



Innnes ehf.

Sales and finance budgeting with ValuePlan™



ValuePlan has helped us streamline the planning process, delegate budgeting work and considerably improve the quality of our forecasts and budgets. I strongly recommend **ValuePlan** for planning and budgeting.



Elín Ólafsdóttir, CFO, Innnes ehf.

Innnes is one of Iceland's largest FMCG wholesale companies with over 100 employees. As with many Icelandic companies their operations are quite complex relative to their size.

Innnes imports, distributes and markets about 100 brands, including Gevalia, Philippo Berio, Lu, Maarud and Milka.

*Innnes runs a Dynamics AX 2012 ERP system and uses Microsoft BI for reporting and analysis. The **ValuePlan** solution is tightly integrated both with the ERP and the BI solution.*

*Innnes has used **ValuePlan** as their corporate budgeting and planning solution since 2009. Before the implementation of **ValuePlan**, the planning process involved creating, maintaining and copying between dozens of individual spreadsheets.*

Further company information: <http://www.innnes.is>

The **ValuePlan** solution at Innnes is arranged into two modules, sales and finance. Historical reference data and structure is loaded into **ValuePlan** directly from the Dynamics AX ERP and updated by an admin user when needed.

The sales planning module has three key dimensions, item, customer and marketing cost item. Before the planning process starts Finance estimates and enters expected changes in pricing to make sure the net price in the budget is as accurate as possible. The sales planning process then starts from the product side with brand managers entering their expected sales by brands, product groups and items.

In the next step sales managers review the budget in collaboration with product managers to reflect expected changes in growth and buying behaviour down to individual customers or customer groups.

Then, marketing costs are entered into the **ValuePlan** sales budget using the marketing cost item dimension. This way marketing costs are linked with brands and customers as needed.

Finally the sales budget is reviewed by Finance and adjusted in collaboration with product and sales managers to align it as well as possible with top management's margin expectations.

The finance budgeting process starts at the same time as sales budgeting. The finance module dimensions are account, department, brand, customer group. Department managers enter budget figures into **ValuePlan** for individual accounts or account groups depending on the level of detail needed. Values are either entered directly or as percentage changes from last year. Revenue, COGS and marketing costs are then imported from the sales budget and after a final review by Finance and top management the annual budget is closed.