Pricing Campaigns Tracking (SpP - Icare)

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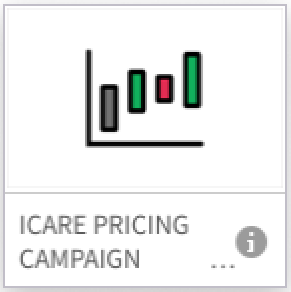

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Introduction

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

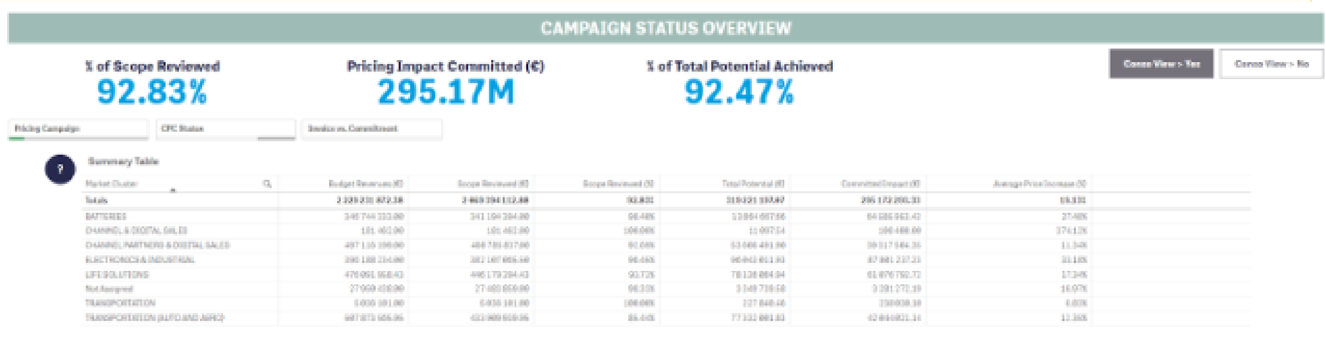
Region	Taken from sold-to (sold-to-country) if it is SpP (other GBUs: Ship-to country) else take field Region_c from Pricing_Campaign_CPC__c table
Product H4	From the product code
Product Name	Mapping from the product code
GBU Customer Segment	Field GBU_CUSTOMER_SEGMENTATION (if Sold-to x Product exists 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	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 Color code for sources: SAP/BW - SFDC - Qliksense internal mapping
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	Calculated dimension comparing Committed Price (iCARE) and Invoiced Price (P&L). The possible values are the following: • 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	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)
	• 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:
	  ◦ 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]	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 Only calculated for status ‘Closed-Sales Started’ and ‘Quote Expired’
Sold-To Group	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

Summary Table



- **% 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

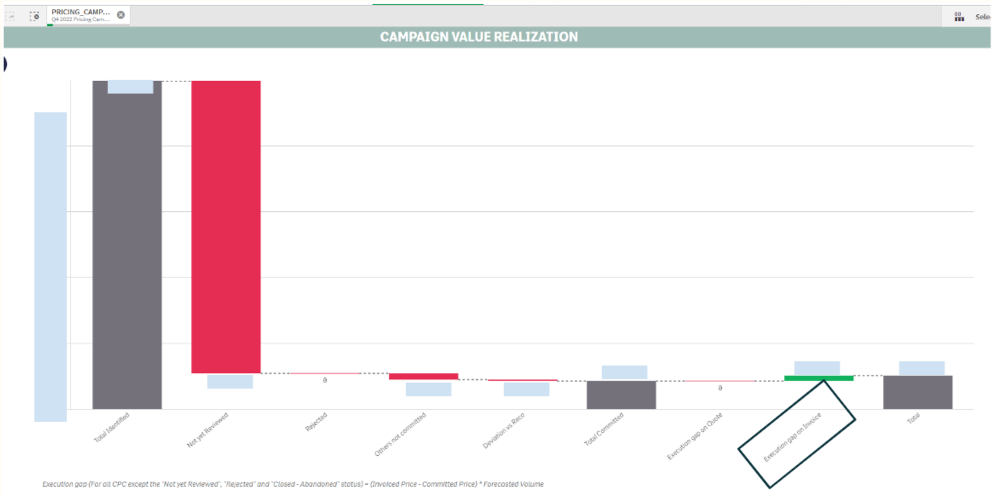
Sales considering new price = calculated as the sum of below items:

- 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:



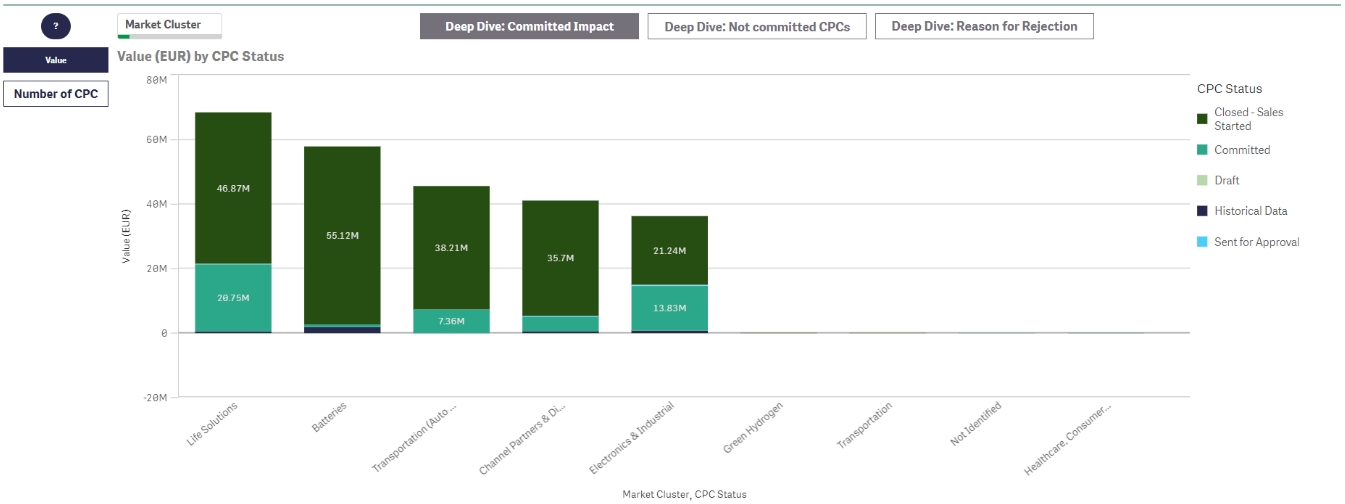
- **Total Potential [€M]** : (*Capped Recommended Price - Last Price) / FX Rate * Forecasted Volume*
- **Not yet Reviewed [€M]** *: (Capped Recommended Price - Last Price) / FX Rate * Forecasted Volume* taking only CPC lines with status “Not yet Reviewed”
- **Rejected [€M]** : (Capped Recommended Price - Last Price) / FX Rate * Forecasted Volume taking only CPC linse with status “Rejected”
- **Others not Committed [€M]** : (Capped Recommended Price - Last Price) / FX Rate * Forecasted Volume taking only CPC lines with status “Closed - Abandoned”
- **Deviation vs Reco [€M]** : (Committed Price - Capped Recommended Price) / FX Rate * 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]** : (Last invoice Price in €/UoM - (Committed Price / FX Rate)) * 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=(Quoted price - committed price)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 = (Recommended Price - Last Price)*Forecasted Volume
- For the rest of CPCs Value = (Committed Price - Last Price)*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

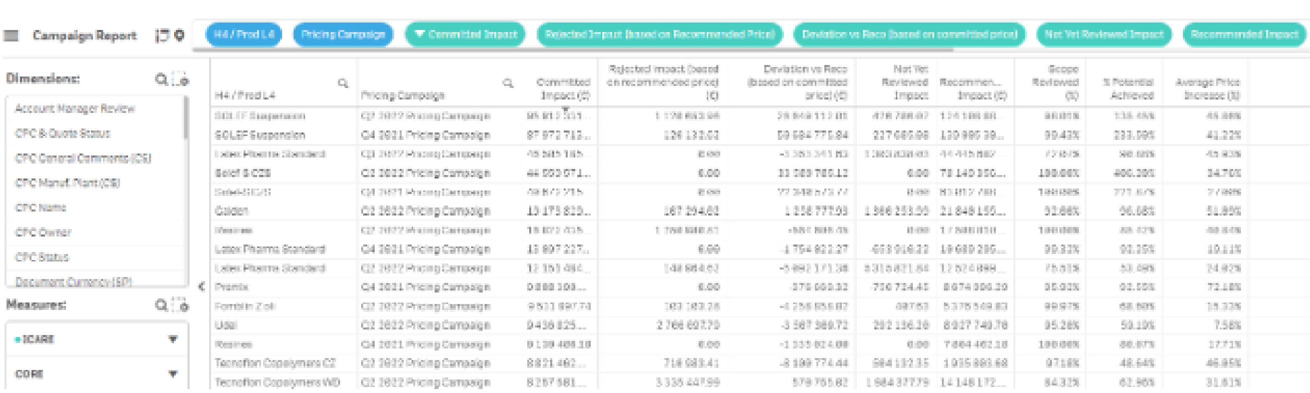
Detail by CPC table

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

Other Documentation

My data report

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



More information on how to use the My Data Report available here

Training Slides

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