



Leading One-Number IBP Solution



MRS MAC'S CASE STUDY

Mrs Mac's Implemented Blueshift ONE for Trade Spend Visibility

COMPANY OVERVIEW

Mrs Mac's is a family-owned bakery that has been perfecting the art of pie making since 1954. Their loyal team of passionate bakers ensure only the finest pastry and quality ingredients go into making Mrs Mac's pies, sausage rolls and pastry bakes. They are at the forefront of sustainable baking and, in the last 12 months, have removed all plastic and palm oil-based products from their operations. Mrs Mac's prides itself on sourcing the best local ingredients and making pastry using only traditional methods. A trusted Australian food company, Mrs Mac's provides a high-quality range of specially crafted products to suit consumer needs for various occasions.



"Blueshift has provided Mrs Mac's with the tools to significantly improve our sales forecasting, visibility over trade spend commitments and the impact of promotions have on our sales activity and bottom line. We have created a fully interfaced single source of truth which talks to our ERP, production planning processes and trade spend accrual process, while increasing the visibility of customer profitability and the impact of day to day promotional decisions on our profitability."

Jason Markwart

Chief Financial Officer for Mrs Mac's



IMPROVEMENTS GAINED BY IMPLEMENTING BLUESHIFT ONE

In early 2021, Mrs Mac's commenced the implementation of the Blueshift ONE solution to replace their legacy systems and endless spreadsheets. Following a go-live date of October 1st, 2021, the Blueshift team caught up with Jason Markwart, acting as ONE Implementation Project Sponsor, to discuss the impact Blueshift ONE has had for Mrs Mac's thus far.

Q + A WITH PROJECT SPONSOR

What did Mrs Macs TPM/TPO process look like before implementing Blueshift ONE?

Prior to Blueshift, Mrs Mac's utilised fragmented legacy systems and spreadsheets to track its Trade Spend and Trade Partner obligations. The system was clunky, time consuming and prone to error.

What benefits have been gained by implementing Blueshift ONE?

Mrs Mac's has gained significant visibility into its numerous trade partner commitments. Implementing Blueshift has created a single source of truth which is helping guide our day-to-day decisions. Sales forecasting has become centralised and more visible and, in the process, more reliable. Trade spend management and claim processing is easier as a result of the increased visibility of trade partner programs.

What three areas of the business received the most significant impact post-implementation?

- We have seen a significant increase in visibility on trade promotions, which has helped our accrual processes. This visibility has already driven improvements in trade spend.
- Customer profitability is more accurate, because Blueshift is interfacing daily with our ERP system to exchange live data.
- Sales forecasting is more accurate due to the multiple algorithms that project our demand based on historical patterns adjusted for the promotional levers we can influence.

How did the visibility improve as a result of implementing ONE?

Not only has visibility improved but also the reliability of the data. We now have a genuine One Source of Truth concept for the information we rely on to make daily decisions. Sales forecasting is better, as is our trade spend accrual. We have been able to piggyback Blueshift into our production planning (IBP) process, providing the manufacturing teams with better visibility into where the production needs to be directed.

What areas have seen the biggest improvement in visibility?

This project was the catalyst for us to undertake a full review of our trade partner commitments to ensure that we captured all trade commitments, promotional activities, and commercial terms across both our primary and secondary customers in a single location.

Blueshift ONE has provided us with a tool that gives us greater visibility into the impact of promotional decisions on our bottom line. Which in turn, provides confidence that we are capturing the cost of our promotional activities in real-time, not when a claim is eventually received some months after the event. As a result, we are now experiencing fewer surprises in our numbers, providing greater confidence to our management teams.

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“We now have a single source of truth which has helped us improve our sales forecasting capabilities, while increasing visibility and accountability for trade spend and allowing us to be measure the impact of our promotional activities on our bottom line. The benefits to Mrs Mac's from implementing Blueshift have been experienced across our entire business.”

Jason Markwart

Chief Financial Officer for Mrs Mac's

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KEY BUSINESS BENEFITS



Improved accuracy of customer profitability achieved through daily ERP interfacing with ONE



Increased visibility has already driven improvements in trade spend



Improved IBP process with ONE's single source of truth benefiting the entire business

ABOUT BLUESHIFT

Blueshift is a privately owned business that was established in 2002 by the two current directors Justin Stafford and Scott Lovell. The Blueshift ONE solution was initially developed in partnership with clients to fill a recognised need not supported in the market. Since inception Blueshift has continued to focus on working with clients to develop a forward thinking: technologically advanced solution for the FMCG industry.

Integrated Business Planning (IBP) is Blueshift's specialty, but they also consult to companies looking for Trade Promotions Management (TPM), Trade Promotions Optimisation (TPO), Revenue Growth Management (RGM), Claims Automation and Demand Planning. Blueshift will engage to understand your business at a high level and establish a simple estimated ROI.

Based in Sydney, Australia: Blueshift has continued to grow and expand over the last 19 years and is geographically located to easily service our expanding client base in Australia, New Zealand, USA and throughout Asia.



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Blueshift Sales Team
Give us a call today!

