From Regional to Global: Spectrum Brand's Journey to Unified Planning, Forecasting, Reporting and Analytics

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Las Vegas

2024

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In This Session

- Understand how Spectrum Brands revolutionized their planning, forecasting, and reporting capabilities on a global scale.
- Learn how Spectrum Brands harnessed the power of SAC Planning and the HANA data warehouse to orchestrate a seamless transition from a legacy regional BPC platform.
- Explore the intricacies of this strategic migration of the BPC-to-SAC transition and its harmonious integration with the robust HANA enterprise data warehouse.
- Delve into the innovative design that not only empowers a consolidated view of financial performance but also paves the way for comprehensive insights and informed decision-making across the organization.

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What We'll Cover

About Spectrum Brands

Legacy BPC Landscape Compared with Future State

Legacy Planning Pain Points

Future State Process and Technology

How Did We Do It? Transition BPC to SACP Global Model and SACP HANA Integration

Wrap-Up
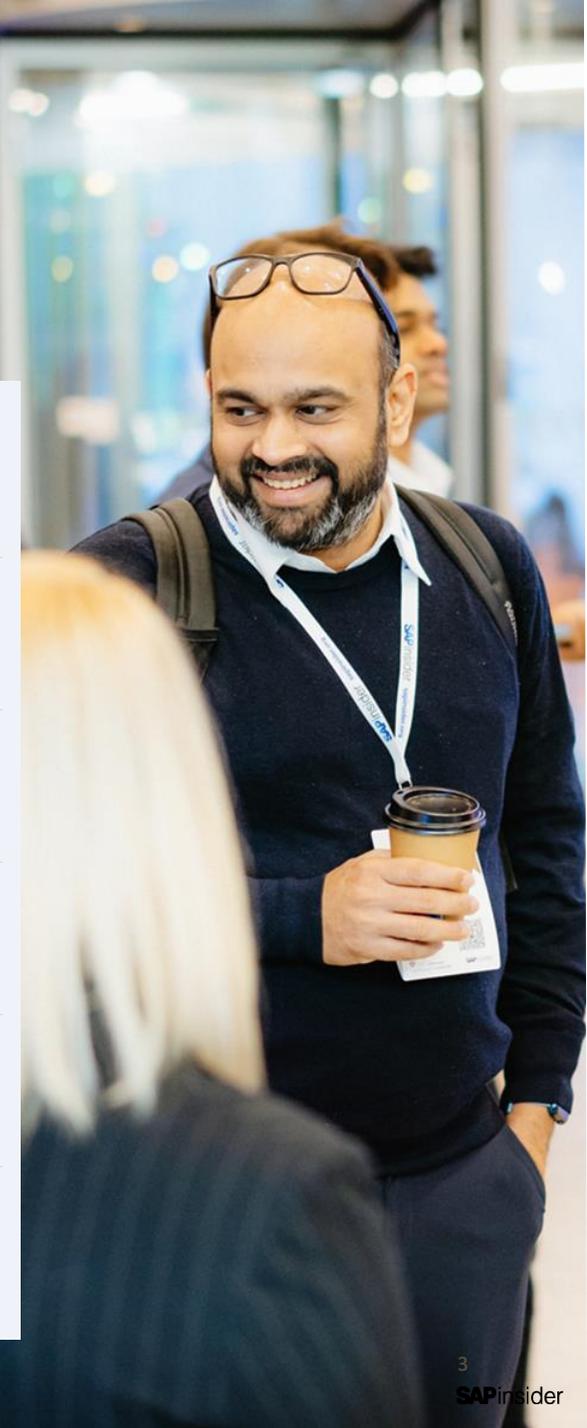
# About Spectrum Brands

Overview of the organization

Built on a Solid Foundation

2005
Founded in Madison, Wisconsin

Top Tier
Manufacturing Services Provider

$3.1B
Revenue In FY23
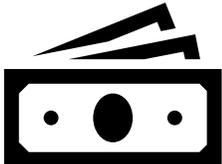
Tenured Management Team
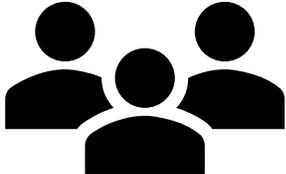
17K+
Dedicated Employees
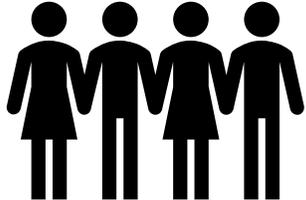
Our Brands

Global Pet Care

Companion Animal

Good'n Fun | DreamBone | SmartBones | Better Belly | NATURE'S MIRACLE
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

FURminator | 8in1 | Perfect Coat | IAMS (EUROPE ONLY) | EUKANUBA (EUROPE ONLY)
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

Litter Maid | Wild Harvest | GOOD BOY | MEOWEE! | DINGO
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

Aquatics

Tetra | MARINELAND | GloFish | Instant Ocean | OMEGA ONE
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

Home Garden

Spectracide | HOT SHOT | Cutter | ecologic | REPEL
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

LIQUID FENCE | Garden Safe | BLACK FLAG | Rejuvenate Make it NEW Again!
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

Home & Personal Care

REMINGTON EST. NEW YORK 1937 | Russell Hobbs | GEORGE FOREMAN | PowerXL | BLACK+DECKER
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

EMERIL LAGASSE | COPPER CHEF | Breadman | Juiceman
VISIT SITE | VISIT SITE | VISIT SITE | VISIT SITE

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Legacy BPC Landscape Compared with Future State

The landscape has grown and changed over time, but it is was not optimized for forward growth with the implementation for SAP S/4 HANA and modern analytics needs.
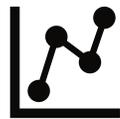
Legacy BPC and Planning System

- Two BPC two environments
  - One for Europe and one for rest of world
  - These had different data and master data supporting different processes
  - All rolled into one model at the end of the process, but many manual steps had to happen

- Data integration to multiple systems through various interfaces

- Users access system through Excel based BPC EPM Add-in
  - Multiple Excel models and templates are used
  - Data is 'static' in each of the sheets
  - Allocations run in BPC script logic
  - BPC would be the engine, but much of the planning activities would happen in the Excel end points
  - Users had lots of control, but also lots of maintenance

- Lots of manual activities exist "Outside of the System" in Excel based models
  - Some of the models are shared
  - Many models exist as silos on people's desktops
  - Lots of opportunities to continually reconcile data in the process taking time away from valuable analysis activities

Production Technical Landscape Diagram

- Legacy -	- Future State -

- Analytics -

BI Cubes, EPRS, and BW Siloed Analytics

ROW Models (BI Cubes)
- COPA
- Cost Center
- P&L

EMEA Models (EPRS)
- Sales Analysis
- Full P&L

Business Warehouse (BW):
Used in EMEA for ad-hoc analysis on various subjects

Artemis Global Analytics

Global Models / Dashboards
- Global Customer and Material Profitability
- Global Cost Center Expenses
- Global P&L

- FP&A -

BPC Siloed Planning (separate BPC instances)

ROW Models (BI Cubes)
- Finance
- Sales
- Expense
- AI_RR
- Balance Sheet
- Rates

EMEA Models (EPRS)
- EPRS_FullPL
- EPRS_SalesAnalysis
- EPRS_Expense
- EPRS_ICR
- EPRS_VARO
- EPRS_Rates

SAC-P Global Planning

Global Models
- Global Finance
- Global Expense
- Global Sales
- Balance Sheet
- AI & RR

Legacy Planning Pain Points

There were many reasons for the organization to move into a more modern system and approach

Pain Points and Challenges of Current State in Financial Planning and Analysis

- No global view of company results for actual, plan and forecast nor any easy way to view results
  - Information was in silos and had to be put together manually
  - Master data did not always line up
  - Lots of opportunities for data mis-match
- Data challenges can cause data reconciliation issues
  - Multiple sources that are not synchronized
  - No single source of truth
  - Finance data was also exploded out into multiple end point locations
- BPC Excel Add-In is difficult to administer and deploy to users
  - No real central management
  - Have to constantly update Excel add in to ensure it is installed and configured properly on client machines
- Allocation logic built in BPC is difficult to modify and maintain
  - This is a complex process requiring business knowledge
  - Is left as-is and no internal knowledge of how to change if needed
  - Very technical
- Manual and cumbersome processes for various processes requiring much "data stitching"
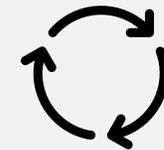
Future State Process and Technology

See what the future looks like and what we have gained in the process

Future State Processes and Benefits

- **Two BPC models** were consolidated to **one SAC Planning model**
  - Key dimensions were rationalized and combined to enable a **global view of results** for reporting
  - With master data centralized you have one version of slicers!
- In parallel with project, a **data warehouse** was built using SAP HANA enabling one source of truth for SACP models and other reporting in SAC
  - This was one of the most important future proofing steps
  - Allowed "space" from the source systems (Legacy ECC and future state S/4)
  - Data warehouse is used to consolidate data and business logic across the enterprise for reporting and planning processes.
    - Key sources are legacy ECC, S/4 systems and IBP
   - One source of the truth
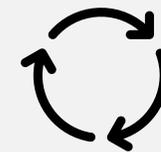
Future State Processes and Benefits (Cont...)

- SAP Analytics Cloud Planning utilizes Web enabled front-end in addition to Excel add-in, **simplifying end user access and administration**
  - Even the Excel add in now is centrally managed and updated by SAP
  - Users can download directly from their own copy of Excel
  - SAP updates the content and versioning of the add in

- SACP allocations and data actions are **significantly easier to use**
  - Users were trained on how to update, create and **modify as needed to accommodate changing business requirements**
  - This makes modifications much more **user driven** and less on IT to manage as a central process

- Automation of key processes such as currency impact and bridge variance analysis
  - The system takes care of these types of things
  - Removes them from mapping and user-based calculations
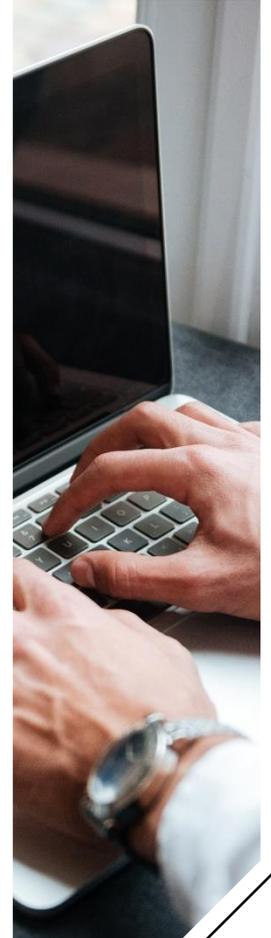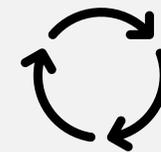
What Does the Future Look Like?

OPERATIONAL SYSTEMS
- SAP S4
- SAP ECC RoW
- SAP ECC EMEA
- SAP MDG
- Other Sources

SAP HANA
- CalcViews
- Procedures
- DLM
- Virtual Tables
- Flowgraphs
- DDO

DATA WAREHOUSE (Artemis)

SAP Analytics Cloud
- BI/Analytics (Artemis)
- Financial Planning

Enterprise Users

Financial Planners

Business Management
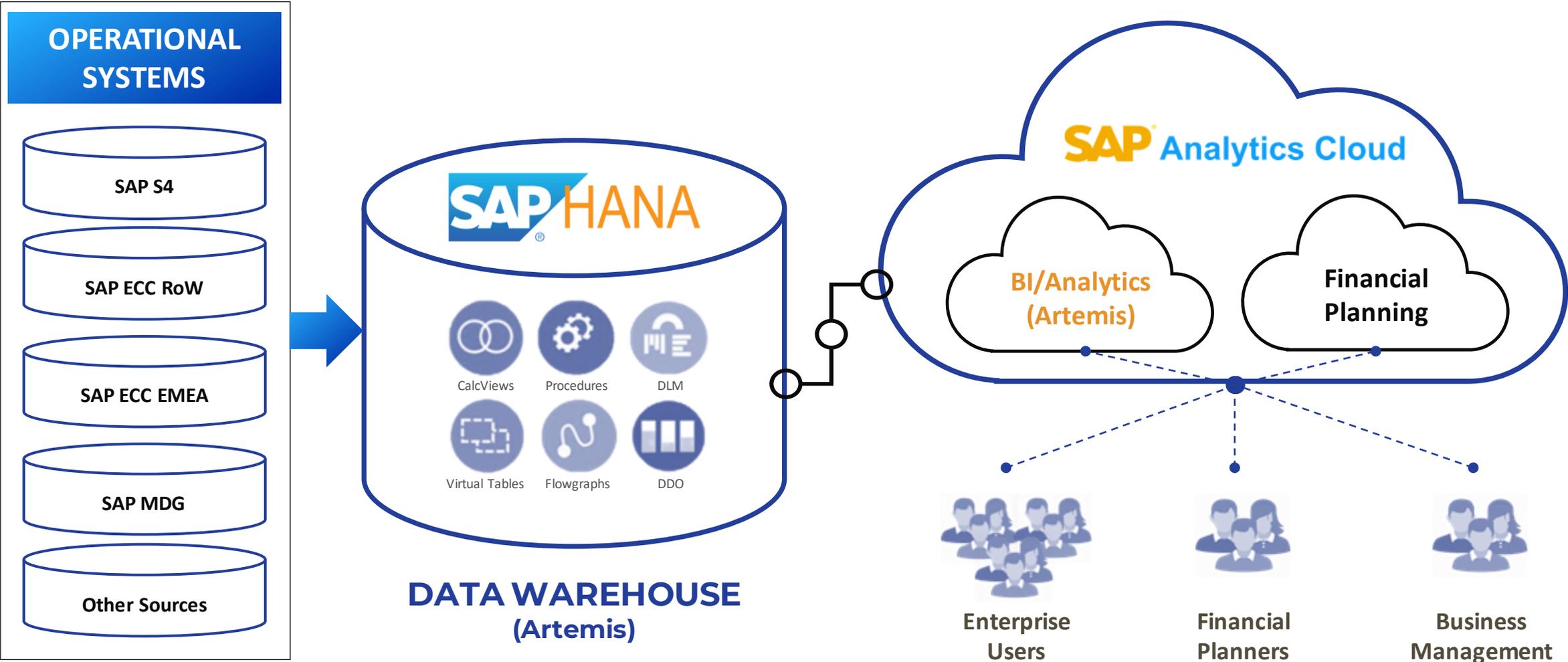
Financial Planning System Overview

Data Source

- SAP ECC ROW
- SAP ECC EMEA
- S/4 Group Reporting
- S/4 HANA
- Flat Files – IBP, etc.

Data Foundation

Artemis
Enterprise Single Source of Truth

- Customer & Material Profitability Model
- Cost Center Expense Model
- P & L Model
- AI and RR Model (Future)
- Balance Sheet Model (GL Level) (Future)

Current Future

Analyze Data

Dashboards and Reporting (SAC-BI)

General Analytics for Reporting

Live Connections

Financial Planning (SAC-P)

Financial Planning- Allocations, Inputs, Currency Conversion

- FINANCE Model (*Global*)
- SALES Model (*Global*)
- EXPENSE Model (*Global*)
- BALANCESHEET Model (*Global*)
- AI & RR Model (*Global*)

Acquired Connection (Actuals)

Planned Data

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How Did We Do It?
Transition BPC to SACP Global Model

It was more straightforward than you might think!

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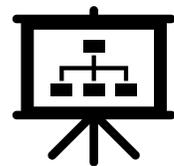
How Did We Do It?
Transition BPC to SACP Global Model

Used SAC native connector to BPC to generate models

Models were then **converted to new model type** to optimize content

Connections to Artemis SAP HANA based data warehouse were established and data loaded

Planning and reporting processes were created in SAP Analytics Cloud
Planning for key processes

1 Allocations

2 Bridge Calculations for variance

3 Currency Impact

4 Key Reporting

Key Feature of the SAP Analytics Cloud Platform

Migrate Content to SAC – P

What Did the High-Level Approach Look Like?

- Migrate **current BPC models into SAC-P** under single global models
- **Redesign models currently used**, simplifying current dimensionality and aligning with Artemis/Businesses

Current models

- Finance
- Sales
- Expense
- AI_RR
- Balance Sheet
- Rates
- EPRS_FullPL
- EPRS_SalesAnalysis
- EPRS_Expense

- EPRS_ICR
- EPRS_VARO
- EPRS_Rates

Phase I

Global Finance
Global Expense
Global Sales
Balance Sheet*

Phase II

Balance Sheet*
Internal Order
...

Wrap Up

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Where to Find More Information

Good overview on SAP HANA as a data warehouse

https://community.sap.com/t5/technology-blogs-by-members/sap-hana-data-warehousing-for-non-experts/ba-p/13413212

Helpful blog site from Protiviti with many current SAP topics on data, security, business intelligence, and S/4 rollout questions and solutions

https://sapblog.protiviti.com/

More stories on implementing SAP Analytics cloud for clients of all sizes

https://sapblog.protiviti.com/2022/09/07/leveraging-sap-analytics-cloud-planning-to-streamline-fpa-processes-unlock-new-capabilities/

Useful video from SAP for getting started with SAP Analytics Cloud Planning

https://www.youtube.com/watch?v=n8lCJ5TY0bg

Subscribe for Additional SAP Insights

https://learnmore.protiviti.com/SAPInsightssubscription

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Key Points to Take Home

- Strongly consider using a data warehouse
  - Offers flexibility
  - Bulletproofs data mismatches between S/4 and legacy, and this becomes very important over time
- If you have SAP BPC, and the model content still aligns with your business, then there is an upgrade path to SAC Planning
  - User your BPC models today in SAC – P
  - Don't recreate things that are already working
- Don't count on pulling directly from SAP without the help of a data warehouse
  - While this is often a selling point for the software this is often too rigid for the real world
  - Abstraction data layer buys flexibility

Thank you! Any Questions?

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❑ Each (and every) abstract commitment identifiably met in the slides (or covered explicitly in demos)?
  - The goal is to produce a valuable, standalone resource for customers to keep and share. Please follow DART methodology when developing slide content

❑ All of the required elements are included
  - "What We'll Cover" slide and a divider between each section, "Wrap-up" section that includes a "Where to Find More Information" slide, "Key Points to Take Home" slide, and a "Thank you!" slide with your contact information.

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  - Your own company logo can be placed on your speaker introduction slide.

❑ The presentation is 100% "complete" (e.g., presentation ready)
  - Please do not submit if the presentation is missing slides, graphics, etc.
  - Regular sessions should have between 30 – 45 slides for a 50-minute time slot.
  - Pre-conference workshop sessions should have between 100 – 150 slides.

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Sample Slide with Icons

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Sample Table Style

Level	Gold	Platinum
Available	**6**	**4**
SAPinsider Conferences Executive Track Deliverables NA & EMEA	•	•
(4) Executive Research Report Sponsorship with Leads	•	•
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Rotational Advertising on Tech Master Categories	•	•
Virtual Events and Webinars	•	•
Participation in panel or working group within the Executive Track onsite at North America and EMEA		•
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Sample Chart Style

Sales

■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

58%
23%
10%
9%
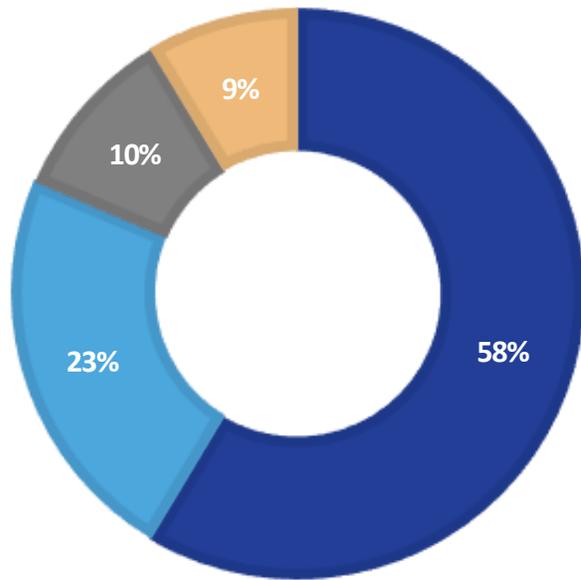
Chart Title

■ Series 1 ■ Series 2 ■ Series 3

	Category 1	Category 2	Category 3	Category 4
Series 1	4.3	2.5	3.5	4.5
Series 2	2.4	4.4	1.8	2.8
Series 3	2	2	3	5

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Icons

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