

SUCCESS STORY:  
AXFOOD

## Promotion Planning & Marketing Calendar for Retail with SAP PMR

**Axfood has gone live successfully with retail solutions' Promotion Planning & Marketing Calendar functionality, a UI5 enhancement to SAP PMR.**

Axfood use SAP PMR to manage all of their chains' promotional activities. The system lacked two important functions: support for Promotion Planning and support for Promotion Negotiation. These processes were handled by each chain using various Excel sheets or custom built Access databases.

The objective of the project "Förssystem Kampanj" therefore was to streamline legacy promotion planning process by implementing easy to use promotional planning & marketing calendar functionality based on SAP UI5 along with enhancements to their backend processes.

"From an Axfood perspective it has been great experience working with retail solutions. The team has really done an excellent job and I think we would not have had such a successful result without their knowledge and skills on SAP PMR, retail and promotions. The cooperation between Axfood and retail solutions worked great", says David Lindmark, Project Manager at Axfood.



### Ensure promotion decisions rely on up-to-date information

Axfood's chains will:

- Streamline the promotion planning and execution process,
- Accomplish better realisation and documentation of the vendor negotiations by using automatically generated templates,
- Achieve better control of the number of agreed and completed vendor events,
- Be able to have better control of and calculate the earnings impact of the planned promotion activities,
- Decrease the administration through the entire promotion process.

The enhanced promotion planning and negotiation process will support a number of the strategic goals for Axfood's overall business strategy. A fully integrated system for promotion planning and execution enables the realisation of the following strategic activities:

- Increased customer satisfaction through correct pricing of promotional offers
- Expand offers to customers
- Establish a more cost-effective organisation

The project went live on time and under budget leaving Axfood a happy customer.

"Within a very short time we have all 5 chains represented in the promotion planning apps. So we are doing great, thanks to a well-built solution by retail solutions and good testing by our end-users."

**Ine Seidel**  
PMR Application Specialist, Axfood

## About Axfood

Axfood is Sweden's second largest food retailer with brands such as Willys, Hemköp, Axfood Närlivs, Axfood Snabbgross, Mat.se, Middagsfrid and Eurocash. The company engages in the retail business through Willys, Hemköp and Eurocash stores and conducts its wholesale business through Axfood Närlivs. Snabbgross is the group's restaurant wholesaler serving restaurants, fast food vendors, cafés and other business customers. With Mat.se and its subsidiary Middagsfrid, Axfood is involved in the E-Commerce and convenience food business. Dagab is Axfood's support company and as such responsible for the assortment, purchasing and logistics.

The company was founded in 1999 and is based in Stockholm. Axfood AB is a subsidiary of Axel Johnson AB. Further information and contact details available at: [www.axfood.com](http://www.axfood.com)

## About retailsolutions

retailsolutions is one of the leading retail consulting companies in Europe. From our office locations in the UK, Switzerland, Germany as well as Austria, we are supporting clients in the UK, the Nordics as well as all German-speaking countries. Our pedigree is in retail and with over 100 consultants we help implement SAP solutions and conduct IT engagements covering the entire retail supply chain.

An overall of 450 years of SAP retail expertise speaks for our technological and business competence. Our close relationship with SAP is based on the fact that the company was founded as a spin-off of the SAP organisation.

## Do you have any questions?

Further information and contact details of our offices in Switzerland, Germany, Austria and UK available at: [www.retailsolutions.uk](http://www.retailsolutions.uk)



## SOLUTION OVERVIEW

### CHALLENGE

- » Replace outdated manual processes with a new streamlined solution
- » Develop a platform that is cost effective regarding operation, development and maintenance

### SOLUTION

- » SAP UI5 Enhancement
- » Promotion Management for Retail

### BENEFITS

Improved Promotional execution processes:

- » Existing Excel documents replaced with an integrated system solution
- » Promotion decisions based on relevant and updated information
- » Planned amount of vendor happenings in line with the agreed number
- » Impact of planned promotions on gross profit and result within the budget limitations
- » Cost effective platform regarding operation, development and maintenance