CASE STUDY

Sellier & Bellot accelerated planning and unified sales and financial planning

A traditional ammunition manufacturer gradually moved its sales and most financial planning from Excel to one governed environment, enabling it to handle growing volumes and complexity of planning data.

3 currencies	Exports to ~100 countries

Sellier & Bellot

Czech Republic

Manufacturing, arms industry

1,500

Use cases

- Sales planning
- Financial planning
- Material requirements forecasting

Technologies used

Qlik Sense

Inphinity Forms

Problem

Sellier & Bellot originally collected planning data in Excel and then combined it in another application where the results could be displayed and processed. As the scope of planning grew, this approach became increasingly difficult to sustain, particularly for sales planning. The company had also been growing steadily, while the geopolitical situation further increased demand, production volumes and planning requirements. Planning itself evolved gradually. The company initially used its reporting environment mainly as a passive tool for processing data, while planning inputs were collected in Excel. As the sales plan grew to cover thousands of products, exports to nearly 100 countries and planning in three currencies, this approach was no longer sustainable.

Solution

The company gradually moved from passive data processing to active planning directly within the application. It first started entering data directly into the sales plan and then extended the same approach to financial planning. Today, sales planning takes place in one governed environment, with most key production and administrative centers also directly involved in the planning process. The solution helped the company handle a sharp increase in data volumes and planning processes during a period of exceptional demand. It also significantly accelerated the post-processing of planning data, with financial statement results now available within hours instead of days.

Before

- Planning data was collected in Excel
- Data was then combined in another application to display the results
- The sales plan covered thousands of products, and dozens of export markets
- Excel was no longer a sustainable planning tool for this volume of data
- Processing the resulting financial statement after the plans were completed took days

After

- Sales planning takes place in one governed environment
- Most key production and administrative centers are directly involved in the planning process
- Continuously updated reference data helps manage a growing number of items
- Outputs are used by management, procurement, sales and controlling
- Processing the resulting financial statement has been reduced from days to hours

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What we delivered

- Gradual expansion from sales to financial planning
- Moving sales planning from Excel into one governed environment
- Using product structures as a basis for material requirements forecasting
- Making planning data available to management, procurement, sales and controlling
- Ongoing management of reference data for new countries, accounts and other items
- Processing thousands of products, nearly 100 countries and three planning currencies in one environment

Once the planners confirm that they have finished, we can see the result in the financial statement within hours. It used to take days.

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We'll show you how.

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