



QVANTUM SUCCESS STORY

PLANNING WELL DONE

GASTRONOMY SPECIALIST SALOMON FOODWORLD® GMBH MANAGES ITS SALES USING THE QVANTUM CLOUD FROM THINKING NETWORKS AG.

PLANNING@SALOMON

SALOMON FoodWorld® GmbH is a classic hidden champion. Almost everyone has certainly already had a product from SALOMON FoodWorld in their hands or stomach. The tasty burger patties, for example, can be found in the commercial kitchens of the world's most popular fast food chains. The food service giant offers an extensive range of finger food, burgers and schnitzels for chefs, restaurants and leading retailers and wholesalers. In the burger segment alone, the company now offers 180 patty alternatives.

The continuous growth of the food specialist demonstrates that this approach is working. After 40 years on the market, SALOMON FoodWorld is active in 20 European countries. The company's sales planning is a key driver of its success. Because of the large product range and the different customer groups, the effort involved in planning should not be underestimated. In total, central controlling plans sales figures for its three product groups (finger food, burgers & wraps,

schnitzel & more) and for 700 customers and customer groups in 20 European countries. Planning is implemented using the bottom-up method. The decentralized planners, the managers in charge in the various regions, start by entering their target figures in the assigned customer groups.

Before the introduction of QVANTUM's software-as-a-service (SaaS), sales planning was managed using a strictly Excel-based process. The central controlling department drew up a sample planning spreadsheet, which was sent by email to their colleagues in charge. The customer managers then entered their sales figures in the personal spreadsheets and sent them back to central controlling. The team working with the head of controlling, Zoran Romic, had to manually merge the figures from all the individual spreadsheets into a final plan.

The desire for greater speed

Mr. Romic still clearly recalls the difficulties associated with this: "Inconsistent data sets, a high level of manual effort to merge the plan data and the associated length of time required for planning slowed down our controlling at that time".

Quick adaptability

For this reason, the company was looking for a new software solution that would, above all, enable a rapid replacement of Excel-based planning. It was also important to allow more flexibility for short-term adjustments in the planning model in order to react more quickly to market trends.

More flexibility & less IT

The QVANTUM solution from Thinking Networks AG gives controlling more flexibility in its day-to-day work: "We used to have to make changes to the master data in the planning model, for example when

BENEFITS AT A GLANCE

- Reduction by 35% of time required for the entire planning process
- Easy transition with no need for training
- No manual activities to aggregate the recorded plan data in controlling required
- Direct rollout through workflow-controlled planning start
- Single source of truth in planning (consistent data basis)

taking new customers into account, in every single planning spreadsheet,” explains Mr. Romic. “In the new central cloud solution, we only have to deal with the model in one place.” Another operational benefit is that the technical operation of the planning platform is completely outsourced.

The application is deployed in a German data center and the only thing that every SALOMON FoodWorld user needs is a browser and internet access for their daily controlling work.



Zoran Romic

Head of Controlling, SALOMON FoodWorld®

“We were particularly impressed by the rapid switchover from strictly Excel-based planning to plan data entry in the cloud. After all, agility is the determining factor for success in our business. We have to react quickly to trends in the food sector, especially when it comes to product range and sales planning. That’s why, when selecting a planning solution, it was important to us that the new software be extremely flexible in order to keep up with the pace of our market. QVANTUM has fully met this requirement. After just two days of onboarding, the new planning solution was ready to be used as a software-as-a-service only solution.”

Easy scaling of the application

The cloud solution also offers scaling of user access at any time, so that the software can easily keep up with increasing planning needs or the growing number of employees in the company.

Automation of planning

With a list of users including the individual planning views (customer groups and regions) as input, the planning process now starts automatically. Every user is invited to the planning process by the system via email. An initial password and a link is all it takes for key account and regional managers to enter their figures. Along with the planning column, users are given an overview of past business figures to help them define their new sales targets.

The second stage of expansion

With these successes behind it, SALOMON FoodWorld continued to expand its new planning cloud. In addition to annual sales planning, short-term sales planning is also carried out for colleagues in key account management for “end users”. End users refers to customers who ultimately put SALOMON FoodWorld’s products on their plates. In this context, differentiation is made according to sales channels or types of consumption, such as snacking/take-out and eating at the table with and without service. The special thing about this is that it is effectively ad-hoc planning, which is not carried out in fixed time periods but is agile in the truest sense of the word.

A planning process that always starts when the business requires it.

The next iteration

Sales planning is also soon to be expanded following its successful introduction last year. Drilling down to customer and product level is planned, as well as simplified planning by entering absolute or percentage increases. In addition, the planning team will then use seasonal curves to have the annual planning figures automatically distributed over months. A further significant time savings is realized by future distribution mechanisms. Based on distributions in the actual data, it will then be possible for planners to enter values for a product group (e.g., burgers & wraps) and for these to be automatically distributed to what are currently approx. 400 individual products.

QVANTUM in a nutshell

QVANTUM is a solution by Thinking Networks AG, which is headquartered in Aachen, Germany. Since 2018, QVANTUM has stood for innovative, digital and agile corporate planning with its software-as-a-service. Using a cloud-based solution, QVANTUM



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replaces manual and ineffective planning processes. With QVANTUM, companies take their operational planning and related processes to the next level and ensure high and continuous value creation.

Real-time planning enables them to fully realize their business potential and actively exploit competitive advantages and opportunities. QVANTUM corporate planning is in use at German and international organizations, including SALOMON FoodWorld, ONSKINERY and Babor. QVANTUM is the ideal corporate planning solution for organizations of any industry and size.

More information about QVANTUM at:

getquantum.com



Have any questions? Get in touch with me.

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