Dawn Foods started in 1920 with a vision to provide bakers with high-quality, great-tasting ingredients. As a family owned, global bakery leader, they continue to transform the industry and inspire our customers' success by having the best people in the business, industry-leading products, and meaningful partnerships with their customers — better known as the Circle of Excellence.

Consumer Packaged Goods
Oracle Cloud EPM

Business Challenges

- **Multiple Chart of Accounts:** With different Chart of Account values being used by different regions, a large manual effort was needed to consolidate information across regions into a centralized, monthly data structure.
- **Inconsistent Methodology:** Various methodologies were being used within the organization when producing key metrics, causing confusion and multiple iterations to drive to a final result.
- **Decentralized Reporting:** End users went to various source systems for their reporting needs, driving different results based on the source system and creating a timely manual effort to consolidate the information across systems.

Solutions

- **Standardized Solution:** Planning application setup to leverage consistent planning and forecast methodologies across the business at the right level of detail for more accurate KPI reporting.
- **Centralized Reporting:** Users can access a single application for all their reporting needs for both actuals and planning data. Through Management Reports and Ad Hoc Analysis, users can now spend more time analyzing data instead of gathering the data sets to be analyzed.
- **Automated Integration:** Integrations were set up to map in data from various source systems and chart of account values to a single version of the truth, allowing for a holistic view into Actuals, Planning, and Forecast data.

Impact

- **Alignment:** Increased communication, visibility, and consistency between Commercial and FP&A teams improved alignment in planning assumptions and outcomes.
- **FP&A Owned/Cost Reduction:** Eliminated needs for external resources to support legacy SAP BPC environment, with increased internal ownership of the Oracle Cloud toolset.
- **Productivity:** Less time spent converting data and metadata, more time spent on analysis of Dawn's data. Less reliance on manual processes to support planning and reporting activities.