Challenges
Disruptions to Value Chains

- Promotions
- Supply of Live Stock
- Logistic Bottlenecks
- Meat Consumption
- Market Contraction
- Sustainability
- Trade Disruptions
- International Meat Prices

Source:
Current Challenges

What does this mean for you? – Live Stock – Push/Pull Planning

- Promotions
- Meat Consumption
- Trade Disruptions
- Supply of Live Stock
- International Meat Prices
- Market Contraction
- Logistic Bottlenecks
- Sustainability

Source: Meat Consumption Trade Disruptions International Meat Prices
Current Challenges
What does this mean for you? – Uncertainty in Demand

- Meat Consumption
- Supply of Live Stock
- Logistic Bottlenecks
- Market Contraction
- Sustainability
- International Meat Prices
- Trade Disruptions
- Promotions

Source:
Meat Consumption
Trade Disruptions
Supply of Live Stock
Logistic Bottlenecks
Market Contraction
Sustainability
International Meat Prices
Promotions
Current Challenges
What does this mean for you? – Logistics Delays

- Promotions
- Supply of Live Stock
- Meat Consumption
- Market Contraction
- International Meat Prices
- Sustainability
- Logistic Bottlenecks
- Trade Disruptions

Source: Meat Consumption Trade Disruptions International Meat Prices Market Contraction Sustainability Logistic Bottlenecks

Promotions

Supply of Live Stock

Meat Consumption

Market Contraction

International Meat Prices

Sustainability

Logistic Bottlenecks

Trade Disruptions

Source:
How can SAP Integrated Business Planning support you?
Get an integrated view on your value chain
SAP Integrated Business Planning
Introduction and Capabilities Overview

Sales & Operations Planning
Bring all the data together for an aligned SOP process

Demand Planning
Generate a demand forecast with the help of machine learning, statistical forecasting and demand sensing

Supply and Response Planning
Make sure to best utilize your capacities to fulfill demand

Inventory and Demand-driven Replenishment
Plan and optimize your inventory along the entire supply chain

Supply Chain Control Tower
Get an E2E view on your entire supply chain and take corrective measures
SAP Integrated Business Planning
Planning in the Meat and Fish Industry – Example Process
Planning in the Meat and Fish Industry
The Balance - Push/Pull Planning

“N” Number of Animals Available

Push

How many Animals needed from Demand?

Pull

Supply

Which parts are long/short?

How to optimize? Which criteria?

Demand

Strategic
Years/Quarters

Tactical
Year/Months

Operational
Months/Weeks

Execution
Days

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Solution Tour
SAP Integrated Business Planning
Today´s Use Cases

1. Risk & Opportunities Planning
2. E2E Visibility & Exception Management
3. Short-Term Forecasting – Demand Sensing
SAP Integrated Business Planning
Today’s Use Cases

1. Risk & Opportunities Planning

2. E2E Visibility & Exception Management

3. Short-Term Forecasting – Demand Sensing
SAP Integrated Business Planning
Introduction to Web-Interface – Role-Based Navigation
# SAP Integrated Business Planning

## Introduction to Web-Interface – Open Help

### Driver-Based Planning

**Driver Planning Views (2)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Planning Area</th>
<th>Driver Type</th>
<th>Planning Level Attributes</th>
<th>Key Figures</th>
<th>Created By</th>
<th>Planning Filter</th>
<th>Shared</th>
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</thead>
<tbody>
<tr>
<td>Demand Risks and Opps</td>
<td>16098 Capture business...</td>
<td>IPAV2</td>
<td></td>
<td>Cust Region, Sales Area, Product Family</td>
<td>Demand Qty. Assumption (DBP) - Agg.</td>
<td>Greg Jones</td>
<td>Products 3xx</td>
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<td>Revenue Risks and Opps</td>
<td>16099 Capture business...</td>
<td>IPAV2</td>
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<td>Risks and Opportunities (CPI1RISKOPP)</td>
<td>Sales Area, Cust Region, Product Family, Currency ID</td>
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### Driver Planning Views (2)

<table>
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</table>

**Help Topics**

**Planning Filter**
Each driver planning view shows drivers for one specific driver type.

**Shared**
The icon indicates whether a driver planning view has been shared.
## SAP Integrated Business Planning

### Introduction to Web-Interface – Open Help

#### Driver Planning Views (2)

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Planning Area</th>
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<td>Risks and Opportunities</td>
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</table>

#### Planning Filter

The filter used in a driver planning view can either be a saved planning filter or an ad hoc filter that has been applied specifically to that driver planning view.

#### Shared

The icon indicates whether a driver planning view has been shared.
**Driver Planning Views (2)**

<table>
<thead>
<tr>
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</table>
**SAP Integrated Business Planning**

**Risk & Opportunities Planning – Driver-Based Planning**

(_Default: IPAV2) *

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Planning Area</th>
<th>Driver Type</th>
<th>Planning Level Attributes</th>
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<tr>
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<td>IPAV2</td>
<td>Risks and Opportunities (CP1RISKOPP)</td>
<td>Cust Region, Sales Area, Product Family</td>
<td>Demand Qty. Assumptions (DBP) - Agg.</td>
<td>Greg Jones</td>
<td>Products 3xx</td>
<td>&gt;</td>
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<tr>
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<td>Demand Qty. Assumptions (DBP) - Agg.</td>
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### Charts

## Summary (3) Details (3)

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<th>Cust Region</th>
<th>Sales Area</th>
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SAP Integrated Business Planning
Risk & Opportunities Planning – Drivers Details

Opp_101

Planning Level Attributes

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Time Period

- Time Period: Month
- From/To: M12,2020 M12,2020

Key Figures

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SAP Integrated Business Planning
Introduction to Excel Add-In Interface – Overview

[Excel screenshot showing a chart titled 'DriverBased Plan_Risk and Opps']

- Chart: Include Totals, Avg.
- Filter:
  - Consensus Baseline Demand Qty
  - Consensus Baseline Demand Qty Adj
  - Consensus Baseline Demand Qty incl. Adj

[Table showing data for Product Family 'FAMILY 300' with columns for Key Figures and months]

- Demand Planning Qty
- Sales Forecast Qty
- Marketing Forecast Qty
- Demand Qty Assumptions (DBP) - Adj.
- Consensus Baseline Demand Qty
- Consensus Baseline Demand Qty Adj
- Consensus Baseline Demand Qty incl. Adj
- Demand Qty Assumptions (DBP) - Adj.
- Demand Qty Assumptions (DBP) - Adj.
- Demand Qty Assumptions (DBP) - Adj.
- Demand Qty Assumptions (DBP) - Adj.

[Additional data and columns for competition, market growth, price variation, baseline consensus plan]
SAP Integrated Business Planning
Introduction to Excel Add-In Interface – Planning Views

![Excel Add-In Interface](image)

**DriverBased Plan_Risk and Opps**

<table>
<thead>
<tr>
<th>Competition</th>
<th>Market Growth</th>
<th>Price Variation</th>
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</thead>
<tbody>
<tr>
<td>Consensus Baseline Demand Qty</td>
<td>Consensus Baseline Demand Qty Adj</td>
<td>Consensus Baseline Demand Qty incl Adj</td>
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<tr>
<td>Consensus Baseline Demand Qty</td>
<td>Consensus Baseline Demand Qty Adj</td>
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<td>Consensus Baseline Demand Qty</td>
<td>Consensus Baseline Demand Qty Adj</td>
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**Scenario**

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<th>M07-2023</th>
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<th>M02-2024</th>
<th>M03-2024</th>
<th>M04-2024</th>
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**Consensus Baseline Demand Qty**

- Consensus Baseline Demand Qty
- Consensus Baseline Demand Qty Adj
- Consensus Baseline Demand Qty incl Adj
- Demand Qty, Assumptions (DBP) - Agg
- Demand Qty, Assumptions (DBP) - Agg
- Demand Qty, Assumptions (DBP) - Agg
- Demand Qty, Assumptions (DBP) - Agg

**Filter**

- Demo Dairy Industry
- Consensus Baseline
- Consensus Baseline
- Consensus Baseline
SAP Integrated Business Planning
Introduction to Excel Add-In Interface – Scenarios
SAP Integrated Business Planning
Introduction to Excel Add-In Interface – Planning Operators
SAP Integrated Business Planning
Risk & Opportunities Planning – Consensus Demand Plan

DriverBased Plan_Risk and Opps
Last Modified: 2020-01-01 09:17:57

Chart:
- Include Totals
- Avg.
- Filter
- Series:
  - Consensus Baseline Demand Qty
  - Consensus Baseline Demand Qty Adj
  - Consensus Baseline Demand Qty incl. Adj

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1. Risk & Opportunities Planning

2. E2E Visibility & Exception Management

3. Short-Term Forecasting – Demand Sensing
SAP Integrated Business Planning
Intelligent Visibility and Exception Management - Alerts
### SAP Integrated Business Planning

#### Exception Management - Alerts

**Monitor Custom Alerts**

**Standard**

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<thead>
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<th>Planning Area</th>
<th>Version / Scenario</th>
<th>Subscription</th>
<th>Restricted Subscription</th>
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**Category:**

- **Search:**
  - IPAV2

**Case:**

- **Search:**
  - IPAV2

**Active (47)**

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<th>Case</th>
<th>Refresh Time</th>
<th>Version / Scenario</th>
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<td>Month: M02.2021 Location ID: 1715 Sales Area: 1710/10/00</td>
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<td>9 seconds ago</td>
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</table>

**Adapt Filters**

**Go**
### SAP Integrated Business Planning

**Exception Management – Alerts – Efficient Communication**

#### Monitor Custom Alerts

<table>
<thead>
<tr>
<th>Key Figure 1</th>
<th>Value 1</th>
<th>Refresh Time</th>
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<tbody>
<tr>
<td><strong>Finance Rev. Plan</strong></td>
<td>18,036,125.00 USD</td>
<td>2 minutes ago</td>
</tr>
<tr>
<td>Severity: High</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Subscription:** Fost. revenue below Target

**Calculation Levels:**
- Month: M02.2021
- Location ID: 1715
- Sales Area: 1710/10/00

**Version / Scenario:** Base Version

#### Main chart

- **Finance Rev. Plan USD:** 18,036,125.00
- **Final Consensus Demand Rev:** 20,000,000.00
### SAP Integrated Business Planning
#### Exception Management – Manage Cases

<table>
<thead>
<tr>
<th>Case</th>
<th>Description</th>
<th>Priority</th>
<th>Created</th>
<th>Updated</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand Increase</td>
<td>Please check whether we can support a 25 percent demand increase over the next 2 months for Family 200. The current promotion from the North region is outperforming and we would like to extend the promotion across all regions.</td>
<td>High</td>
<td>10/15/2017 15:22</td>
<td>11/29/2017</td>
<td>New</td>
</tr>
<tr>
<td>Family 300 High Projected Days</td>
<td>Family 300 High Projected Days of Coverage</td>
<td>Medium</td>
<td>02/07/2017 12:34</td>
<td></td>
<td>New</td>
</tr>
<tr>
<td>IBP 320 MTesting</td>
<td>Please investigate whether there is enough capacity to support the demand spike associated with the new product IBP320</td>
<td>High</td>
<td>09/25/2017 05:46</td>
<td></td>
<td>Closed</td>
</tr>
<tr>
<td>IBP 320 PLAN(1)</td>
<td>Please investigate whether there is enough capacity to support the demand spike associated with the new IBP320</td>
<td>High</td>
<td>02/03/2017 05:12</td>
<td>03/03/2017</td>
<td>Closed</td>
</tr>
<tr>
<td>IBP 320 PLANNING</td>
<td>Please investigate whether there is enough capacity to support the demand spike associated with the new product</td>
<td>High</td>
<td>12/30/2016 09:27</td>
<td>12/30/2016</td>
<td>Closed</td>
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<tr>
<td>ibp plan</td>
<td>Please investigate whether there is enough capacity to support the demand spike associated with the new product</td>
<td>High</td>
<td>01/03/2017 17:13</td>
<td>01/03/2017</td>
<td>Closed</td>
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<tr>
<td>Task Description</td>
<td>Forecast</td>
<td>Responsible</td>
<td>Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>----------</td>
<td>-------------</td>
<td>------------</td>
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<td></td>
</tr>
<tr>
<td>1b. Demand Plan - forecast methods</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>04/07/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Inventory Plan Review</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>03/28/2019</td>
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<tr>
<td>2a. Inventory - forecast error</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>04/05/2019</td>
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<tr>
<td>2b. Inventory - input review</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>04/05/2019</td>
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<tr>
<td>3. Supply Plan Review</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>03/30/2019</td>
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<tr>
<td>3a. Finance Review</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>06/03/2020</td>
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<tr>
<td>4a. E2E Demo</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>04/10/2019</td>
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<tr>
<td>4b. Maintenance Scenario</td>
<td>IPAV2</td>
<td>Greg Jones</td>
<td>06/10/2020</td>
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<tr>
<td>5. Inv Demo Dashboard</td>
<td>INV2</td>
<td>Greg Jones</td>
<td>10/05/2018</td>
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<tr>
<td>6. MRO Inventory Optimization Planning</td>
<td>MRO</td>
<td>Greg Jones</td>
<td>10/05/2016</td>
<td></td>
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</tbody>
</table>
SAP Integrated Business Planning
Process Management – Visibility – Process Workflow
S&OP monthly process_2019_4_10_14_30_3: Demand Review

- Step Owner: Greg Jones
- Process Owner: Greg Jones
- Start Date: 2019-04-12
- End Date: 2019-04-18

Tasks (0 of 5 completed):
- Agree consensus between sales, demand...
- Statistical fcst run and fcst error meas...
- Review promotions and opportunities
- Compute demand plan
SAP Integrated Business Planning
Today’s Use Cases

1. Risk & Opportunities Planning

2. E2E Visibility & Exception Management

3. Short-Term Forecasting – Demand Sensing
SAP Integrated Business Planning
Demand Sensing - Dashboard

Dashboard List

Standard *

Category: Created By: Created On: Changed On: Shared:
1 Item ▼ ▼ ▼ ▼ ▼ ▼ ▼ ▼

Favorite:

Dashboards (2)

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Category</th>
<th>Created By</th>
<th>Created On</th>
<th>Shared</th>
<th>Favorite</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS - Performance View</td>
<td>DS - Performance View</td>
<td>Demand Sensing</td>
<td>Greg Jones</td>
<td>06/18/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DS - Product Detail View</td>
<td>DS - Product Detail View</td>
<td>Demand Sensing</td>
<td>Greg Jones</td>
<td>06/21/2019</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What do our customers **achieve with** SAP IBP?
What do our customers achieve with SAP IBP?

CIAL alimentos

By fully integrating demand and production, CIAL can ensure that customers get the highest quality meats on time.

By upgrading from the SAP® Advanced Planning and Optimization component to SAP Integrated Business Planning applications, CIAL is making production more efficient and increasing profits through:

- 10% improvement in demand forecasting, resulting in a 10% decrease in lost product
- Integration of demand forecasts with response and supply processes to automatically trigger orders for raw materials and transfer them to production
- Standardized production processes that align with back-end processes running on the SAP ERP application
- Greater visibility into demand and production, helping ensure clients get orders without delay or wasted product
- Better customer service and higher customer satisfaction levels

“Before SAP Integrated Business Planning, our prognostics were 85% accurate. Now, we are at 95%, which means we improved our demand forecast by 10% – saving the company and our customers many kilos of lost meat products.”

Eduardo Aloceno, IT and Process Manager, Consorcio Industrial de Alimentos S.A. (CIAL)
What do our customers achieve with SAP IBP?

Royal Greenland

Royal Greenland optimized supply chain efficiency by improving its forecasting accuracy and reducing bias by 50%.

Through the new process enabled by the SAP® Integrated Business Planning solution, Implement Consulting Group helped Royal Greenland lift its forecasting capabilities using one common platform to:

- Simplify planning practices across the business
- Take advantage of a fully integrated management and supply chain collaboration process to enhance seasonal and promotional sales forecasting
- Segment products by predictability and volume, helping planners create focus
- Provide better statistical forecasts, reducing forecast errors by 20% and helping optimize decision-making
- Bring about a 50% reduction in forecast bias
- Reduce manual data handling, saving the supply chain planning team three workdays of effort per month
- Improve data and process transparency by establishing one source of truth between sales, operations, and planning processes
- Access real-time data and reporting

“We implemented SAP Integrated Business Planning in just five months, simplifying our planning processes, improving accuracy and bias, and bringing sales and planning closer together.”

Mette Fabricius, Global S&OP Manager, Royal Greenland A/S

**Implement**

CONSULTING GROUP.
What do our customers achieve with SAP IBP?

SAP Integrated Business Planning enables:

- Top line revenue growth: 1-2%
- Better inventory turns with improved service levels by using inventory more efficiently: 5-15%
- Better order fulfillment metrics, better service: 5-10%

*SAP Performance Benchmarking
Current Challenges
Disruptions to Value Chains

- Promotions
- Supply of Live Stock
- Logistic Bottlenecks
- Meat Consumption
- Market Contraction
- Sustainability
- Trade Disruptions
- International Meat Prices

Source: Meat Consumption Trade Disruptions
Disruptions to Value Chains

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SAP Integrated Business Planning
Value Creation

Integrated E2E Planning
One Single Source of Truth
Automation & Innovation

Revenue growth
By being more customer focused and faster time to market*

Better order fulfilment
with flexible rules-driven supply-demand matching*

Reduction in days of inventory leading to improved service levels*

*SAP Performance Benchmarking
Next Steps

1. Discovery Call
2. Innovation Day
3. Business Case
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Thank you!