



# Integrated Business Planning

Unified Financial and Operational Planning for  
Seamless and Efficient Business Operations

## Overview

The ability to offer better earnings guidance and forecast performance is critical in today's uncertain times, where rising SG&A costs, decreasing margins, fierce global competition, diminishing customer loyalty, and rapid fluctuations in market consumption lead to enormous pressure. An integrated business planning solution is the need of the hour and can be a significant differentiator in the market place.

## Business Challenges

- |    |   |    |  |
|----|---|----|--|
| 01 | Multiple non-integrated planning systems such as production planning, MRP, supply chain leading to improper planning  | 04 | Inability to arrive at cause and effect relationship among multiple perspectives |
| 02 | Non-synchronized and fragmented strands of strategic, financial and operational planning and performance management   | 05 | Absence of unified simulation capabilities that flow across different systems    |
| 03 | Iterations, workflow and plan versioning issues   | 06 | Multi-user environment causing collaboration issues                              |
| 07 | Inability to exchange significant information – between finance and operations in areas like revenue forecast, impact of demand and supply, financial and operations planning |    |  |

# Solution Features

Birlasoft's Integrated Business Planning solution consists of a predefined framework and customizable algorithm to seamlessly unify the strategic, operational and financial business planning processes of an organization, which synchronises and aligns strategic planning with yearly budgeting, operational planning and periodic forecasting.



## Strategic

Pre-defined framework to come up with long range plans based on macro/micro economic and environmental factor

- Set by top management
- Based on mission and vision
- Set G&Os for next few years



## Operational

Pre-defined algorithms to estimate top-line and bottom-line based on drivers

- Departmental and divisional Plans
- Demand, supply, marketing
- Production, procurement, logistics

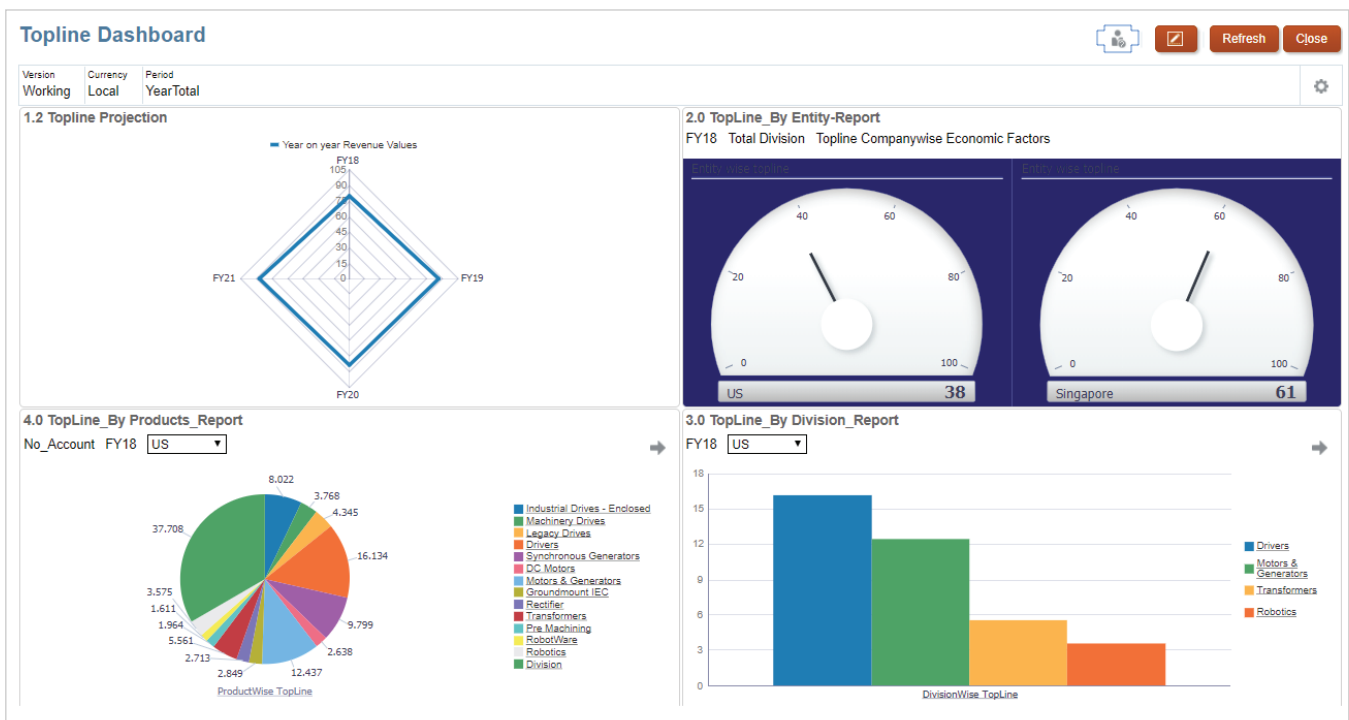


## Financial

Revenue and expenses Planning overheads allocations CAPEX planning workforce planning

- Top down, bottom up & consensus
- By product/service lines & divisions
- Integrated with operational planning

Birlasoft's Integrated Business Planning offers sophisticated dashboard which shows analysis reports across multiple categories such as product-wise analysis, entity-wise analysis, and division-wise analysis etc.



# Benefits



Unified financial and operational planning leading to better business efficiency



Holistic, integrated analytics, thereby providing enhanced decision support to business communities



Reduction in cycle time for budgeting and planning



Enables shared understanding of key business drivers thereby providing cost-profit transparency



Integrated, inter-connected KPIs and metrics which helps in clear establishment of cause and effect relationship



Understand business wide impact of plan revisions to promote enterprise-wide What-Ifs



Single version of truth - across data sets, which increases data integrity and data comparability



Able to correlate operational decisions with business outcomes, thereby making it a fully closed-loop process



RESOURCES

[oracle@birlasoft.com](mailto:oracle@birlasoft.com) | [birlasoft.com](http://birlasoft.com)

## Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.