

CUSTOMER CASE - BUSINESS INTELLIGENCE



How Plastiflex works out a worldwide sales budget in one week only

Easy budgeting with an international matrix organisation in different reiterations. Plastiflex was looking for a system which was as flexible as its own flexible hoses and got much more.

PLASTIFLEX AT HOME

The hose of your vacuum cleaner, the hosepipe towards the filtering system of your swimming pool. Plastiflex manufactures pipes and hoses, for domestic use, but also for industrial and medical application. Plastiflex acts as an OEM (Original Equipment Manufacturer) partner to producers of domestic appliances, swimming pools and professional cleaning systems among others. It is very likely you have a Plastiflex product in your possession without you knowing it.

Plastiflex is unique. The company is active world-wide and offers a very large range of products. Those two components make it an interesting partner for numerous famous trademark manufacturers.

QUALITY BUDGETING

With a production line established over 9 countries and customers all over the world, a streamlined budgeting process is imperative. How can you work out an itemized sales budget in a short time with 30 people from different levels which are above all working in different time zones?

Plastiflex used to work with Microsoft Excel templates which were handed out, completed, collected and consolidated. A very intensive manual process, which only allowed one single cycle and which took a month to be completed. Plastiflex was looking for something different. An easier and less labour-intensive process. Several budgetary cycles, allowing bottom-up and top-down adjustments during the whole process. Accurate forecasts, which have to occur preferably 3 times a year. Support of various currencies. On-line and off-line working possibilities. Clear reports and analyses.

SAP BPC AND REALDOLMEN

Plastiflex choose SAP BPC (SAP Business Planning and Consolidation), an all-around application which could wonderfully well meet the detailed requirements Plastiflex put forward.

RealDolmen enjoyed the confidence to perform the analysis, development and implementation of the application. "The expertise and experience of the people constituted one of the most important selection criteria", says Patrick Taels, Project manager at Plastiflex.

EACH ONE'S SAY

Concrete actuals of the past year and an accurate forecast of the current year constitute the basis of each new budget year. Adjustments are performed within 5 stages. These adjustments are not only top-down and bottom-up adjustments but also occur horizontally. "It is our matrix organization, which operates moreover at international level, which makes it a complex process", says Patrick.

At a first stage the management board makes adjustments at corporate level, on the basis of its general vision. Sales managers start from the agreements made with customers and make adjustments at a second stage. Business unit managers which are horizontally responsible for a product class make adjustments at a third stage, according to their vision on the market. Are private swimming pools on the way up? A fourth stage is completed by the plant managers, who consider the production capacity for their adjustments. At the last stage of the process, CFO, CEO and the business unit managers take a close look to the results from a financial point of view.



FROM DOLLAR TO YUAN

SAP BPC goes even further. Sales managers enter their turnover on the basis of the 'transaction currency', i.e. the currency in which the customer operates. And there are many currencies used by the different customers, going from the Canadian Dollar to the Chinese Yuan. A plant manager uses the own currency, i.e. the 'plant currency'. At the consolidation stage at group level, the Euro is used, as it is the 'group currency'.

TRAVELLING BY PLANE

"SAP BPC is an integrated system," says Patrick, "allowing a combination of on-line and off-line work." The direction and the business unit managers work centrally and on-line. But sales managers and plant managers are working all over the world, in different time zones. Sales managers also often travel for their job. For these 2 groups, off-line packages are distributed by co-ordinators for each region. Thus they can use the application where and when they want to, even on the plane. A consolidator centralizes all documents and takes care of the required currency conversions.

"The good news is that the transcription of our business to the SAP BPC was 100% successful. We did not adapt our working method to the application but just the other way round, thanks to the flexibility of the SAP BPC application and the competence of the RealDolmen team!"

PATRICK TAEELS, PROJECTLEIDER PLASTIFLEX

BOTTOM-LINE

Reporting, Analysing, simulating. Already during a budget period Plastiflex has a clear overview of the current situation. "20% more turnover in China? SAP BPC allows us to say this rise is the result of a 3% price fall and an expected 25% volume increase. We can even simulate the bottom-line effect of a price fall or a price rise."

"And besides budgeting, we can also make forecasts and analyses several times a year", concluded Patrick.

AROUND THE WORLD IN ONE WEEK

As the process is less labour-intensive now, it is also shorter in time, even if several stages have to be performed. "From now on the system does it all for us. In the past, working out the budget lasted for a month. For the upcoming budget stage, we aim for one week to complete the process, world-wide!"

CONCLUSION

Plastiflex is a satisfied customer. RealDolmen has adjusted the huge capacity of the SAP BPC application to the organisation of Plastiflex.

Plastiflex will expand the success of the sales budgeting worldwide to allow a total 'Financial budgeting and Consolidation'!

PLASTIFLEX
Hose System Solutions

REALDOLMEN