

Consolidated financial management with executive granular analytics

Solar, the second largest manufacturer of the Coca-Cola System in Brazil, with a production capacity of over three billion liters of beverage per year, serves around 400,000 points of sale in the North and Northeast region of the country, state of Mato Grosso, part of Goiás and Tocantins. That represents 70% of the national distribution.



Challenge

The company already had the IBM Cognos TM1 solution since 2012, and over the years its use has become quite complex and outdated, since there was no internal structure to support and manage the system. The software ended up being used only as a data warehouse and the system became obsolete. All management information was shared in spreadsheets, which took many days to update and send to regional managers.

Those responsible for the regional offices were still unable to obtain financial information quickly and accurately, becoming oblivious to the planning and monitoring process that existed until then. Aiming at starting the process of regionalizing the solution, improving processes and optimizing resources, Solar contacted CTI to assist them in this new phase of the company's financial management.

Solution

At the end of 2018, they started with CTI the reformulation of IBM Planning Analytics, promoting efficient and integrated planning. The collaborative nature of this new approach made it possible to scale planning, providing agility, performance management and strategic alignment of all areas

related to the company's financial management.

The project was divided into four modules:

In 2018 and 2019, the systems of financial statements and management closing were implemented, which made it possible to consolidate information quickly and monitor the company's performance in a detailed and complete manner.

In 2020, the cost apportionment module (ABC) was implemented. The most recent, in 2022, was the HR planning module, focused on projecting personnel expenses.

Processes that used to take almost a week, such as monthly closing of sales, are now performed in a few hours, without recurrence of errors, in addition to Solar now obtaining granular analysis and sharing financial information extracted directly from the solution with the board (without the need for additional treatments).

Today, Solar's bimonthly meetings present financial data coming 100% from IBM Planning Analytics, which are analyzed both by the company's board of directors and by regional managers, allowing quick decision-making.

The great benefits generated after the implementation of IBM Planning Analytics software:

- **Process management:**

The information generated by the software optimized the team's analysis time, which started to deliver reports and analyzes faster and more accurately;

- **Time optimization:**

The time used to create spreadsheets and identify probable inconsistencies is now used in data analysis and action planning;

- **Data Integrity:**

It was possible to understand and analyze the data in a more granular way, with more detail and by cost center, region, manager, among other options.

- **Depth of analysis:**

Now the company is able to get its results by product, channel and unit. The accuracy of the developed rationales allows the use of the model as a reference for decision making at all levels of company management (both strategic/macro decisions and operational/micro actions).

“CTI is a longtime partner. We have a great partnership, and we realize the concern for the continuity of building the flow of information and our relationship. I feel comfortable asking them for help in complex cases, because we solve the simple ones at home”.



Hermeson Anibal Marques
Financial Manager and
Investment Analyst