



Leading One-Number IBP Solution



CHEN FOODS CASE STUDY

From Spreadsheets to Blueshift ONE

ABOUT CHEN FOODS

Founded in 1982, Chen Foods is a wholly Australian-owned and run family business. One of the pioneers of Asian cuisine in Australia, their range and brands have become staples, not only within Australia's Asian communities, but in Australian homes. The Chen Foods portfolio of brands include Mr Chen's, Sailing Seas, The Original Peking Duck Pastry, A1 and Potong and can be found across the freezer and ambient aisles of the large Australian Retailers as well as Asian Grocers.

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“Chen Foods considered various software options, but from the start, it was clear to me that not only did the Blueshift product offer best match our business needs, but also their team culture. From the early planning stages through to the final training sessions, all Blueshift team members were professional, knowledgeable and supportive which was important to our small project team who were working on the implementation in addition to their day jobs. As a result of implementing ONE, we now have easy access to more accurate and more detailed data, which helps us make better decisions quicker.”

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Karin Jourbert

General Manager Finance)

CHALLENGE + SOLUTION

As a result of the rapid growth across Australian retailers, the need for improved demand planning, forecast accuracy and trade spend management became critical.

In August 2022 Chen Foods commenced the planning phase with Blueshift for the implementation of ONE and by March 2023 had gone live with all ONE modules, moving away from using spreadsheets.

BENEFITS

Given Chen Foods used spreadsheets before Blueshift ONE, the improvements that the Blueshift ONE implementation brought about were significant.

Demand & Supply Planning:

- Building a forecast with visibility at a business, customer and product level takes **4 hours** to pull into a suitable format rather than **14 hours** with our previous process.
- For Demand Review, we are now able to view a **Forecast Snapshot** of what the full year financials look like where previously we didn't have the ability to do that.
- Ability to track **Forecast Accuracy** and can slice & dice easily to review data at any level required.
- Ability to split forecast accuracy by baseline and promotion has assisted in root cause analysis.
- Ability to extract different archives by date.
- Automatic state breakdowns using system calculated splits based on sales history, has been an absolute time saver and resulted in **improvements in DIFOT and OBSL**.



Saved 10 hours building forecast



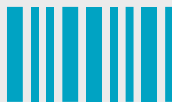
Forecast Snapshot availability

Reporting:

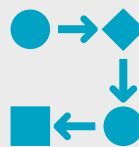
- Reporting functionality has improved vastly.
- Pivot Table is used heavily by Sales & Finance and has enabled full year **SKU profitability analysis**, P&L reporting vs prior forecast/ budget/ prior year.
- Pivot Table has been a game changer in performing ad hoc analysis.

Sales:

- Improved trade promotions planning.
- Ability to create and copy promotions within minutes.
- Improved visibility of the financial impact of individual promotions and **ROI** calculations immediately available.
- Managing promotions much easier in Blueshift. Sales team can filter list of promotions in the system by customer and promotion plan.
- Able to more effectively **track Trade Spend** against budget.



SKU Profitability



Workflow Approvals

Finance:

- Blueshift ONE integration with our ERP ensures we have a single source of truth.
- Being able to have workflow for **Trade Spend Approvals** in Blueshift, supports strong internal controls.
- Trade Spend accrual reporting out of Blueshift simplifies month end Balance Sheet reconciliations and provides **trusted supporting documentation** for the trade spend accrual to the auditors at year end.
- SKU and customer profitability available at the press of a button.
- **More efficient claims processing.** Using claim automation is a clear timesaver, including less back and forth between finance and sales teams.

ABOUT BLUESHIFT

Since inception Blueshift has focused on working with clients to develop a forward thinking: technologically advanced solution for the FMCG industry. The Blueshift ONE solution combines best in class Trade Promotion Management and Optimisation, Demand Planning, Customer Planning, Budgeting and Business Reporting in a single solution to drive ONE number in a Consensus Business Plan.

For more information about Blueshift ONE Cloud Solutions see below:



Email: hello@blueshift.one

Blueshift Growth Team
Contact us today!

