

# J&J TRANFIELD TRANSFORMS BUSINESS AGILITY THROUGH ENHANCED REPORTING



*“With SAP BusinessObjects Planning and Consolidation month end consolidation time has reduced from two days to instantaneous once reports have been finalised. It also allows the dynamic dissection of commercial data and consolidation of cross category / customer profitability – something we’d never managed to have before!” Lesley Beach, Group Financial Development Director, J&J Tranfield*

## CHALLENGE

### Managing Rapid Expansion

Part of the VION Food Group, J&J Tranfield is a leading UK producer of sausages and pizzas for the retail and food services markets. The company has grown rapidly through acquisition and now has seven production locations in England and employs around 1300 staff.

As Lesley Beach, Group Financial Development Director, J&J Tranfield, explains, the company’s swift expansion created a need for improved visibility of real time financial and commercial information. “J&J Tranfield’s revenue increased from £60 million to £145 million in the space of two years,” she says. “And whilst the acquired companies were operating autonomously, it was essential to consolidate information to provide real time commercial and financial information.”

Furthermore, with a plan to sell the company, there was a requirement to prepare an information memorandum and a robust financial model that could be presented to the City and potential investors for interrogation.

## APPROACH

### Improved Commercial Insight



Having reviewed the market, J&J Tranfield opted to implement SAP BusinessObjects Planning and Consolidation™ to provide a single source of trusted corporate information.

“Having acquired so many companies in a short space of time, J&J Tranfield needed to adopt a flexible product that could evolve and change with business needs,” she says. “SAP BusinessObjects Planning and Consolidation is easy to understand, use and implement and has the flexibility to adapt to business change.”

J&J Tranfield worked with SAP BusinessObjects partner AIS Consulting to design system processes for budgeting and consolidation. AIS built two applications – one for detailed sales information & one for the financials – as well as providing training in report writing and analysis.

SAP BusinessObjects Planning and Consolidation now takes information from six different ERP solutions in use across the group. “The conversion and transformation files were easily created, making it a simple process to create a consolidated central view of group performance,” Beach confirms. “The implementation was completed in an incredibly short time span: together with J&J Tranfield, AIS, gathered requirements, established system design, undertook the development of two applications, creation of sales & standard cost calculations, training, and setting up reporting and forecasting and budget cycles within a two month period which was a huge achievement.”

**Industry**  
Food Manufacture

**Business Pain**  
To consolidate sales and financial reporting across multiple operating companies to deliver greater insight into performance by customer and category.

**Why Business Objects**  
Consolidating all global and regional reporting via a single solution has enabled J&J Tranfield to improve Key Performance Indicator monitoring, reduce month end reporting cycles, improve budgeting and forecasting, and achieve better trend analysis.

**Business Objects Products & Services**  
SAP BusinessObjects Planning and Consolidation

**Partner**  
AIS Consulting

Since then, J&J Tranfield has easily added another company to the consolidated information view and leveraged the flexibility of SAP BusinessObjects Planning and Consolidation to add properties for greater analysis. In addition, when the company was acquired by the VION Food Group, AIS redesigned the sales and finance applications to reflect the new year-end timeline.

## RESULTS

### Achieving Business Flexibility

J&J Tranfield's business expansion moved the company away from its historical market of sausages to include new product categories across the pizza and burger markets and increased its customer base and complexity.

The company now has around 40 staff using SAP BusinessObjects Planning and Consolidation. The commercial team is using the sales application to review sales trends, customer and product profitability, create forecasts and budgets and review variances versus actual sales based on weekly information from the separate operating companies. The finance application pulls together all trial balances and consolidates accounts, enabling J&J Tranfield to save two days each month on month end consolidation.

Beach says, "SAP BusinessObjects Planning and Consolidation was extremely valuable during the acquisition process, supporting the financial model and enabling J&J Tranfield to meet the information requirements of the due diligence process."

She continues, "With this consolidated information view, J&J Tranfield was able to integrate with the corporate system used by VION Food Group within one week, by creating an export file from SAP BusinessObjects Planning and Consolidation for both weekly and monthly accounts."

Benefits of adopting SAP BusinessObjects Planning and Consolidation:

- **Commercial Insight:** Improved category consistency across the business provides one version of the truth.
- **Improved Budgeting:** The finance team can now analyse budgets by customer by week by all standard cost elements including ingredients, packaging and labour. "Replacing time consuming, manual amalgamation of data across sales and categories with SAP BusinessObjects Planning and Consolidation provides J&J Tranfield with touch of a button visibility of actuals versus budgets or forecasts," she says.
- **Improved Trend Analysis:** The company has also added new properties to the product dimension to analyse products by Premium, Value and Standard ranges. This provides insight into consumer trading behaviour "One of the great benefits of SAP BusinessObjects Planning and Consolidation is the ability to add additional analysis information. This provides J&J Tranfield with the business agility and flexibility that is essential in a competitive marketplace," says Beach.
- **Key Performance Indicators:** The company is also looking at Key Performance Indicators based on 13 week rolling trends, including profitability and sales, as well as financial measures including return on capital employed, creditor days, debtor days and stock days. Operational efficiency KPIs that measure how well J&J Tranfield's factories are performing are also built into the sales application.



### ABOUT AIS Consulting

AIS Consulting is a performance management consultancy specialising in the delivery of SAP BusinessObjects Planning and Consolidation solutions. For more information visit [www.ais-consulting.co.uk](http://www.ais-consulting.co.uk).



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