



# Reduces forecasting time from weeks to days with Cloud Planning

**CLIENT: BAXTERS FOOD GROUP**

**LOCATION: UNITED KINGDOM**

**INDUSTRY: CONSUMER GOODS & RETAIL**

**ORACLE**

**Platinum  
Partner**

### Challenges

- Considerable reliance on Excel to transform, manipulate, calculate, consolidate data for reporting as well as planning and forecasting.
- Finance spent too much time collating data at the expense of analysing results for business insight.
- Complex finance system landscape that made it difficult to plan across the group quickly and easily.

### Solution

- Implementation of Oracle Planning and Budgeting Cloud Service (PBCS), Oracle Business Analytics and custom reports.
- Qubix Journey to Cloud Methodology to accelerate delivery to the cloud.
- Connected cloud applications with Oracle E-Business Suite, Dashboards & Reports and Data Warehouse using Qubix CloudBridge.

### Results

- Delivered a flexible analytics, reporting and planning platform to support new growth.
- Group level budget cycle time reduced from 12 weeks to 21 days with automated processes
- Daily sales by customer by SKU vs budget and 18-month rolling forecast
- Time to forecast cut from 3 weeks to 2 days
- Eliminated manual Excel-based processes

**Baxters Food Group is a rapidly growing business. After completing ten acquisitions (doubling the size of its business with U.S. based Wornick Foods), reaching \$500m+ in annual turnover, and future growth plans to reach \$1bn. Depending on legacy on-premises Hyperion Essbase and complex Excel models for gross margin planning, budgeting, forecasting and financial reporting presented serious challenges. In response, Baxters decided to streamline its finance systems and adopt modern cloud-based planning and business analytics platform with the help of Qubix.**

**Baxters is headquartered in Scotland with over 1,500 employees, producing foods such as canned soups, canned meat products, sour pickles, sauces, vinegar, antipasti, chutneys, fruit preserves and salad and meat condiments. Their diverse customers include world-renowned retailers selling high-profile brands in multiple global markets.**

Baxters has ambitious global growth plans and operates in a highly competitive consumer goods market. It was clear, to meet financial expectations, Baxters had to re-energise their financial processes to be more collaborative, insightful and efficient.

*"From a better forecasting process and better quality of information coming in from our production requirement, I'm going to be targeting the business with a 10 percent reduction in our working capital" says Heather Metcalfe, Group CFO of Baxters.*

The Baxters finance team needed integrated demand forecasting to run more efficiently, reduce stock wastage, and cut overheads. This allowed them to reduce their working capital and meet shareholder expectations.



## **Baxters Streamlines Finance Systems Landscape with the Cloud**

Ultimately, Baxters Food Group chose Oracle Planning and Budgeting Cloud Service (PBCS) and Oracle Business Analytics Foundation Suite to transform their planning and budgeting as well as financial reporting processes. Qubix was selected to design and implement the solution. This included automated data integration between Baxter's financial, enterprise resource planning, business intelligence system and data warehouse.

*"Oracle Planning and Budgeting Cloud Service is the gold standard of cloud-based planning solutions. We wanted a rapidly deployable system to improve our planning systems and forecasting accuracy during a period of ambitious global expansion" says Elaine McKechnie, Head of Group Management Information Systems.*

The Qubix Group is one of the UK's largest independent Oracle technology consulting providers. With end-to-end services that support ERP, EPM and analytics transformation, Qubix delivers solutions that reduce cost and enable new agile ways of working.

Baxters adopted the Qubix Journey to Cloud methodology for their Oracle PBCS and Analytics solution. The methodology includes our best-practice approach to planning, budgeting and forecasting curated from our industry experience, prior project success and intelligent solution design principals. Combined with our capabilities in analytics, ERP, and integration tools (in this case, Qubix Cloudbridge), enabled Qubix to provide Baxters with the specific solution they needed.

*"We have a great partnership with Qubix, and we've benefited from the team's substantial experience of implementing Oracle cloud technology. We're working with Qubix to develop and implement the right Oracle solutions for our business as we expand into the global market," says Elaine McKechnie.*

The project was delivered in three phases covering general planning and budgeting, demand forecasting, financial reporting and analytics and data integration.

### Finance is now a driver of business value and insight

With the assistance of Qubix, Baxters now has a modern, streamlined and expandable platform to support the growing role of their finance office. The result is not only improved business insight but significant cost-savings.

*"With Oracle Planning and Budgeting Cloud Service, together with Oracle E-Business Suite and Oracle's Analytics Cloud solutions, we have a very stable platform on which to grow our business." says Elaine McKechnie, Head of Group Management Information Systems.*

Here are some of the benefits experienced by Baxters:

- Improved sales forecast accuracy of its branded and partner-owned brands by market, customer, product category, brand and individual product line.
- Supply Chain and Procurement and Spend analytics that reduced stock wastage and cut overheads.
- Eliminated the use of cumbersome files and complex Excel models for profit and loss, balance sheet and cash flow planning.
- Automated board reporting packs with commentary from outside finance.
- Improved user security and access controls for sensitive financial data.
- Enabled overseas business units, such as U.S. and Australia, to transition away from Excel-based, offline forecasting processes.
- More insightful KPIs to measure and reduce working capital.
- Faster, easier access to key financial metrics.
- A streamlined platform for future cloud enhancements.

Learn more about how Baxters Food Group streamlined their finance systems landscape into a scalable, insightful and cost effective platform, please visit: [www.qubix.com/success-story/baxters](http://www.qubix.com/success-story/baxters)

Click to contact us to arrange a free consultation and discuss next steps.

## HOW WE CAN HELP

# Business process knowledge and industry specific experience

- Driver-based Planning & Budgeting
- Strategic Workforce Planning
- Capital Expense Planning
- Project Financial Planning
- Financial Close Automation
- Account Reconciliation
- Cash Flow Forecasting
- Franchise / Group Reporting
- Board & Management Reporting
- Regulatory Reporting (GAAP / IFRS)
- Cost Allocations
- Customer Profitability
- KPI & Balance Scorecards
- HR Analytics
- Predictive Modelling
- M&A Modelling
- Debt, Liquidity & Capital Analysis
- Autonomous Data Warehouse
- Advanced Analytics
- Data Orchestration

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