

# Discover how other Consumer Goods companies are optimizing their Sales plans and Trade investments



## Sales and promotion optimization

**Nutricia UK**, the market leader for baby food, chose BluePlanner in August 2008 to establish a consistent sales planning process and obtain better visibility on sales and promotional returns. From October 2008, sales budgets were generated in the new solution and sales and promotions could be monitored in detail in 2009. By incorporating point-of-sales data and leveraging advanced features such as Scenario Planning and Analytics, Nutricia is now looking to obtain further insight into sales optimization.



## Cross functional collaboration



With sweetener brands like Equal and Canderel, sold through retail and trade outlets, **Merisant** chose BluePlanner in May 2009 as it offered a comprehensive platform for sales. It enabled necessary communication between finance, field-based region managers and sales brokers regarding sales and promotion plans and deductions management, in an efficient and organized fashion. BluePlanner has now been rolled out in both the United States and Europe, and is fully integrated with SAP. Merisant could not have found a more cost effective solution to address its trade challenges.

## Forecast accuracy

Improving forecast accuracy is a key priority for Danone Netherlands. Convinced by the positive feedback received from its sister companies in the United Kingdom, **Danone Netherlands** decided to leverage BluePlanner in February 2010. It took just a few weeks of configuration to deploy the solution. Sales and Demand Planning share and adjust forecasts through BluePlanner, a major benefit to the Sales & Operations process. But the project team sees beyond internal sales forecasts and is already talking about incorporating retail sales in the solution.



Join us for a Webinar showcasing BluePlanner®

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# Discover BluePlanner®

## BluePlanner features

- Product range and Price Management
- Account Planning, Volumes, Revenue and Trade spend forecasting
- Promotion Planning, ROI Simulation, Approval
- Invoice reconciliation, Deductions management
- Spend Analysis
- Web-based reports and analytics



## Our users are saying

*"BluePlanner addresses the key functional needs of a manufacturer in the CPG arena... from customer distribution, to forecasting, to financials, to promotional activity and deduction management."*

**H.K., Sales Broker**

*"BluePlanner is a fantastic tool that allows you to view your promotional calendar with your broker's and identify promotional events that show a less than desirable outcome, thus allowing us to communicate with the retailer in making adjustments to the promotion, making it a more desirable promotion for both the company and the retailer"*

**J.M., Regional Sales Manager**

## Key benefits

- Proven results
- Easily configurable
- Intuitive user-interface
- Rapid deployment
- Advanced features
- No deployment fee

*"BluePlanner addresses the key functional needs of a manufacturer in the CPG arena"*

## About UpClear®

**UpClear** is an enterprise Software-as-a-Service company dedicated to the Consumer Goods industry and focused on Sales Optimization. UpClear collaborates with smaller and larger CG manufacturers in Europe and North America. By deploying BluePlanner over the Web and applying a subscription-based fee structure, UpClear ensures that clients can benefit from a best-in-class solution quickly and risk-free.

*"Since 2003 BluePlanner has proven its benefits to Consumer Goods users, whether these are improvements to processes and collaboration, increased visibility on customer profitability or greater insight on promotion effectiveness. We are passionate about what we do and committed to our principles: industry focus, client collaboration and efficiency through rapid deployment and ease-of-use. We look forward to meeting with you!"*

**Thierry Soudee, Founder**



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