

# CUSTOMER SUCCESS STORY

## FRANKEN BRUNNEN GMBH & CO. KG

FRANKEN BRUNNEN has been working with macs business planning solution for 20 years.

With macs a small team of three people manage the entire business planning process to optimise profitability in a highly competitive industry.



With 820 million bottles packed per year, the FRANKEN BRUNNEN Group ranks at the top of the German mineral water springs. The Group employs around 800 people at its several production sites across Germany.

FRANKEN BRUNNEN's 400 SKU's include mineral water, lemonades, spritzers, tea and fruit-juice drinks. These are bottled in both glass and PET, as reusable as well as disposable containers and in a wide variety of packaging units.



For a company of FRANKEN BRUNNEN's size and complexity it is unusual that only three employees work in FP&A at the corporate headquarters and that every senior employee has access to the controlling solution throughout the Group – from production to sales across all managerial levels. The recipe for success: An almost 20-year "happy marriage" with macs Controlling, the best of breed solutions provider for integrated business planning, forecasting, simulations, production planning, costings and cost centre accounting.

### Costing and capacity calculation

In the market, large retail chains and especially discounters yield the pricing power. FRANKEN BRUNNEN also has to survive profitably in the toughest of price wars. "With our regional brands, we focus on the highest quality and efficiency," explains Helmut Roch, Controller at FRANKEN BRUNNEN. "Doing the right thing requires a high degree of transparency, for example with meaningful income statements and planning. Early insights into the deviations from the planned annual target are needed in order to take countermeasures in good time. These are exciting controlling tasks."

To this end, FRANKEN BRUNNEN relies on the controlling solution macs complete with its diverse functionalities: from P&L to collaborative, enterprise-wide, integrated planning with sales and revenue planning, pricing condition planning, capacity requirements planning, procurement planning, cost center controlling and financial planning.

For Helmut Roch, financial and profit planning is a central challenge: "Cost and performance management are equally important. With macs complete, results or contribution margins at customer and product level can be determined for each division and for all aggregation levels of the product and sales dimensions.

### Planning with “no messing around in Excel“

The basis for this is a detailed sales plan, capex planning and detailed cost planning by the individual divisional managers. Planning is paperless and the consistency of corporate planning is ensured by means of various plausibility checks.



Controller Roch finds it concerning to hear that companies still try to do reporting and planning with Excel. "We try do away with any manual Excel maintenance," says Roch. "We have an integrated, end-to-end system with a high degree of automation. “

Dieter Grötsch, responsible for finance and administration summarizes: "With macs Software we have had a reliable partner in the commercial environment for almost 20 years. Any expansion or organizational change was implemented quickly and completely without any problem in all reports and planning processes. We are very satisfied with the solution in place. In all of our management meetings, we make use of the up-to-date and detailed business data and thus macs is playing an important role for us."

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