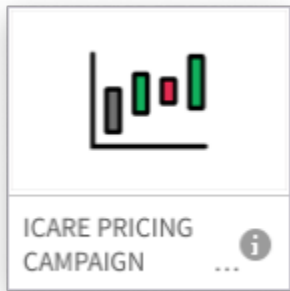


Pricing Campaigns Tracking (SpP - Icare)

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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

CAMPAIGN STATUS OVERVIEW

% of Scope Reviewed

92.83%

Pricing Impact Committed (€)

295.17M

% of Total Potential Achieved

92.47%

Cancel View > Yes

Cancel View > No

Pricing Campaign

CPC Status

Solution vs. Commitment

Summary Table

Market Cluster	CL	Budget Revenue (€)	Scope Reviewed (€)	Scope Reviewed (€)	Total Potential (€)	Committed Impact (€)	Average Price Increase (€)
Totals		2 329 231 872.38	2 463 334 132.88	92.83%	26 821 934.67	295 172 295.33	10.93%
BATTERIES		340 744 333.00	343 134 334.00	98.48%	33 884 057.00	64 585 563.42	27.40%
CHANNEL & DIGITAL SALES		181 463.00	181 463.00	100.00%	11 057.04	100 488.00	374.13%
CHANNEL PARTNER & DIGITAL SALES		487 130 190.00	488 789 837.00	97.08%	63 088 493.90	109 167 584.35	11.54%
ELECTRONICS & ACCESSORIES		380 188 333.00	382 147 890.00	98.48%	96 940 813.93	87 881 237.33	33.83%
LIFE SOLUTIONS		476 001 958.42	480 179 334.42	92.72%	78 136 884.04	61 476 760.72	17.34%
Not Assigned		27 959 456.00	27 485 855.00	98.33%	3 345 738.08	3 391 272.39	16.07%
TRANSPORTATION		6 430 181.00	6 430 181.00	100.00%	127 848.48	138 008.39	6.03%
TRANSPORTATION (AUTO AND AIR)		687 873 456.00	622 080 630.00	86.41%	77 332 883.83	42 484 002.14	12.30%

- **% 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*

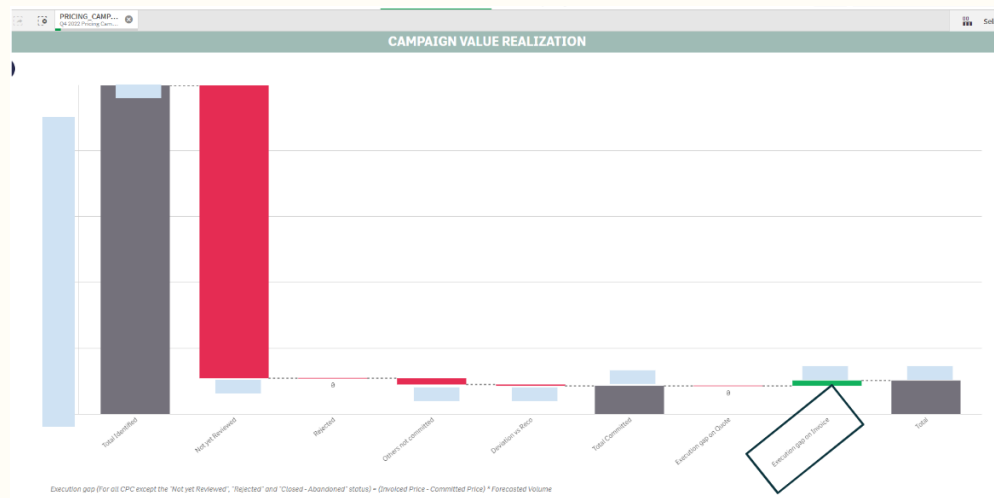
Sales considering new price = calculated as the sum of below items:

- 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:



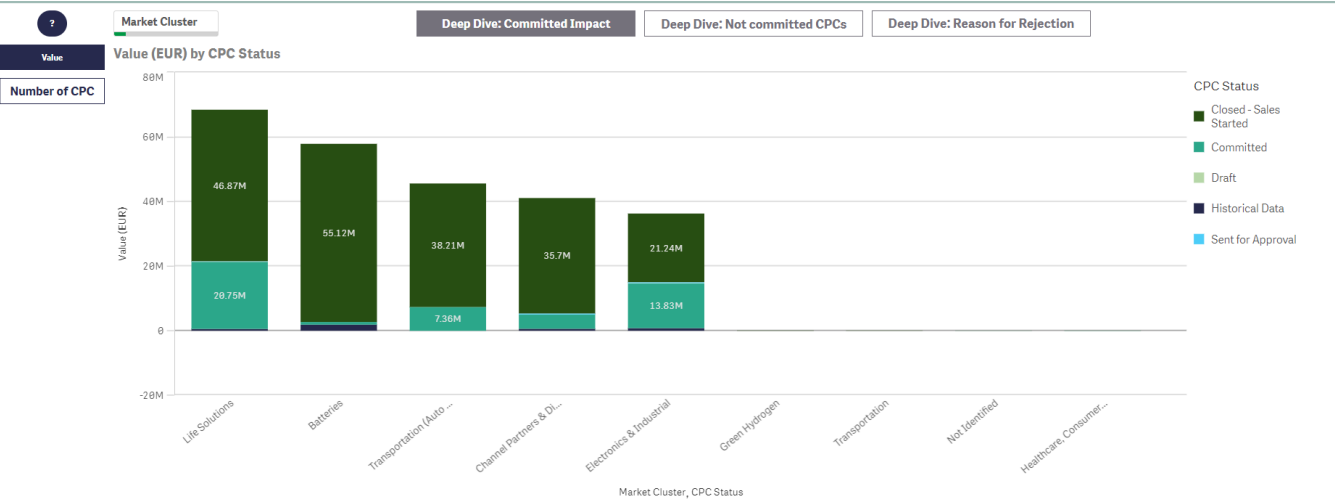
- **Total Potential [€M]** : $(\text{Capped Recommended Price} - \text{Last Price}) / \text{FX Rate} * \text{Forecasted Volume}$
- **Not yet Reviewed [€M]** : $(\text{Capped Recommended Price} - \text{Last Price}) / \text{FX Rate} * \text{Forecasted Volume}$ taking only CPC lines with status "Not yet 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 Owner	GBU Region	Account manager name	Team Cluster	Sold To	Product	Reference Campaign	Currency	Unit of Measure	Annual Sales (€)	Annual Volume (t/m³)	Price (€/t)	Last Inc. Price	Dep. Price	Com. Price (t/m³)	CPC Status	Reason vs. Commitment	Price Impact (€)	Com. Impact (€)	Last Price (€/t)	Closed Reason	Com. Price (€/t)	Out. Price (€/t)	Last Price (€/t)	Last Price (€/t)
SHANVEL MATHERS & SUTCLIFF	Americas	Committed	Channel Partners & Digital Sales	Drake Plastics Limited Co (2267927)	PAI 6658 (258-04637)	Q2 2022 Pricing Campaign	USD	LBS	872.32	3	125.88	183.72	44.65	51.66	51.48	Closed - Abandoned	No Value	1	1	37.31	43.87	42.53	0.00	0.00
SHANVEL MATHERS & SUTCLIFF	Americas	Committed	Channel Partners & Digital Sales	Biopro Inc (2118898)	PKJY-651 5015 (258-04888)	Q4 2021 Pricing Campaign	USD	LBS	1	23.88	97.88	41.92	43.48	49.53	Closed - Abandoned	No Value	124.87	625.55	54.93	36.22	41.25	0.00	0.00	
SHANVEL MATHERS & SUTCLIFF	Americas	Committed	Channel Partners & Digital Sales	Endinger Special Polymers (2029512)	PKJY-528 PP (258-04416)	Q2 2022 Pricing Campaign	USD	KG	7	54.88	62.67	104.84	104.48	101.84	Closed - Abandoned	No Value	175.48	-0.13	84.28	87.88	84.28	0.00	0.00	
SHANVEL MATHERS & SUTCLIFF	Americas	Committed	Channel Partners & Digital Sales	Vulcan Market Handling Center (2629178)	PPSU R-1588 (K307) (258-15282)	Q2 2022 Pricing Campaign	USD	LBS	122	5008.88	148.74	1.331	21.59	22.18	Closed - Abandoned	No Value	24	28	11.93	17.93	16.93	0.00	0.00	
SHANVEL MATHERS & SUTCLIFF	Americas	Committed	Channel Partners & Digital Sales	Aper Resource Technologies Inc (2603884)	258VA 2A-688 (258-25870)	Q4 2021 Pricing Campaign	USD	LBS	16	38.88	38.88	1	898.12	898.12	Closed - Abandoned	No Value	-99	-99	3.75	748.43	748.43	0.00	0.00	
ELECTRONICS INDUSTRIAL	Americas	Committed	Electronics & Industrial	Twining Selling Solutions (2188785)	PKJY-628 SLR (258-16932)	Q2 2022 Pricing Campaign	USD	LBS	3	58.88	73.45	11.78	15.78	16.23	Closed - Abandoned	No Value	56.29	13.68	37.32	38.88	36.98	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											
H4 / Prod L4		Pricing Campaign	Committed Impact	Rejected Impact (based on Recommended Price)	Deviation vs Reco (based on committed price)	Net Net Reviewed Impact	Recommended Impact	Scope Reviewed (€)	% Potential Achieved	Average Price Increase (€)	
Dimensions:		H4 / Prod L4	Pricing Campaign	Committed Impact (€)	Rejected Impact (based on recommended price) (€)	Deviation vs Reco (based on committed price) (€)	Net Net Reviewed Impact	Recommended Impact (€)	Scope Reviewed (€)	% Potential Achieved	Average Price Increase (€)
Account Manager Review		COLL OF Suspension	C2 2022 Pricing Campaign	95 813 763	1 158 662 38	28 849 112 01	478 788 07	135 188 88	98 018	135 458	45 888
CPC & Quote Status		COLLEP Suspension	A4 2021 Pricing Campaign	97 871 712...	126 132 02	59 584 775 84	237 685 06	130 995 39...	99 435	231 595	41 228
CPC General Comments (CS)		License Release Standard	C2 2022 Pricing Campaign	48 265 185	8 000	-1 385 343 83	1 383 628 03	41 415 867	12 158	98 808	45 438
CPC Manual Plans (CR)		Belief & CDS	A4 2022 Pricing Campaign	44 593 074...	6 000	33 169 785 12	6 000	78 140 350...	199 085	406 205	34 701
CPC Name		Genetic L1 L1	C2 2022 Pricing Campaign	58 732 725	8 000	77 348 875 77	8 000	93 107 7 781	198 888	773 816	7 086
CPC Owner		Golden	A4 2022 Pricing Campaign	19 173 822...	167 294 02	1 126 772 03	1 866 253 59	21 849 155...	92 068	96 683	51 895
CPC Document		License	C2 2022 Pricing Campaign	18 827 435	1 798 688 61	-581 888 58	8 000	1 7 688 013	88 678	88 678	48 838
CPC Status		License Pharma Standard	A4 2021 Pricing Campaign	15 897 227...	6 000	-1 754 802 27	653 016 22	68 689 235...	99 338	101 689	19 115
CPC Currency (USD)		License Release Standard	C2 2022 Pricing Campaign	12 151 084	1 48 884 02	-5 882 173 38	8 315 827 64	12 570 888...	75 519	53 688	34 828
		Promote	A4 2021 Pricing Campaign	2 888 109...	6 000	375 660 32	726 731 85	8 074 906 20	26 028	92 558	72 185
Measures:		Formal Z-01	C2 2022 Pricing Campaign	9 951 897 78	163 183 28	-1 256 856 82	987 63	5 378 548 83	98 978	68 889	18 338
		Udell	A4 2022 Pricing Campaign	9 436 825...	2 766 607 28	-3 567 368 72	202 136 26	8 027 743 78	95 288	59 126	7 581
		Resumes	A4 2021 Pricing Campaign	9 139 488 18	6 000	-1 335 802 48	6 000	7 864 462 18	198 068	88 878	17 713
		Technician Copycats C2	C2 2022 Pricing Campaign	8 821 462...	718 583 41	-8 189 774 44	584 132 35	1 935 893 48	97 188	48 445	46 955
CORE		Technician Copycats WD	C2 2022 Pricing Campaign	8 287 981...	3 335 447 09	-579 795 82	1 984 377 79	14 148 172...	84 328	92 895	31 818

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

Training Slides

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