

## CASE STUDY

# Streamlined pricing and more accurate forecasting reduced write-offs and saved dozens of hours per month

Dawn Meats connected sales forecasting and yield pricing into structured workflows that brought data and inputs together across commercial, finance and operations.

**Dozens of hours**  
saved per month

**4 weeks**  
of forecast visibility

**emark**



-  Ireland
-  Manufacturing, processing and distribution
-  12,000

#### Use cases

-  Dynamic pricing
-  Sales forecasting
-  Sales planning

#### Technologies used

Qlik Sense  
Inphinity Forms

## Problem

With revenue of €4.5 billion, Dawn Meats is one of the largest meat producers in Europe. Managing a business of this scale presented significant challenges in sales planning and pricing. Complex Excel-based processes, large files, fragmented data and manual re-entry made planning time-consuming and prone to errors. Different teams lacked a single reliable view of the numbers, making it harder to plan proactively and contributing to packaging issues and write-offs.

## Solution

EMARK replaced fragmented spreadsheet processes with structured workflows for sales forecasting and pricing. Historical sales and external data are used to generate forecasts, which the commercial team can review and adjust. Pricing data and business inputs are handled in one process, giving commercial, finance and operations a shared forecast for more proactive planning.

### Before

-  Sales forecasting relied on complex spreadsheets
-  Pricing required repeated Excel exchanges between teams
-  Planning data came from fragmented sources
-  Key data had to be manually re-entered into factory systems
-  Teams lacked one reliable view of the forecast
-  Limited forecast visibility made planning more reactive

### After

-  Sales forecasting runs through a structured, data-driven process
-  Pricing and production evaluation follow one guided workflow
-  Manual re-entry of data was removed from the process
-  Commercial, finance and operations share one forecast
-  Four weeks of forecast visibility support more proactive planning
-  Forecast data supports proactive production planning



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#### Use cases

- ✓ Dynamic pricing
  - ✓ Sales forecasting
  - ✓ Sales and operational planning
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#### Technologies used

Qlik Sense  
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## Solution

- ✓ Integration of data from ERP and production systems
- ✓ Four weeks of forecast visibility for proactive planning
- ✓ Reduced manual data entry and duplicated planning work
- ✓ Structured workflow for pricing and production evaluation
- ✓ Integration with Dawn Meats' primary forecasting process
- ✓ Digitalized pricing process used by sales and finance teams
- ✓ One shared forecast across commercial, finance and operations
- ✓ Automated forecasting based on historical sales and external data

“Qlik and Inphinity are just tools. To work optimally, they need to be in the right hands. What I value about working with EMARK Analytics is the excellent communication and support, outstanding development expertise, as well as fast project management.”

Brian Dunphy

Senior Project Manager – BI, Development & LMS



# How much time and money is Excel-based planning costing you?

We'll show you how to simplify planning, forecasting, and pricing with data.



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