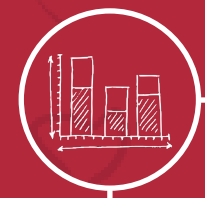


Planning Analytics for FMCG

Track, plan and perform accurately – creating P&Ls by product and customer

We are finance professionals who specialise in helping companies bring efficiency, speed and agility to their finance teams.

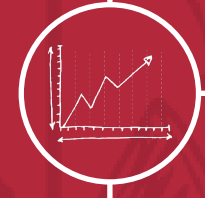
Spitfire Analytics Key Facts



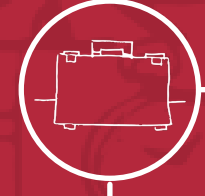
Boutique consultancy formed to put finance at the heart of the business



35 years' combined experience working with IBM® Cognos TM1/Planning Analytics



End-to-end experience of the finance function



100% customer retention rate

Spitfire Analytics – FMCG planning experts

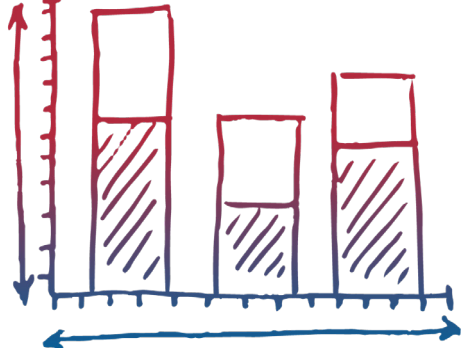
- Do you want to save time by automating manual spreadsheet-based planning, budgeting, forecasting, reporting and analysis?
- Do you want your staff to do what you recruited them for? Not data crunch, but analyse and add value.
- Do you want to provide the complete picture, from goal setting and planning to measuring progress and reporting?
- Do you want to plan for the future with remarkable accuracy?

Here at Spitfire Analytics, these are just some of the benefits we deliver to our customers. A combination of our FMCG knowledge and IBM®'s award-winning software has led to us enjoying a strong, ongoing relationship with clients that is second to none.

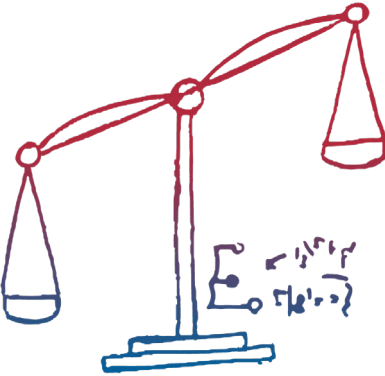
We take time to develop a strong cultural fit with the companies we work with. Through understanding the intricacies of our customers' operations, we are able to adopt a truly customer-centric approach to planning processes. Systems are designed around users and the ways in which they work rather than imposing a set methodology on our clients.

With our passion for IBM® Planning Analytics, specialist focus and access to IBM®'s analytic software suite, we enable our customers to overcome complexity and outperform competition.

Spitfire Analytics – industry planning models to help your business thrive



Forecasting



Capital Planning



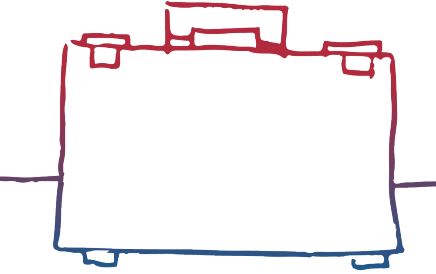
Expense Planning



Supply Chain Planning



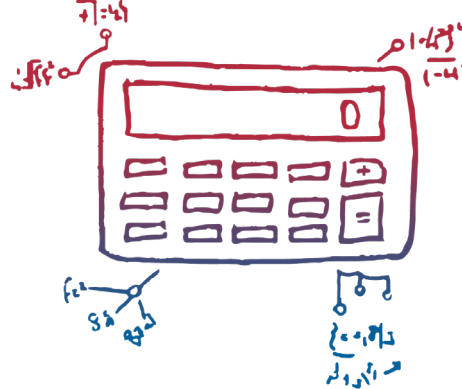
Territory Planning



Absorption Costing



Profit & Loss



Cash Flow and Balance Sheet

Edrington – customer since 2017

Before Planning Analytics

Edrington did all of their planning within Excel and the process took too long and was prone to errors. As the business had grown in the US market, demands on the system had changed and were no longer being met.

After Planning Analytics

Spitfire Analytics re-built the system, administrating the existing system and parallel building and testing a new solution from the ground up.

Features of the system were expanded and developed to include overheads analysis and analysis of open orders from the ERP. Planning and reporting have been greatly enhanced by upgrading to IBM® Planning Analytics Cloud and utilising IBM® Planning Analytics for Excel (PAX) and IBM® Planning Analytics Workspace (PAW).



Results/key benefits delivered:

- Shipments data load down to 10 seconds from over an hour
- Depletions data load and financial calculations reduced to 20 seconds from more than two hours
- Data can now be reloaded as and when required without the worry of freezing the system and locking users out
- Planning and reporting have been greatly enhanced

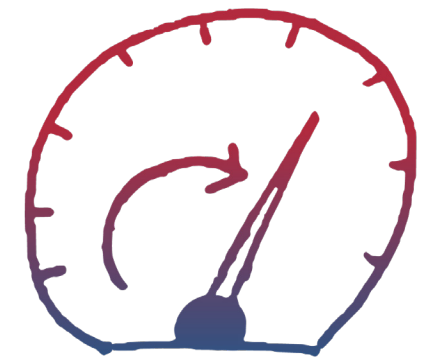
What Edrington say about Spitfire Analytics:

- They complement our internal teams
- They have provided consultancy, support, development and turn-key solutions
- Combination of business and technical subject matter expertise has proven invaluable

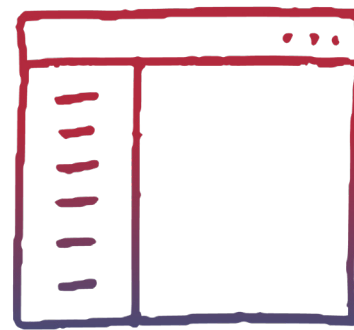
Peter Smith, Head of Solution Delivery, Edrington

IBM® Planning Analytics offers a pragmatic and engaging planning experience

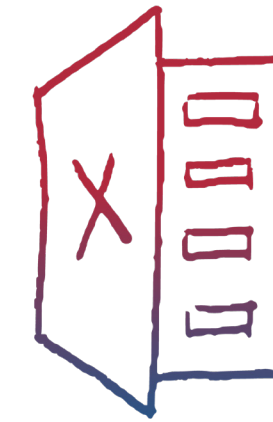
More out-of-the box capabilities than any other business planning solution:



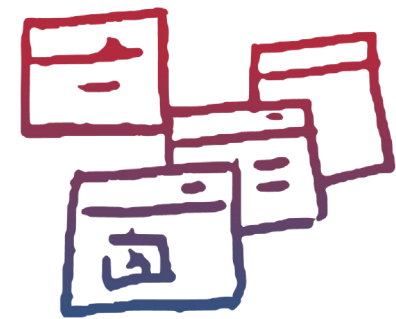
Fast performance
providing real-time
decision making
agility



Easy-to-use
web-based
experience



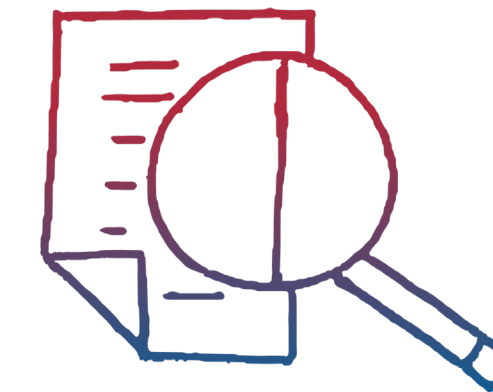
Option to use
Microsoft Excel
interface



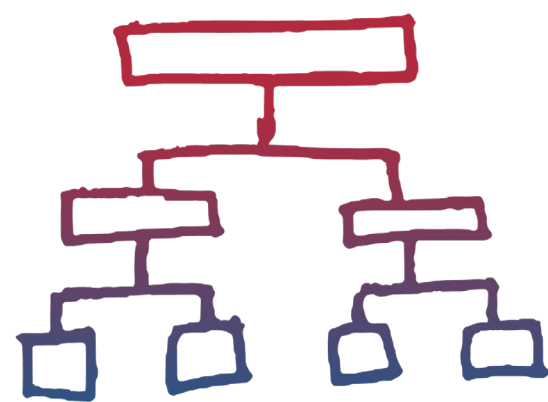
Visual analysis
and reporting



Powerful modelling
that supports
any business
requirement



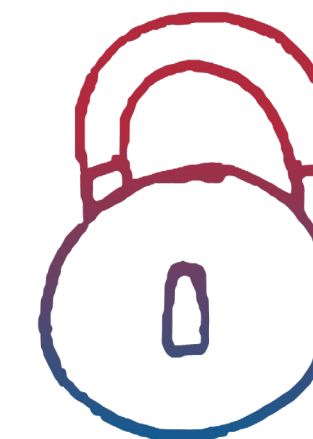
Self-service
exploratory
analytics



Flexibility to scale
and adapt to any
organisational
change



Flexible
deployment options



Secure, governed
and compliant

We are finance professionals who specialise in helping companies bring efficiency, speed and agility to their finance teams.

We do this by designing and implementing the automation of planning, budgeting, forecasting and analysis processes, using IBM® Planning Analytics, powered by IBM® TM1.

Get in touch to find out more:

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