Background

Founded more than 60 years ago in Hilo, Hawaii, King's Hawaiian is a family-owned business that has, for three generations, been dedicated to making irresistible original recipe Hawaiian foods made with Aloha Spirit. King's Hawaiian makes the #1 branded dinner roll in the United States, distributed primarily through the retail channel alongside their sandwich and sliced breads.

From October 2011 to April 2012, King's Hawaiian conducted a thorough selection and review process for a Trade Promotion Management (TPM) solution, including issuing an RFP to software vendors. BluePlanner was ultimately selected as the best solution thanks to its end-to-end coverage of the TPM process, forecast flexibility, and user friendliness.

"BluePlanner helped King's Hawaiian streamline their business processes by allowing the Sales Team, Brokers, Finance & Logistics to collaborate in one single environment. Deployed to all our Sales Team in just 3 months, it has moved our antiquated spreadsheets into one new revolutionary environment."

Sr. Applications Analyst

Efficient Deployment of BluePlanner Delivers Quick Benefits to King's Hawaiian

Challenges & Priorities

Prior to the implementation of BluePlanner, King's Hawaiian's Trade Promotion & Deduction process was managed using a series of decentralized and nonstandard spreadsheets. King's Hawaiian's key priorities for a new TPM system included:

- Integrated and automated TPM & Deductions processes
- Real-time promotion tracking, reporting, and analysis
- More effective promotion spend
- Streamlined deduction and payment processing

Deployment

After selecting BluePlanner as the TPM software of choice, King's Hawaiian and UpClear engaged in a standard deployment with the aim of deploying to internal sales users in 3 months and sales brokers shortly thereafter. UpClear was able to satisfy this timeline by beginning with a pilot implementation of the core BluePlanner features for the key project team members within the first month.

UpClear BluePlanner

MODULAR AND SCALABLE   **COLLABORATIVE AND ENABLING**   **EASILY CONFIGURABLE**   **DEPLOYABLE IN RECORD TIME**

We Make It Easy

…for global clients, by rapidly deploying through an 80/20 template approach

…for IT, by supplying managed integration and data security

…for users, by providing an intuitive UX and access from anywhere

"Over the past 10 years, our BluePlanner solution has proven its benefits to Consumer Goods users, whether through improvements to process and collaboration, increased visibility on customer profitability or greater insights on promotional effectiveness. We are passionate about what we do and committed to our principles: industry focus, on-going client collaboration, continuing solution evolution, and our SaaS, Cloud model."

Thierry Soudee
CEO

UpClear serves clients in over 20 countries across America, Europe, Asia, and Africa, from our offices in New York, London and Hong Kong. Clients we work with include Danone, Equal, Ferrero, Hovis, King's Hawaiian, LALA U.S., Reckitt Benckiser, Splenda, Treasury Wine Estates, and Twinings.

UpClear Case Study
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BluePlanner Benefits

Thanks to the implementation of BluePlanner, King's Hawaiian has greatly reduced the complexity and time involved with managing a manual Trade Promotion, Deduction, and Reconciliation process. This has been achieved by centralizing forecasting, promotional planning, and deduction management in a single system while making over 300 spreadsheets redundant.

"BluePlanner has streamlined the claims and deductions process… solidifying our effectiveness when working with our brokers spread across the US."

Claims Coordinator

Key Achievements

- Efficiency improvements by building sales and promotional plans in weeks, not months

- Increased control and visibility through the use of workflow and approval processes

- Clear and real-time reporting of consolidated forecast, trade spend and deduction data

- Centralized collaboration reducing average deduction reconciliation time to 7 days removing an average of 5 emails per deduction

"When we make a recommendation, the BluePlanner system meets all of our needs and grows with us as we continue to grow."

Trade Director

UpClear

infor Complementary Partner

upclear.com