

Background

Merisant, the maker of tabletop sweeteners Equal and PureVia, serves the retail and food service channels. With 200+ customers and more than 1000 promotional deals every year to plan and promote for in the US alone, managing all that information in Excel had become impossible.

In 2009, a year into a project to develop a custom system wrought with delays and budget overruns, Merisant called in a Trade Marketing consultant to assess the situation. After a two-month audit, the recommendation was clear: "There is no doubt that Merisant needed such a tool to optimize its promo spending and to support better demand planning, with visibility on promo volume fluctuations..."



"We are glad we chose the BluePlanner system by UpClear. Created by a team of entrepreneurs who have well understood our needs, this tool performs far better and was put in place much faster than any other solutions, more costly and rarely truly adapted to your needs."

VP / Managing Director Americas

UpClear Case Study Merisant Leverages BluePlanner for Sales Planning and TPM



Challenges & Priorities

In June 2009, the project was kicked off. As early as July, BluePlanner was deployed to Sales Managers. Sales brokers were trained in September. The benefits of establishing set processes around the collaborative and comprehensive system became quickly apparent.

Merisant runs SAP, and integrating BluePlanner with the Financials and Sales & Operations systems proved to be easy. Within three months, all their data was interconnected and their processes realigned.

Global Approach

After hearing of the positive results in the US, Merisant UK asked to see a demonstration of BluePlanner and, by November 2009, the UK users were trained. BluePlanner is a hosted solution, deployed over the Web. "This Software-as-a-Service approach allows us to deploy the same system across countries extremely efficiently and at minimal cost," says Thierry Soudee of UpClear. "Of course, each organization in each market chooses different configurations according to their size and regional needs, but the economies of scale are great. This benefits everyone."



"With the US team seeing immediate business benefits, it made sense to adopt BluePlanner as well. The launch of the system went very quickly and smoothly."

VP / Managing Director EMEA



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.

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Moving Forward

In 2011, Merisant added one of BluePlanner's more advanced features, utilizing Point-of-Sales data. Sourced from Nielsen, Merisant now integrates end-consumer sales for 51 of their largest accounts. Managers can easily identify forecasting errors, such as forward buying and diverted sales. Most importantly, it provides Merisant insight into promotional efficiency by measuring ROI based on true redemptions and lifts from in-store sales.



"The Merisant and BluePlanner partnership continues to evolve, with improvements in accruals monitoring, budgeting, collections and enhanced reporting. This translates to real savings in Trade Marketing and quick reallocation of funding."

Senior Manager
Trade Marketing

