

eXcellence in RGM

# Accelerate your RGM Digital Transformation Journey with BPX

Discover how we can help your company grow.



The global food industry has been hit hard by the COVID-19 pandemic. Inflation is breaking the records, that will lead to an economic downturn.



This is a real challenge for the CPG companies which should be ready for the hyper-competitive pricing environment.



# What market analysts say?

“ Ongoing inflation will drive escalating reactivity to price, increasing promotions and more granular Revenue Management.

*Impact of Prolonged High Inflation on CPG Market:*

- Value channels will accelerate, increasing retail price competition.
- Winning CPGs and retailers will continue to prioritize all revenue management levers to drive net price realization.
- Granular data and advanced analytics will be prioritized to drive profitable growth.

REVENUE MANAGEMENT IN AN INFLATIONARY ENVIRONMENT, May 2022

Resource: <https://www.iriworldwide.com/en-us/insights/publications/revenue-management-inflationary-environment>



**IRi**  
Growth delivered.

“

*The FMCG landscape has been completely changed (...) It's time to reimagine approaches, leverage new tools, and use more timely and precise data.*

*Pivot quickly - To protect margins and effectively use trade spend in varying market scenarios, revenue managers should equip themselves with regularly refreshed data that reflects the latest market dynamics.*

*Increase collaboration efficiencies - The revenue managers of 2022 should be empowered to strategically speak with leadership, sales, and account teams and strongly influence the company's P&L using comprehensive and optimized data from a single source that all stakeholders can easily understand.*

*Realize ROI - In this vibrant time it is more important than ever to focus on strategizing to reach and increase the company's ROI targets.*



WHAT REVENUE MANAGEMENT SHOULD LOOK LIKE IN 2022

Resource: <https://nielseniq.com/global/en/insights/education/2022/what-revenue-management-should-look-like-in-2022/>



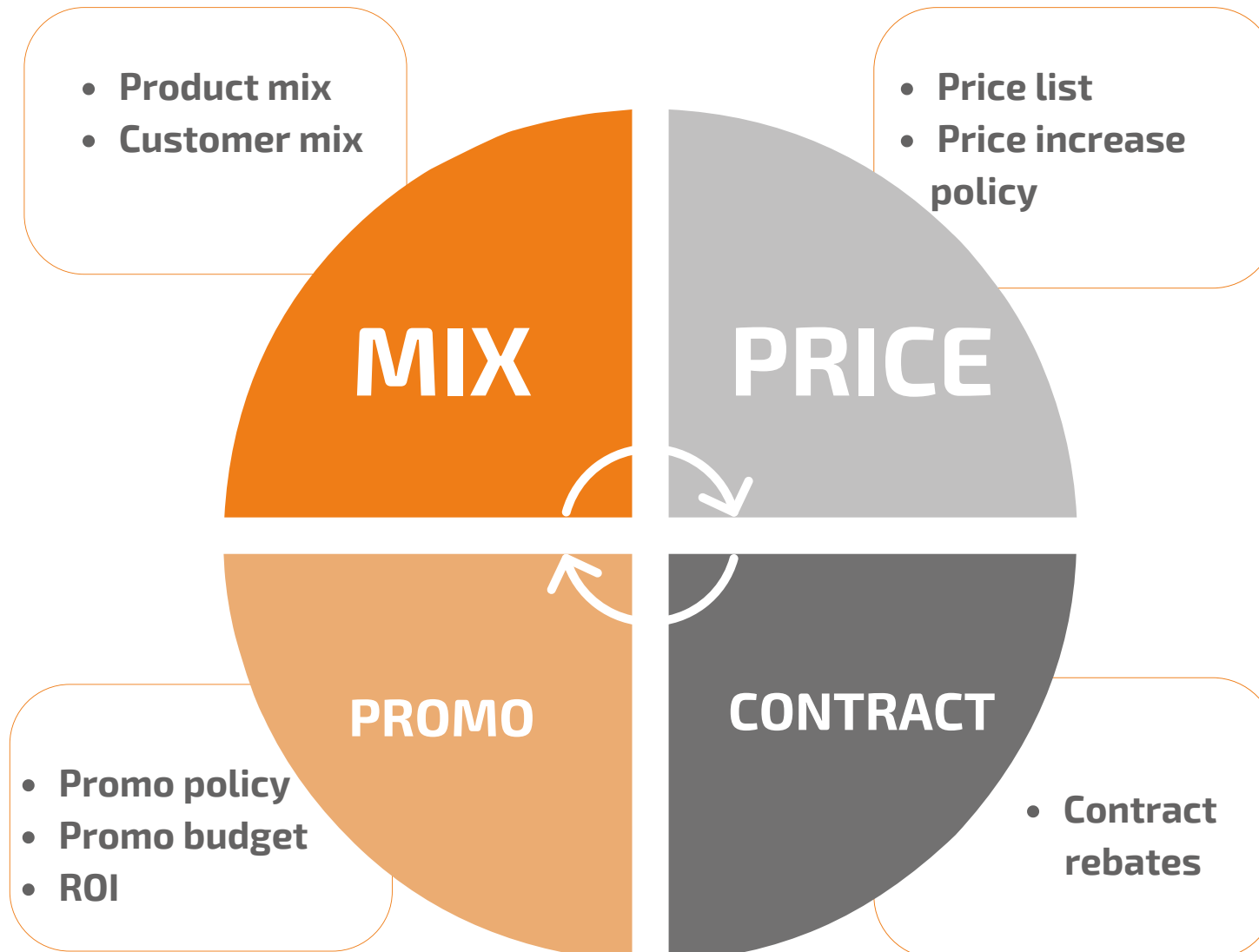
# We are here for **CHANGE** **MAKERS**

Prioritizing Revenue Growth Management is the key if you want to stay one step ahead of the competition and be ready for unexpected market changes.

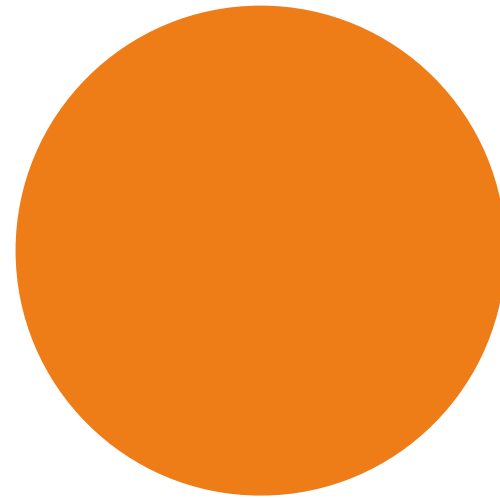
**Revenue Growth Management (RGM)** is a strategic analytics discipline focused on continuously maximizing an organization's revenue.



# RGM Pillars in CPG industry



**Sales promotions  
became 2nd  
major cost on  
P&L sheet  
of all CPG's.**





# RGM activities

## Customer Relations

- Price discounts (short- or long-term promotions),
- Growth bonuses (contracts depending, e.g. on annual turnover),
- Common pricing policy increase in distribution,
- Store displays and stands,
- Newspapers, posters, hostesses.

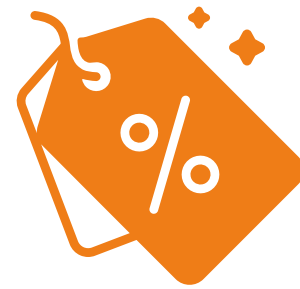
## Consumer Promotions

- "2 for 1" discounts and special offers,
- Discounts on sets,
- Discounts on next purchases,
- Coupons.





# What RGM applications give the company?



Smart promotion planning based on data,



Predicting demand forecasts supported by AI,



Strategic pricing (price management).

# Typical RGM challenges for companies



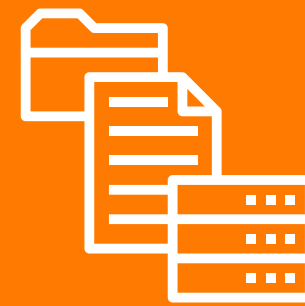
Expensive  
and time-consuming  
implementations



Low performance  
solutions in  
traditional approach



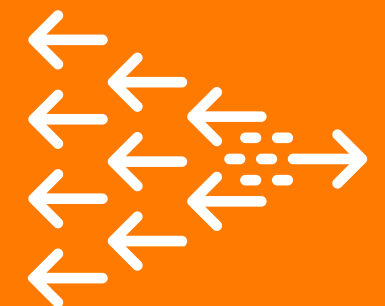
No real-time access  
to data



Distributed data in  
the organization -  
multiple data  
sources



Extended  
configuration  
possibilities = higher  
resource  
requirements



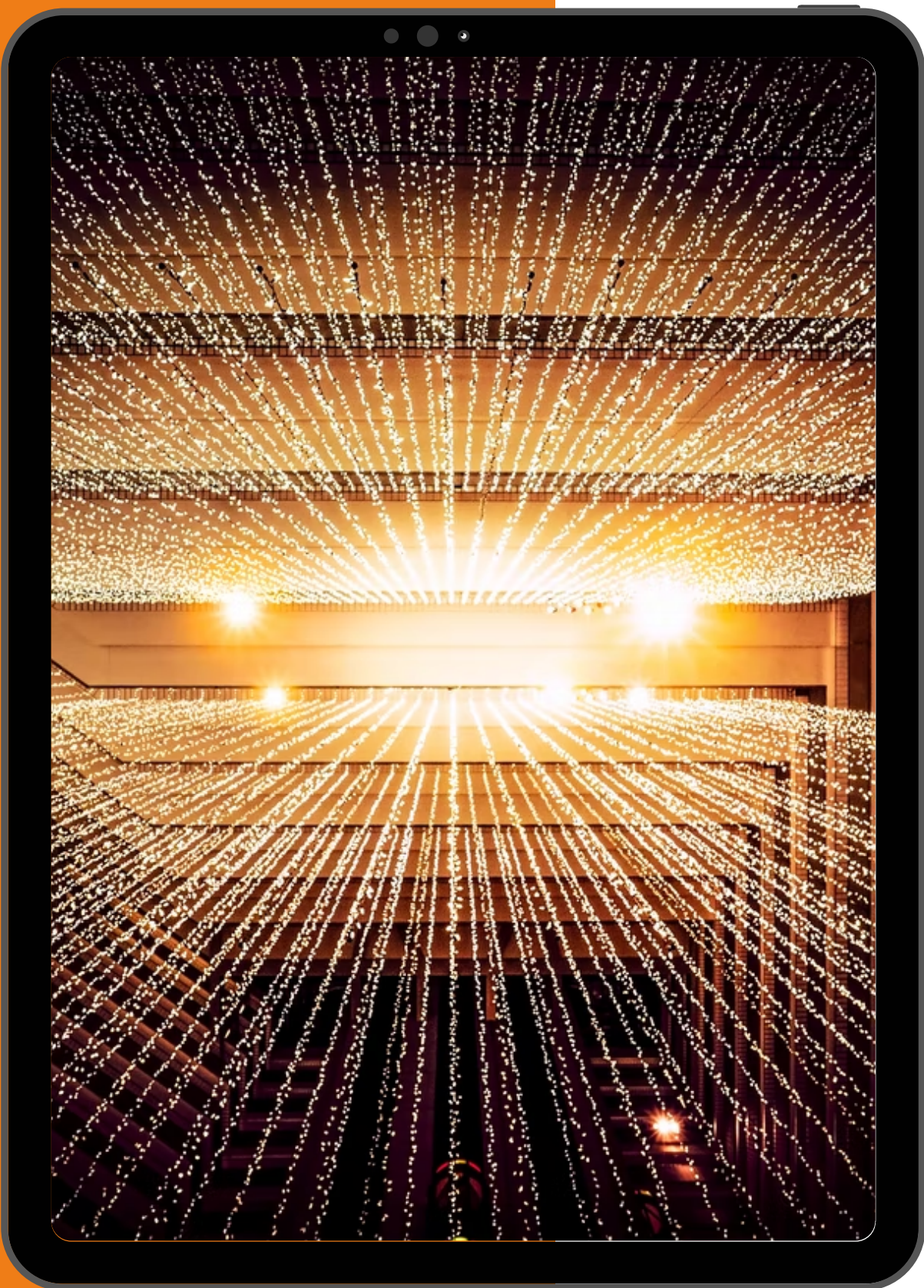
Inability to respond  
appropriately to the  
rapidly evolving CPG  
environment and  
market changes

A top-down view of a person's hands working on a silver laptop. The person is wearing a brown sweater. A magnifying glass is positioned over the text. In the background, there is a small white pot with plants, a spiral notebook, and a white pencil holder with several pencils.

# We solve big RGM customer problems

We've often heard from our Clients how tough and challenging were their RGM journeys – not only delaying the expected business benefit, but also impacting the overall 'customer' satisfaction.

To answer those issues we've decided to develop our own  
**"Strategic Data Connectors"** solution.



# **BPX**

# **Strategic Data**

# **Connectors**

See how using our own plug-and-play solution can help improve your organization's business processes.

Ready solution:

Using BPX Strategic Data Connectors as SAP integration suite for your rollouts can bring measurable benefits to your company.



# Strengths of RGM solutions powered by BPX



-  **Reliable integrations of data system**
-  **Real-time processing**
-  **Regularly refreshed data**
-  **Increasing operational efficiently**
-  **Save time, money and IT resources**
-  **Visibly faster delivering RGM tools to the business without delays**
-  **More accurate demand planning - focus on promotion optimization instead of application development**
-  **High quality of recommendations and forecasts**
-  **Customizable features for your company requirements**

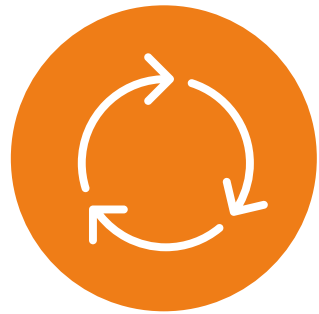
# Build a clear and effective pricing strategy to make better decisions and deliver ROI

– using BPX plug-and-play own solution.





# Benefits for your company



## Re-usable

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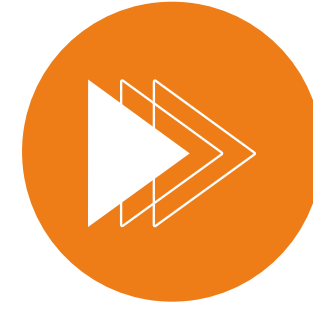
Our tools can be installed on any instance of Client's SAP and configured to specific needs of selected organization or SaaS RGM application.



## Robust

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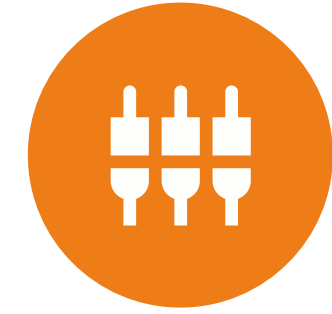
Designed with use of modern integration technologies, like web-services and optimized to handle large data without high performance impact.



## Scalable

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Once installed our modules can be easily rolled-out to as many markets as required through flexible dedicated configuration.



## Reliable

.....

Every application is equipped with additional support features as well as reconciliation capabilities when necessary.

A background image showing a business meeting. Several people are seated around a wooden table, working on documents. The documents feature various charts, including a pie chart and a line graph, along with numerous yellow and blue sticky notes. One person is using a blue marker to write on a document. The overall scene is a professional collaborative environment.

**Our RGM solutions greatly accelerates deployments bringing business benefits even 40 % faster compared to traditional approach.**



1

RGM implementation time for your Rollout Program **shorten up to 40%** (2-4 months on average), which saves both your time and money.

2

Transfer of sales actuals and reporting **up to 9 times faster** compared to standard integration solutions.

3

Transfer of functional data (e.g.: customer pricing, master data elements) **up to 15 times faster** compared to standard traditional methodology.

4

Out-of-the-box solutions, that can save even **8 months** required to develop just the key integration modules.

**... and more!**

# How it works?

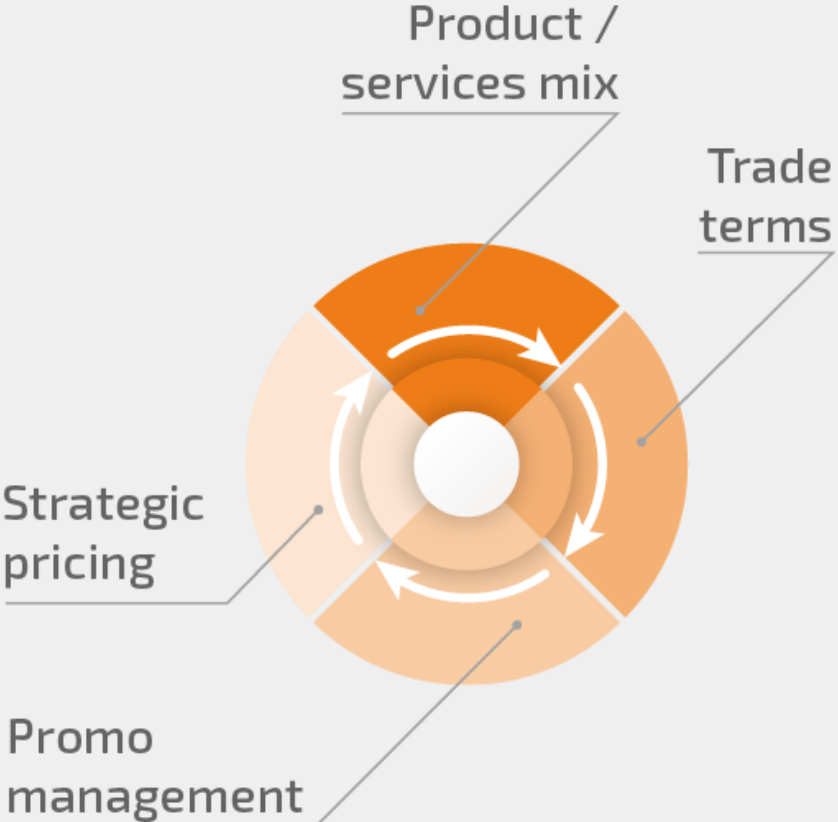
## EXTERNAL DATA



\*market data

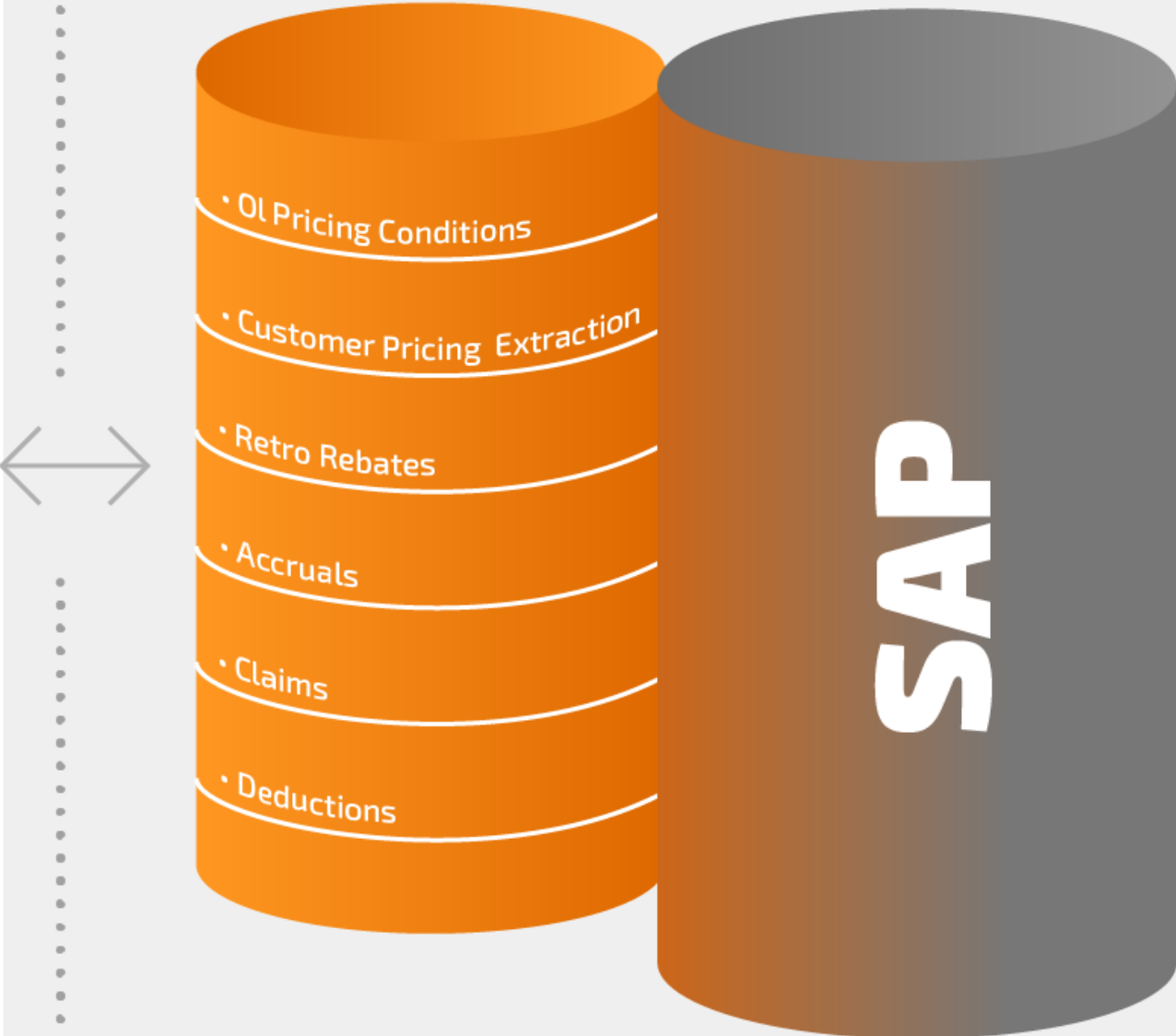


## RGM SOLUTION

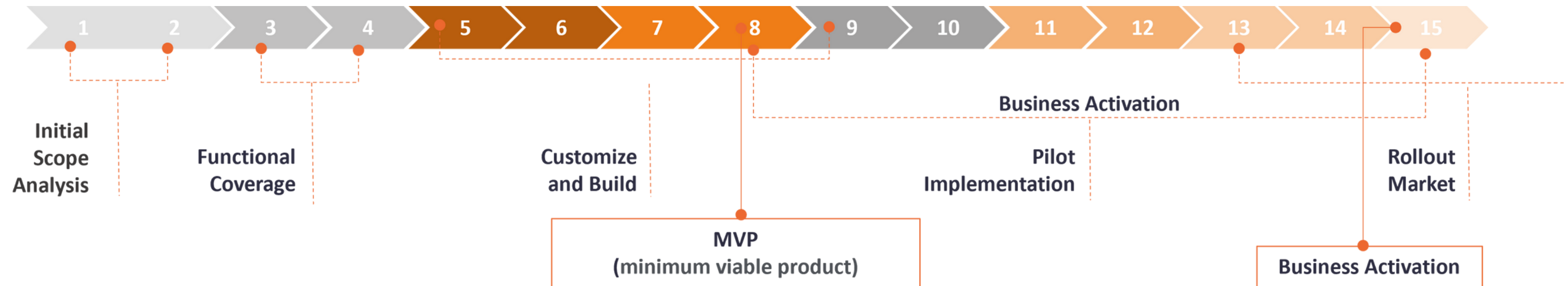


## ERP SYSTEM

### STRATEGIC DATA CONNECTORS



# Rollout timeline example



We are able to deliver the primary functions **after 8-12 weeks since project start** – while taking “traditional” approach with full development of the required integration functions – might take between 7 and 12 months to complete.

\*Disclaimer –timeline is based on below assumptions:

- All regional and local resource requirements are covered on time for each Programme phase,
- All access to systems necessary to perform process analysis is provided on time,
- All access to SAP ECC system is provided to perform installation and configuration of tools (or there's process and resources with right access in place to support these tasks on the customer side),
- Final project time and effort will be result of “Initial Scope Analysis”.

# Our expertise



## **Global experience**

Know-how gained in numbers of Revenue Growth Management implementations across industries on a world-wide scale.

## **Deep consulting expertise**

The right skillset to design and deploy the best solutions to our clients. BPX is currently running multiple Revenue Growth Management projects – for two of the biggest CPG Global Manufacturers.

## **40+ RGM Experts**

SAP-certified specialists, experienced in RGM area with technical, business and functional competences.



We've got the RGM processes covered end-to-end through our partnering with global providers of leading SaaS solution.

As BPX we have taken the role of dedicated integration partner in multiple large TPM Rollout programs.



# Our global RGM coverage

Canada	Brazil
UK	Poland
US	Ireland
Germany	Russia
Portugal	Belgium
UAE	Japan
Spain	France
China	South Africa

...and the list is still growing!





# BPX RGM Methodology



## **Quick and easy data integration**

We provide the best foundation of RGM integration between SAP and all your RGM Applications.




## **IT solution according to your Business Strategy**

We have years experience of providing IT solutions, resulting in significant improvements in the reliability and performance of data exchange.



## **Best in class consultancy and knowledge**

We can manage the entire Project Life Cycle - from the start to the end. Our RGM specialists has unique set of skills and knowledge from the global projects.



# How we can help your company?

BPX Revenue Management Solutions Team of experts will help your company with:

- ✓ RGM implementations
- ✓ Data integration between SAP and RGM applications
- ✓ BPX Strategic Data Connectors - out-of-the-box solution
- ✓ SAP Rebate Management
- ✓ Architecture design for RGM and SAP integration
- ✓ RGM Consulting Services
- ✓ SaaS solutions for effective Accrual Management
- ✓ Service support

# About BPX

BPX is a global consulting company, which provides tools and services focused on overall financial and organizational efficiency improvement by implementing SAP ERP and BI solutions in all business areas.



- **250+ people on board** with drive to create best solutions,
- Enabling **digital transformation**,
- 100% focus on implementing **RGM, SAP, BI solutions**,
- Strong capacity to deliver **high quality services**,
- Nearshore, offshore or hybrid **team support** for your business,
- **6 offices** - 3 in Poland, 2 in the USA, 1 in Brazil.

# It's time to **start a journey** to Revenue Growth Management Excellence.



# Questions?

Want to learn how our RGM solutions will change the future of your business?  
Talk to one of our experts.



# Contact us



**Łukasz Kluczyk**

**Sales Executive**

+48 609 790 003

lukasz.kluczyk@bpx.pl

**LinkedIn**



**Jakub Jezierski**

**Sales Representative**

+48 881 414 673

jakub.jezierski@bpx.pl

**LinkedIn**

BPX.S.A.  
ul. Powstanców Śląskich 28/30  
53-333 Wrocław

+48 22 350 74 55  
bpx@bpx.pl  
bpxglobal.com

Warszawa | Wrocław | Katowice | Chicago | Exton | São Paulo

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