

Integrated Business Planning

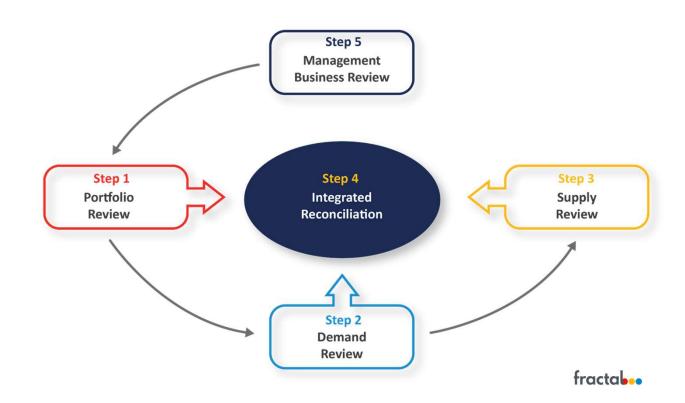
Fractal Analytics

As a CXO, do you find that:

- It takes you days or weeks to plan for your monthly and annual operating plans
- Efficient and granular management reporting is one of the biggest roadblocks to execution
- Business unit heads complain of not having the right information at the right
- It takes an army of analysts to prepare long lengthy reports for business reviews
- Budget reviews are long and cumbersome, and often require follow up meetings
- Year round P&L estimation is often difficult and time consuming
- Lack of collaboration across functions inhibits seamless planning
- Not knowing how to be responsive to the digitization wave during changing environments

Integrated Business Planning

Transforming Enterprise performance management and planning processes



Prescriptive insights and on-the-fly scenario planning across the IBP decision journey process

Portfolio Review

- Channel/Pack Architectures
- New Product performance & Innovation white spaces

Demand Review

- Project unconstrained Consumption
- Risks & mitigation decisions
- Opportunities and maximization decisions

Supply Review

- Project Supply KPIs with constraints
- Demand & Supply reconciliation
- Mitigate risks in capacity, production, logistics and inventory to meet demand

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Integrated Reconciliation

- Project YEE (Year End Estimation) of full P&L
- Risk and
 Opportunity
 simulation on YEE
 P&L

Management Business Review

- Performance projection vs Annual Operating Plan
- Threats and course correction decisions

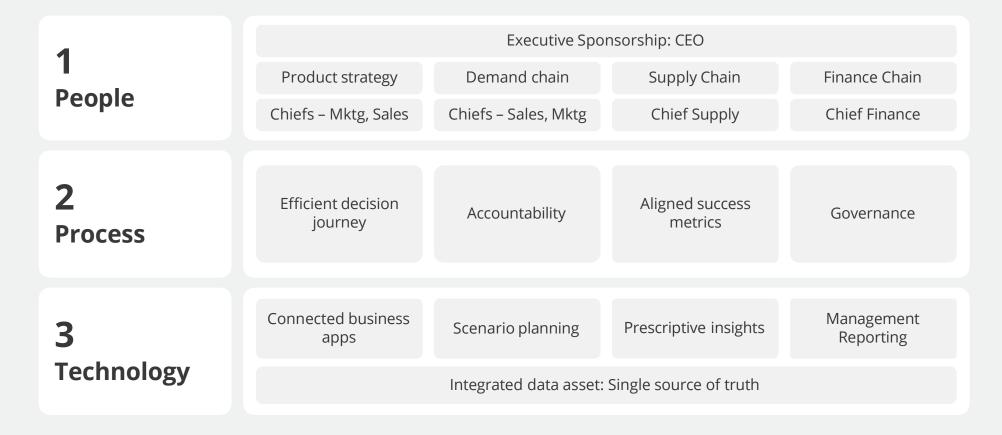
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Enabled through an integrated data system

IBP Business Applications

Portfolio Review	Demand Review	Supply Review	Reconciliation	Management Review
Brand Health Tracking	Market Share Analysis	Supply Chain Control Tower	Demand Supply, Financial	Performance Tracking
SKU Rationalization	Demand Drivers	Capacity & White space	Customer and Brand P&L	AOP Tracking
Innovation Opportunity	eCom Performance	Raw Material risk assessment	R&O Simulations	R&O Simulations
Innovation Tracking	Consumption Forecast	Transportation & Logistics	P&L YEE	P&L YEE
Consumer Analysis	Shipment Forecast	Demand-Supply Recon.		
		^		
Data Ingestion and processing	pre- Harmoniz and transfor	Analytic	al modeling Integr	ated data assets

Three pillars for successful IBP implementation



How does Fractal help Enterprises maximize value from their IBP processes

1

Gap identification and process blueprint

2

Digital landscape assessment & TO-BE recommendation 3

Business
Application
Roadmap &
Implementation

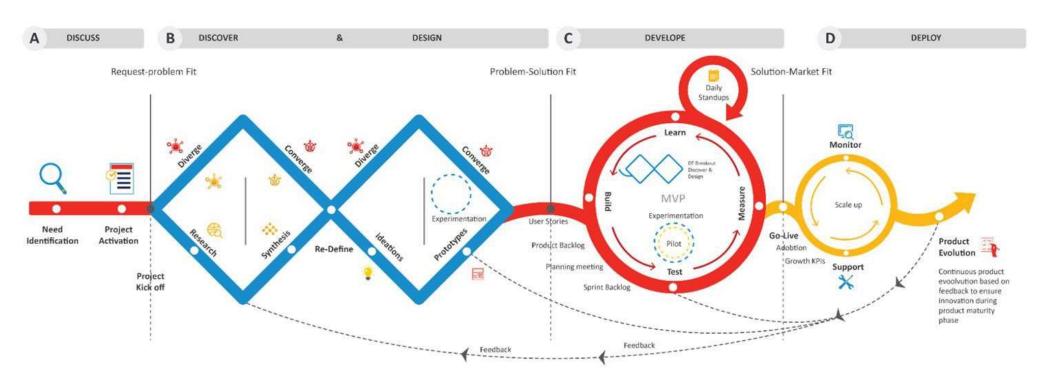
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Change management assist 5

Continuous improvement

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Our approach – Using AI, Engg and Design in an agile way to deliver incremental value



Success stories



Reduced the data to decision journey for a CPG major from 21 days to 1 day – **95% faster decisions**



Up to **5% increase in service levels** through optimized Exec Demand Review process



Optimized decision journey process in Demand Reviews to reduce weekly meetings by 80%



Integrated >3 TB Enterprise data from on prem legacy system to cloud



Simplified decision-making journey for >1,000 business users, 150+ reports consolidated to 5



Improved forecast accuracy by up to 10% through driverbased approach to
consumption forecasts

Thank You.



A strategic partner to the most admired Fortune 500® companies globally, we help them power every human decision in the enterprise by bringing advanced analytics & AI, engineering and design to the decision-making process.









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