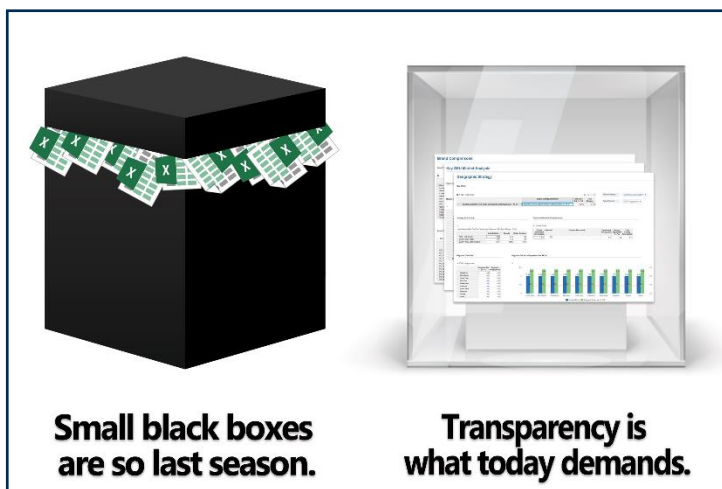


SOLUTION OVERVIEW

STRATEGIC PRICE PLANNING: MODERNIZE MODELING WITH TRANSPARENCY

It's time to stop trying to make last season fit and start exploring the transparency that Anaplan can bring.

Stitching together massive amounts of outdated data results in inaccurate plans. Planning for an enormous volume of products and markets across future years can be quite overwhelming when handled in spreadsheets—especially when there



are a myriad of files for each market. Further, gathering competitive intelligence often entails multiple analysts repeatedly entering the same data points in different locations (perhaps better addressed in a centralized competitor information hub?). Scenario planning is difficult, if not impossible. Version control is non-existent. And transparency in understanding price changes can go out the door.

These issues are only becoming more complex. According to a McKinsey & Company article, [Pricing in a Proliferating World](#), "The proliferation of channels and the micro-segmentation of customers have driven the typical consumer packaged goods (CPG) company to create new brands and stock-keeping units (SKUs) as it attempts to limit channel conflict, address unmet needs, and reach for

underserved consumption occasions. In extreme cases, some CPG manufacturers with a number of brands and SKUs—selling through various channels at both regular and promotional prices across different geographies—have tried to manage as many as 20 million individual price points each year."

SHOW OFF YOUR QUICK WINS

In a matter of weeks, move your institutional knowledge and modeling out of Excel and into Anaplan, a flexible, best-in-class cloud-based planning and performance management platform. You know your business inside-out. The Keyrus team knows how to transform your process into optimized Anaplan models to enable you to achieve quick realizable wins today and how to architect this into a strategic, scalable Anaplan platform for the future. Together, you, Anaplan, and Keyrus can deliver transparency into your strategic price planning process and beyond.

A WHOLE GREATER THAN THE SUM OF ITS PARTS

Harvest and provide visibility into the patchwork of high-value institutional knowledge by establishing a platform configured by decision makers, for decision makers. Empower your organization with transparency across multiple business functions, to collaboratively leverage the latest information to achieve measurable strategic advantages in today's highly competitive marketplace.

KEYRUS

SOLUTION OVERVIEW

STRATEGIC PRICE PLANNING: THE TANGIBLE BENEFITS OF TRANSPARENCY



- + Minimize the complexity of data collection and analysis for tens of thousands of SKUs across dozens of markets by thousands of users by providing a single source of truth
- + Create a forum where managers and executives can access answers to pricing questions at any hour of the day with only a few clicks
- + By moving to a cloud-based tool, an opportunity to reevaluate current processes and find new ways to optimize the existing process
- + Establish a foundation to drive even better insights in areas including pricing elasticity, promotions, discounts, and more!

INTERESTED IN GETTING RED CARPET READY?

VIDEO: [Red-Carpet Ready: How Estee Lauder Transformed Price Planning, Strategy and Analytics from Basic to Beautiful](#)

Watch this co-presentation at the Anaplan HUB18 conference to learn how the partnership between Estee Lauder and Impetus Consulting Group (now Keyrus) transformed a disparate, antiquated, Excel heavy process into a robust, global price planning and reporting solution for over 900 users.

KEY FUNCTIONALITY

Streamlined data collection into one centralized system:

- Competitive intelligence from multiple 3rd party data sources, and information from internal enterprise data sources, mapped and automatically refreshed
- Intuitive data entry screens to consistently capture competitive intelligence and market data entered by users
- Approval processes to verify and validate prices during the planning cycle

Standardized value-added reports that can be refreshed real-time:

- Global Grids: review a single SKU's price across all markets using FX rates and through time (past, present, future prices)
- Weighted Average Reports by Categories: average price weighted by units sold within a product category and brand for a given year
- Weighted Price Premiums: compare savings for a given SKU in different markets compared to a base market
- Top Value SKU Reports: show the top value SKUs for a given brand across markets and compare them against competitor products

GET STARTED NOW

Contact us to learn more or receive a demo of this solution

epm@keyrus.com