

How did robust customer services help create the perfect recipe for extended planning and analytics?

Smoothly blending planning systems to enhance decision-making and adaptability

Döhler GmbH's portfolio of natural ingredients, from flavors, colors, and health ingredients to ingredient systems and end-to-end solutions, helps nourish the world with products that are both good for people and good for the planet.

This reliance on nature's raw materials means Döhler must nimbly navigate external factors such as supply and demand fluctuations, weather and climate conditions, labor costs, exchange rates, and government policies. However, disconnected, manual planning systems impeded these efforts. In setting out to break down these silos and build a cohesive planning environment, the company knew combining future-proof solutions with tailored consulting services would provide the formula for success.



Building an extended planning and analysis framework with integrated SAP solutions and SAP Services and Support

Before: Challenges and opportunities

- Siloed planning processes across different functions and business units and a lack of automation, hindering operational efficiency, decision-making, and adaptability to change
- Need for better analytics to enhance decision-making
- Lack of knowledge and project best practices to tackle such complex challenges

Why SAP

- SAP Analytics Cloud and SAP Datasphere solutions and SAP Business Technology Platform (SAP BTP), supporting unified planning from sales, supply chain, and sourcing to HR and finance
- SAP Services and Support, providing reliability, expertise, and proximity to product development
- Architecture planning assistance to help optimize design, future-proof solutions, and enable comprehensive best practices
- Implementation support to help streamline processes, optimize configuration, and mitigate risk

After: Value-driven results

- Integrated, automated processes that accelerate operations, decision-making, and execution
- Enhanced ability to assess the financial impact of market shifts and maintain a competitive edge
- Increased agility with flexible processes and faster responses to market change
- Deeper business understanding aided by comprehensive planning insights
- On-time and on-budget delivery of a high-quality project

“With SAP Analytics Cloud, SAP Datasphere, and SAP BTP as well as experts for SAP Services and Support, we've transformed our planning process into a **dynamic, continuous cycle**. This has improved our agility and ability to pivot in response to market changes, ultimately driving better business outcomes.”

Jochen Kling, Head of Business Intelligence, Döhler GmbH

Holistic

Extended planning and analysis approach

Robust

Analytics, from demand planning to finance