

Cust 360° - Segmentation



Process Expert

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Support on Service One

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General Description

This page of Customer 360 is focused on segmentation (both GBU segmentation and Corporate Segmentation) of customer. Based on that segmentation, we compute the revenue by Segment.

A few reminder about segmentation :

- Everything is based on GBU segmentation : GBU assign a segmentation by customer, based on Corporate Sold-To group (which means we should have only one segment by GBU by Corporate Sold-To Group). This segmentation is input in SFDC by GBUs and automatically replicated every 4 hours in SAP (in the correct sales views). Exception for CM (input directly in SAP), and SpP (manual replication).
- Then BW consolidate all GBU segmentation, and define the Corporate segmentation based on what the GBUs have assigned. Globally, the Corporate segmentation is the highest segment given by a GBU to a corporate group (exceptions for distributors that may override some higher levels segments).

The segments are the following :

- **Strategic KA** (a customer may be promoted as "Global" Strategic KA when it is decided to manage them globally through an eKAM across all the GBUs).
- **Key Account**
- **Critical account**
- **Standard Account**
- **Critical Distributor**
- **Standard Distributor**
- **Not Assigned** : we should have less and less not assigned
- **Not yet assigned** : default value assigned at the account creation, so that we know that there is an assignation to be done on this account
- **Not valid** : voluntary not assigned, when it is not relevant to add a segment, for internal sales or customers for instance.

[The full documentation on segmentation \(SAP / SFDC processes\) is available here.](#)

Indicators

Sales trend / Sales repartition

Daily update for M and M-1

Weekly for all historical data

Source: QVSBS_BW_QRY_MVCOPA01_004

These graphs display the sales splitted by segments (GBU or Corporate Segment), to understand the weight of each segment in the global revenue. Below, you can find more details by Corporate Sold-To group.

Evolutions / Comparaison

Daily update for M and M-1

Weekly for all historical data

Source: QVSBS_BW_QRY_MVCOPA01_004

At the very bottom of the page you can compare the revenue / ICM / Volume between 2 periods. Please use the Reference time set and the Comparison time set to define the year, quarter or month you want to analyze and compare.

For Orderbook comparison (OB): when selecting months in the past, only revenue is taken into account. It is not possible to compare OB - Total (M) with future months