

Pricing Campaigns Tracking (SpP - Icare)

Back to [Pricing Dashboard User Documentation](#) - Main Page



- [Introduction](#)
- [Definition of dimensions and sources](#)
- [Summary Table](#)
- [Campaign Value Realization](#)
- [Campaign Status](#)
- [Detail by CPC table](#)
- [Other Documentation](#)
 - [My data report](#)
 - [Training Slides](#)

Introduction

The intent of the Pricing Campaign page is to support tracking during the campaign review. This page creates a link between Sales, Pricing Campaigns and Pricing Opportunities.

All CPCs displayed in this page are part of the scope of an old or an ongoing campaign. The different statuses that these CPCs can have are:

- Not yet reviewed = CPC has not yet been reviewed by the Account manager in the Campaign review
- Rejected = Price recommendation has been rejected by the Account manager in the Campaign review
- Committed = Price recommendation has been committed by the Account manager in the Campaign review
- Draft = Quote created from the campaign is in draft
- Sent for approval = Quote created from the campaign has been sent for approval
- Closed - Sales started = Sales have been generated from the quote created from the campaign
- Closed - Sales abandoned = After negotiation, quote has been closed and sales won't be generated from it
- Quote expired = The quote created from the campaign has expired, as it has reached its validity date

A CPC is linked to a Quote only if the CPC Status is "Closed - Sales Started" or "Quote Expired".

There is also a filter on

- Visibility <> " **confidential** "
- Migrated from old logic <> 1.

Definition of dimensions and sources

Region	Taken from sold-to (sold-to-country) if it is SpP (other GBUs: Ship-to country) else take field Region_c from Pricing_Campaign_CPC__c table
Product H4	From the product code
Product Name	Mapping from the product code
GBU Customer Segment	Field GBU_CUSTOMER_SEGMENTATION (if Sold-to x Product exists in COPA) else mapping on Sold_To_Code__c from Pricing Campaign (iCare table Account)
Sales Rep	Taken from COPA when Sold-to x Product exists (Sales_Employee__Sold_to_) Description
Group of Activity	Taken from COPA when Sold-to x Product exists (BFC_Group_of_activ_Key)

Market Cluster	<ol style="list-style-type: none"> 1. If Team cluster = Channel partners Market cluster = Channels Partners & Digital Sales 2. If Team cluster NOT Channel Partners Market cluster = Market cluster of End_Use_Mapping__mdt table using SAP end-use of the sold-to X Product (COPA - past sales) 3. If end-use is empty in SAP Market cluster = Market cluster of End_Use_Mapping__mdt table using CPCs end-use in SF 4. If CPCs End-use in SF = empty Market cluster = CPCs Market Cluster in SF 5. If CPCs Market Cluster in SF = empty Market cluster = Not Assigned <p>Color code for sources: SAP/BW - SFDC - QlikSense internal mapping</p>
GBU	Taken from COPA when Sold-to x Product exists (BFC_GBU_Key); else put 'SP'
Account Manager Review	Taken from iCARE (Account_Manager_Review_c)
Team Cluster	Taken from iCARE (Team_Cluster_c)
Sold-To Code	Taken from iCARE (name = iCARE Sold_To__c, code = Sold_To_Code__c)
Product Code	Taken from iCARE (name = iCARE Product__c, code = Product_code__c)
Reference Campaign	Taken from iCARE (Pricing_Campaign__c)
Document Currency	Taken from iCARE (Document_Currency_c)
Unit of Measure	Taken from iCARE (Document_Currency_c)
Annual Sales [€]	Taken from iCARE (Annual_sales__c)
Annual Volumes [UoM]	Taken from iCARE (Annual_volume__c)
Forecasted Volume [UoM]	Taken from iCARE (Forecasted_annual_volume__c)
Capped Recommended Price [DC/UoM]	Taken from iCARE (Capped_Reco_price_Pricing_Currency__c)
Committed Price [DC/UoM]	Taken from iCARE (Committed_price__c)
CPC Status	Taken from iCARE (CPC_Status__c)
Invoice vs Commitment	<p>Calculated dimension comparing Committed Price (iCARE) and Invoiced Price (P&L). The possible values are the following:</p> <ul style="list-style-type: none"> • No value = there is no invoiced price available, or it is not available for the specific quote date • Above commitment = invoiced price is higher than committed price • Equal commitment = both invoiced price and committed price are the same • Below commitment = invoiced price is lower than committed price
Last Price [€/UoM]	Taken from iCARE in DC (Last_price__c) and converted using FX rate of the campaign from iCARE
Capped Recommended Price [€/UoM]	Taken from iCARE in DC (Capped_Reco_price_Pricing_Currency__c) and converted using FX rate of the campaign from iCARE
Committed Price [€/UoM]	Taken from iCARE in DC (Committed_price__c) and converted using FX rate of the campaign from iCARE
Last Invoiced Price	<p>Taken from COPA at Sold-to x Product x Month level (Month = last month) as the last price in €/UoM of the quote linked to the CPC line (when the quote exists and it takes into account the filters in Opportunity table)</p> <ul style="list-style-type: none"> • The Last Invoiced Price will be taken between the quote validity dates for CPC with status 'Closed-Sales Started' and 'Quote Expired' and it will vary depending on the status: <ul style="list-style-type: none"> ◦ Closed-Sales Started -> Last price (taken from realized sales) between validity dates of the quote ◦ Quote Expired -> Last invoiced price = AVG (Unit Price) of Month of "end date" of the quote • If GBU Product Family = PVDC the last invoice price = last invoiced price as taken from COPA multiplied by a VKG conversion • If there's a CPC that doesn't have a last price inside the quote validity period, then we take the last invoice price even if outside of quote validity dates

Quoted Price [€ /UoM]	<p>Taken as the lowest deviated price from iCARE from all brackets available for the Opportunity Line Item (Opportunity x Product combination) that links with the CPC</p> <p>Only calculated for status 'Closed-Sales Started' and 'Quote Expired'</p>
Sold-To Group	<p>Taken as a manual mapping based on BFC_GBU_Key + Source_System_Key + Sold_to_party_Key from iCARE (if those fields are available); else Sold_to_party_Corporate_group__Name__ field is taken</p>

Summary Table

CAMPAIGN STATUS OVERVIEW							
% of Scope Reviewed 92.83%		Pricing Impact Committed (€) 295.17M		% of Total Potential Achieved 92.47%		<input type="button" value="Cancel View > Yes"/> <input type="button" value="Cancel View > No"/>	
Pricing Campaign		CPC Status		Definition, Commitment			
Summary Table							
Market Cluster	%	Budget Revenue (€)	Scope Reviewed (€)	Scope Reviewed (%)	Total Potential (€)	Committed/Impact (€)	Average Price Increase (%)
Totals		2 229 230 872.38	2 069 394 152.88	92.83%	219 825 954.67	295 172 295.33	13.43%
BATTERIES		340 744 322.00	311 154 324.00	91.48%	33 894 057.00	64 585 912.42	27.48%
CHARGER & DIGITAL SALES		151 462.00	151 462.00	100.00%	11 057.04	390 498.00	274.12%
CHARGER, PARTNERS & DIGITAL SALES		487 130 299.00	488 789 817.00	100.33%	63 088 493.00	39 317 984.20	11.54%
ELECTRONICS & INDUSTRIAL		388 188 224.00	382 187 898.00	98.46%	98 943 812.58	87 881 237.23	22.83%
LIFE SOLUTIONS		476 001 928.42	448 179 204.42	94.37%	78 128 884.04	61 476 760.72	17.34%
Not Assigned		27 959 458.00	27 485 850.00	98.33%	3 349 738.00	3 281 272.28	18.07%
TRANSPORTATION		4 830 181.00	4 830 181.00	100.00%	127 848.48	238 038.38	6.03%
TRANSPORTATION (PARTNERS ASSOC)		687 873 456.96	622 988 618.96	90.43%	77 122 883.82	42 484 022.14	11.58%

- **% of Scope Reviewed [%]** : $Annual\ Sales\ excluding\ CPC\ lines\ with\ status\ "Not\ Yet\ Reviewed" / the\ total\ Annual\ Sales$
- **Pricing Impact Committed [€]** : $(Committed\ Price - Last\ Price) / FX\ Rate * Forecasted\ Volume$
- **Impact based on quoted price [€]** = $(Quoted\ price - last\ price) * forecasted\ volume$
 - Only for status "Closed- Sales started", Quote expired

All fields are taken from the Pricing Campaign table. And filter out CPC line which are in status "Not yet Reviewed", "Rejected", and "Closed - Abandoned"

- **% of Total Potential Achieved [%]** : $Committed\ Impact\ [€] / Total\ Potential\ [€]$
- **Market cluster**: [Link](#) to definition above
- **Budget revenue [€]** : $Annual\ Sales$ from iCARE
- **Scope reviewed [€]** : $Annual\ Sales$ excluding CPC lines with status " Not yet Reviewed "
- **Scope reviewed [%]** : $Annual\ Sales$ excluding CPC lines with status " Not Yet Reviewed " / $total\ Annual\ Sales$
- **Total potential [€]** : $(Capped\ Recommended\ Price - Last\ price) / FX\ Rate * Forecasted\ Volume$

All data taken from iCARE

- **Committed impact [€]** : $(Committed\ Price - Last\ Price) / FX\ Rate * Forecasted\ Volume$, excluding CPC lines with status "Not Yet Reviewed", "Rejected", and "Closed - Abandoned"
 - Committed Price = iCARE
 - Last Price = iCARE
 - Forecasted Volume = iCARE
- **Average Price Increase [%]** : $(Sales\ considering\ new\ price - Baseline\ Sales) / Baseline\ Sales$

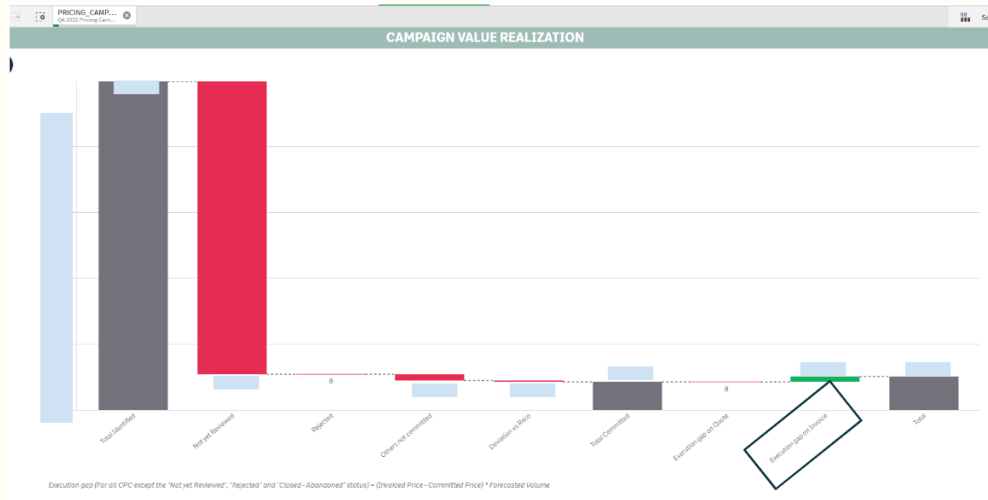
Sales considering new price = calculated as the sum of below items:

- If CPC Status of the CPC Line is , "Rejected" or "Closed - Abandoned" : $Last\ Price * Forecasted\ Volume$
- If other status: $Committed\ Price * Forecasted\ Volume$
- To note: Not yet reviewed status excluded from the calculation

Baseline Sales: $Last\ Price\ from\ iCARE * Forecasted\ Volume\ from\ iCARE$

Campaign Value Realization

The waterfall is a visual way to show the potential value realization for the current campaign under review vs total potential, including execution gap on invoice:



Execution gap (For all CPC except the "Not yet Reviewed", "Rejected" and "Closed - Abandoned" status) = (Divided Price - Committed Price) * Forecasted Volume

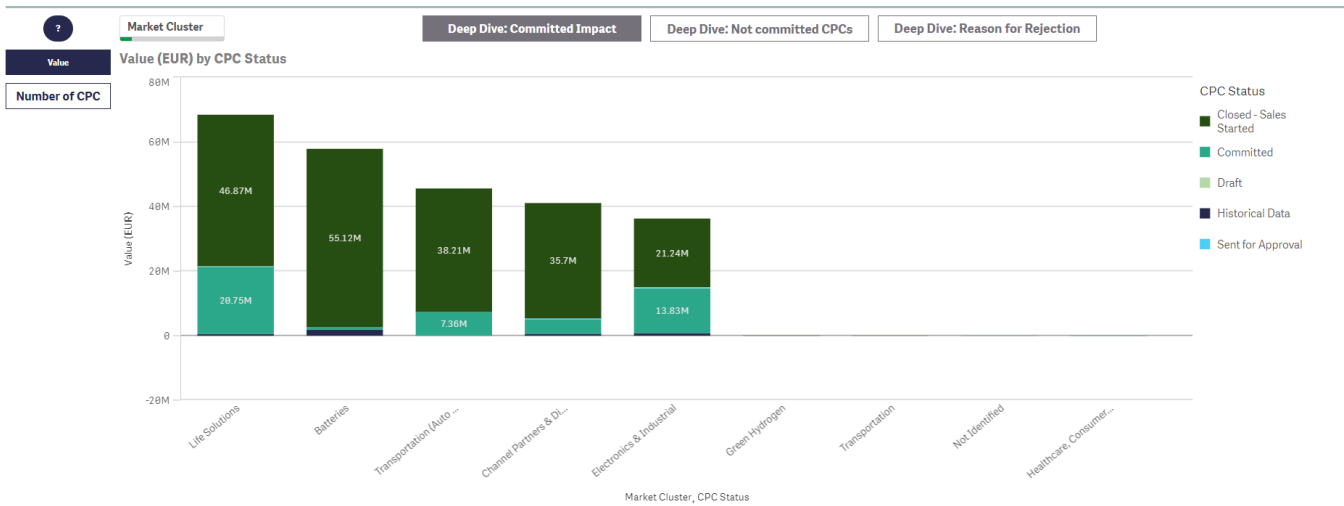
- **Total Potential [€M]**: $(\text{Capped Recommended Price} - \text{Last Price}) / \text{FX Rate} * \text{Forecasted Volume}$
- **Not yet Reviewed [€M]**: $(\text{Capped Recommended Price} - \text{Last Price}) / \text{FX Rate} * \text{Forecasted Volume}$ taking only CPC lines with status "Not yet Reviewed"
- **Rejected [€M]**: $(\text{Capped Recommended Price} - \text{Last Price}) / \text{FX Rate} * \text{Forecasted Volume}$ taking only CPC line with status "Rejected"
- **Others not Committed [€M]**: $(\text{Capped Recommended Price} - \text{Last Price}) / \text{FX Rate} * \text{Forecasted Volume}$ taking only CPC lines with status "Closed - Abandoned"
- **Deviation vs Reco [€M]**: $(\text{Committed Price} - \text{Capped Recommended Price}) / \text{FX Rate} * \text{Forecasted Volume}$. Taking only CPC lines without status "Not yet Reviewed", "Rejected", and "Closed - Abandoned"
- **Total Committed [€M]**: Total Potential - Not Yet Reviewed - Rejected - Others Not Committed - Deviation vs Reco
- **Execution Gap on invoice [€M]**: $(\text{Last invoice Price in €/UoM} - (\text{Committed Price} / \text{FX Rate})) * \text{Forecasted Volume}$
 - Only CPC lines with status 'Closed - Sales Started' and 'Quote Expired' are taken (CPC with a quote and a last price)
- **Execution Gap on quote [€M]**: Execution gap on Quote = $(\text{Quoted price} - \text{committed price}) * \text{forecasted volume}$. *Only for status "Closed-Sales started", Quote expired
- **Total [€M]**: Sum of all above indicators

Campaign Status

On this graph, we can deep dive on the details of the campaign status by looking at distribution of value or number of CPCs for different dimensions (committed, not committed and rejected).

Value is defined as:

- For CPCs with status Rejected, Not Yet Reviewed and Closed-Abandoned Value = $(\text{Recommended Price} - \text{Last Price}) * \text{Forecasted Volume}$
- For the rest of CPCs Value = $(\text{Committed Price} - \text{Last Price}) * \text{Forecasted Volume}$



It is possible to filter by key dimensions :

- GBU
- Market Cluster
- Region
- Product H4
- Product Name
- Group of Activity
- GBU Customer Segment
- Sold-To Group
- Sales Rep

Detail by CPC table

The detailed CPC table allows to do deep-dive on CPC specific data:

DETAILS BY CPC																							
Client Cluster	GBU Region	Account manager	Team Cluster	Sold To	Product	Reference Campaign	Currency	Unit of Measure	Annual Sales (€)	Annual Volume (kg)	Price (€/kg)	Loss (€)	Dep. Price (€)	Com. Price (€)	CPC Status	Impact vs. Commitm.	Price (€/kg)	Com. Price (€/kg)	Loss Price (€/kg)				
JMANNEL WÄRTERS & SÖSTAL	Americas	Committed	Channel Partners & Digital Sales	Drake Plastics Limited Co (2287927)	PAI 4638 (258-6537)	Q3 2022 Pricing Campaign	USD	LBS	3	125.80	183.73	44.65	51.58	51.48	Closed-Abandoned	No Value	1	1	3731	43.87	42.53	0.00	0.00
JMANNEL WÄRTERS & SÖSTAL	Americas	Committed	Channel Partners & Digital Sales	Bioga Inc (2118598)	PK JY 651 5015 (258-4488)	Q4 2021 Pricing Campaign	USD	LBS	1	23.90	97.80	41.91	43.48	49.53	Closed-Abandoned	No Value	124.87	915.55	34.93	36.21	41.25	0.00	0.00
JMANNEL WÄRTERS & SÖSTAL	Americas	Committed	Channel Partners & Digital Sales	Eminger Special Polymers (2020612)	PK JY 528 FF (258-4841)	Q3 2022 Pricing Campaign	USD	kg	7	94.80	62.67	104.04	104.48	104.04	Closed-Abandoned	No Value	175.48	-0.13	0.20	0.70	0.20	0.00	0.00
JMANNEL WÄRTERS & SÖSTAL	Americas	Committed	Channel Partners & Digital Sales	Vulcol H Market Handling Center (202070)	PK JY R 5168 BK007 (258-10282)	Q3 2022 Pricing Campaign	USD	LBS	122	5000.80	148.74	1.331	21.59	22.10	Closed-Abandoned	No Value	24	28	11.93	17.93	16.23	0.00	0.00
JMANNEL WÄRTERS & SÖSTAL	Americas	Committed	Channel Partners & Digital Sales	Aper Resource Technologies Inc (200088)	258VA 2A 688 (258-2390)	Q4 2021 Pricing Campaign	USD	LBS	16	18.80	39.60	1	693.12	696.12	Closed-Abandoned	No Value	39	39	1.75	746.43	746.43	0.00	0.00
ELECTRONICS INDUSTRIAL	Americas	Committed	Electronics & Industrial	Twinko Selling Solutions (2188700)	PK K1 628 SL18 (258-24002)	Q3 2022 Pricing Campaign	USD	LBS	3	58.80	73.40	23.78	25.78	22.23	Closed-Abandoned	No Value	56.29	-13.60	37.32	36.83	36.00	0.00	0.00

Other Documentation

My data report

This feature provides the ability to deep dive in campaign dimensions by selecting "Campaign report" in MydataReport:

Campaign Report											
Dimensions:		H4 / Prod L4	Pricing Campaign	Committed Impact (€)	Rejected Impact (Based on Recommended Price)	Deviation vs Price (Based on committed price)	Net Net Reviewed Impact	Recommended Impact (€)	Scope Reviewed (%)	% Potential Activated	Average Price Increase (%)
Account Manager Review		H4 / Prod L4	Pricing Campaign	95 813 751	1 178 693 298	28 849 113 015	478 298 027	1 24 188 881	98 01%	138 45%	45 88%
CPC & Quote Status		SOLF Suspension	Q3 2022 Pricing Campaign	87 972 713...	126 132 021	59 684 775 84	227 685 098	130 995 39...	99 32%	233 59%	41 32%
CPC General Comments (CE)		Latex Phosma Standard	Q3 2022 Pricing Campaign	15 345 195	0.00	-3 263 343 83	1 183 838 03	44 415 8827	72 01%	98 69%	45 93%
CPC Manuf Plant (CR)		Latex S C28	Q3 2022 Pricing Campaign	46 000 071...	0.00	33 029 785 12	0.00	78 140 350...	100 00%	406 20%	34 70%
CPC Name		Solvac (C)15	Q3 2022 Pricing Campaign	59 872 215	0.00	72 349 673 77	0.00	93 817 781	100 00%	771 61%	7 08%
CPC Owner		Golden	Q2 2022 Pricing Campaign	13 175 825...	167 194 601	1 258 777 93	1 566 233 50	21 848 155...	92 66%	96 68%	51 90%
CPC Status		Resines	Q3 2022 Pricing Campaign	18 827 435	1 798 888 61	-86 888 05	0.00	1 7 988 033	100 00%	85 42%	89 64%
Document Currency (SP)		Latex Phosma Standard	Q4 2021 Pricing Campaign	15 897 227...	0.00	-1 754 822 27	653 016 22	19 689 230...	99 32%	92 25%	10 11%
Measurest:		Latex Phosma Standard	Q2 2022 Pricing Campaign	12 151 484	1 48 894 62	-5 892 371 38	0 11 0 871 64	1 7 974 888	75 01%	53 48%	34 82%
		Promix	Q4 2021 Pricing Campaign	0 888 309...	0.00	379 600 32	716 734 45	8 974 906 20	95 02%	92 25%	72 18%
		Formilin Z 01	Q2 2022 Pricing Campaign	9 511 897 74	183 183 28	-4 258 656 82	087 63	6 378 548 83	99 97%	88 80%	18 33%
		Udyl	Q2 2022 Pricing Campaign	0 436 825...	2 766 607 70	-3 587 589 72	292 136 26	8 927 743 70	95 26%	50 10%	7 56%
		Resines	Q4 2021 Pricing Campaign	9 139 489 39	0.00	-1 335 824 89	0.00	7 864 462 39	100 00%	86 87%	17 71%
		Tecnoflon Copolymers C2	Q3 2022 Pricing Campaign	8 821 462...	718 683 41	-8 199 774 46	584 132 35	1 035 881 68	97 18%	48 64%	46 95%
		Tecnoflon Copolymers WD	Q2 2022 Pricing Campaign	8 257 981...	3 335 447 99	579 705 82	1 984 377 79	14 148 172...	84 32%	82 90%	31 91%

More information on how to use the My Data Report available [here](#)

Training Slides

Back to [Pricing Dashboard User Documentation](#) - Main Page