

Kärcher: Achieving Business Agility Through Collaborative Planning

To align finance, operations, and strategy, cleaning equipment firm Alfred Kärcher SE & Co. KG (Kärcher) wanted to unify organization-wide planning processes using a collaborative enterprise planning solution. The company commenced a series of projects to deploy the SAP® Analytics Cloud solution for planning across the enterprise. Now, Kärcher is refining planning and forecasting models throughout the business, enabling it to **respond to changing market requirements quickly and efficiently**.



Transforming Planning Processes with SAP® Analytics Cloud for Planning

Before: Challenges and Opportunities

- Increase transparency of planning information across the enterprise
- Align strategic, financial, and operational plans
- Reduce manual effort involved in planning processes
- Improve planning and forecasting accuracy

Why SAP and PwC

- Single solution for planning, self-service reporting, and analytics, based on the SAP® Analytics Cloud solution
- Rapid prototyping, involving feedback from multiple teams
- Ability to integrate large volumes of historical data thanks to SAP Business Warehouse powered by SAP HANA®
- Support and guidance from SAP experts as part of the “Customer First” program
- Proven analytics expertise and coaching services of PwC to enable business team members to develop planning projects

After: Value-Driven Results

- Improved visibility and participation with planning models across the enterprise, from headquarters to subsidiaries
- Increased efficiency, with automated planning workflows and user-friendly visualizations
- Improved accuracy of planning models, thanks to integration with multiple data sources
- Better-informed decision-making through enhanced planning insights

KÄRCHER

“SAP Analytics Cloud for planning has provided a firm foundation for a **company-wide transformation in our planning approach** that is helping us respond to new challenges quickly.”

Andreas Kerkau, Director of Controlling Systems and Tools,
Alfred Kärcher SE & Co. KG

>80

Subsidiaries involved in the planning transformation project

Up to 200

Users involved in the planning process

Featured Partner



Alfred Kärcher SE & Co. KG
Winnenden, Germany
www.kaercher.com

Industry
Industrial machinery and components

Products and Services
Cleaning systems, products, and related services for home, garden, commerce, and industry

Employees
13,500

Revenue
€2.578 billion

Featured Solutions
SAP Analytics Cloud for planning, SAP Business Warehouse powered by SAP HANA, and Customer First

THE BEST RUN



Making a Difference Through Innovation and Quality

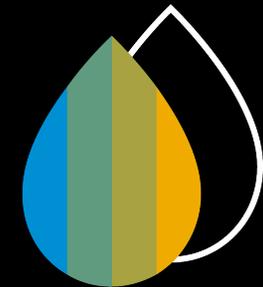
Serving both consumer and professional markets, family-owned company Alfred Kärcher SE & Co. KG (Kärcher) is one of the world's leading providers of efficient, resource-conserving cleaning systems. With a portfolio including everything from domestic pressure washers and vacuum cleaners to industrial cleaners and street sweepers, the company has achieved success through a focus on innovation and quality.

Establishing planning excellence with an enterprise-wide approach

Sound financial planning has played a key role in helping Kärcher grow by 65% since 2010. However, with more than **80 subsidiaries worldwide involved in planning**, coordinating planning processes was a complex task.

“We wanted to improve planning transparency across the company with all business areas able to access and report information in a consistent and straightforward way,” says Andreas Kerkau, director of controlling systems and tools at Kärcher. “In this way, we would be able to align our operations to better meet strategic targets.”

In addition, Kärcher wanted to improve accuracy by integrating multiple data sources and using predictive analytics technology. It also wanted to reduce the manual effort involved with the plan creation process by automating workflows. To achieve this, the manufacturer decided to replace its existing spreadsheet-based approach with a **unified platform for collaborative enterprise planning**.



624

Active patents



Incorporating Stakeholder Ideas with Rapid Prototyping

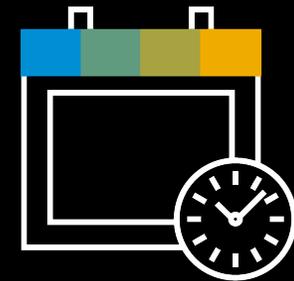
According to Kerkau, SAP was the first choice when selecting an enterprise-wide planning solution. “At Kärcher, most of our core processes run on SAP software,” he says. “The SAP Analytics Cloud solution for planning offered the comprehensive planning and analytics functionality we were looking for and would also integrate closely with our existing SAP environment.”

As part of the “Customer First” program, experts from SAP provided guidance on deploying and realizing the desired value of the solution. “We were pleasantly surprised with the level of input and support offered by SAP,” remarks Kerkau. “We have biweekly calls where we can ask the team questions, and this really **helps us to resolve any issues or address important topics quickly.**”

Creating prototypes using flexible and intuitive functionality

Thanks to user-friendly features within SAP® Analytics Cloud for planning, and coaching support provided by SAP partner PwC, business team members at Kärcher have acquired the skills to develop and deploy planning projects themselves. The intuitive features also help the team to create prototypes quickly and early on during individual planning projects, so that different stakeholders can provide input and planning models can be adjusted as required.

“Our ability to **create new prototypes quickly and flexibly** enables us to accelerate project deployment and incorporate stakeholder ideas as we go,” comments Kerkau. “This means that, in a short time frame, we can develop solutions that work best for all business areas.”



2

Weeks to develop a prototype for one planning application



More Visibility Across the Business Thanks to Better Forecasts

Kärcher has so far used SAP Analytics Cloud for planning to implement projects for financial forecasting, financial target setting, and sales revenue planning. In addition, it will soon start using the solution for financial forecast management.

“Thanks to the planning capabilities in SAP Analytics Cloud, we can provide enterprise-wide planning visibility,” remarks Kerkau. “Whether at headquarters or across our international sales subsidiaries, clear and consistent data and processes mean that each area of the business can **set operational targets that help us fulfill our strategic goals.**”

Improving planning accuracy and efficiency

With planning models that integrate with multiple data sources within Kärcher, including SAP Business Warehouse powered by SAP HANA®, the company

can now base planning on large volumes of historical data. “Bulk analysis of historical data helps us to better inform our planning models, **giving us more accurate results,**” explains Kerkau.

Automation in areas such as seasonal sales planning helps speed up budget workflows, and streamlined processes have enabled users to complete planning tasks better and faster. Meanwhile, rich functionality also supports the efficient management of planning processes. “We can issue a planning calendar with clear deadlines and reminders for providing required information,” says Kerkau. “And visualization features help us present planning results and analysis in a clear and user-friendly way.”





Supporting Agile Decisions Based on Collaborative Planning Insights

Using SAP Analytics Cloud for planning, Kärcher aims to roll out its new collaborative planning approach across other business functions such as human resources and manufacturing. And following the upcoming deployment of the SAP BW/4HANA® solution and SAP S/4HANA®, the company will also be able to enhance its planning process with live data and data from external sources.

In addition, Kärcher is working on projects for financial budgeting and driver-based planning as well as making updates and improvements to its previously deployed sales budget planning solution. It is also planning a pilot for the use of the SAP Analytics Cloud solution in budget meetings. “We didn’t just implement a new tool,” comments Kerkau. “We developed a **completely new approach for financial planning** with SAP Analytics Cloud for planning at its core.”

Making planning a key business strength in uncertain times

Kerkau believes that the enhanced planning insights enabled by SAP Analytics Cloud for planning will ultimately support better-informed decision-making at Kärcher. “More accurate planning and forecasting will help us react to fluctuating demand quickly,” he concludes. “Focusing on the future rather than the past provides a key business strength that will help us **navigate volatile markets** in times of great change and uncertainty.”

