



# ACCURATELY MANAGING SPEND VIA ZERO BASED BUDGETING

**"I was very happy with the subject matter expertise Accelytics brought to the table to help us with our ZBB journey. Both the technical and functional solutions are exceptional."**

ASR Group (American Sugar Refining, Inc) is a large cane sugar refining company with a production capacity of 6.5 million tons of sugar. Founded in 1998, ASR's history dates back to the late 1700s. The company produces a full line of consumer, industrial, food service, and specialty sweetener products under the companies Domino Sugar, C&H Sugar, Redpath Sugar, Tate, and Lyle Sugars. ASR employees 5,000 employees globally and generates \$500 million in revenue annually.



## INDUSTRY

Consumer Packaged Goods, Agriculture,  
Food Manufacturing



## USE CASE

Financial Planning and Analysis,  
Zero Based Budgeting



## TECHNOLOGY

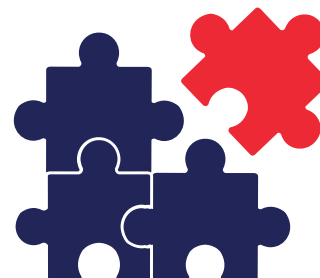
Anaplan beat Oracle and Host Analytics

## CHALLENGES

ASR recently launched a global initiative to begin looking into improving its technology landscape globally. As part of this initiative, there was a direct need to implement a zero-based budgeting process to effectively manage spend and ensure every dollar is working for the company. ASR's process was extremely time consuming due to planning Excel and integrating multiple data sources. The internal collaboration was also a challenge as Excel spreadsheets were being emailed to each user then expenses were manually aggregated. Last, scenario planning was challenging as several copies of the Excel spreadsheets had to be updated and saved. Therefore, by the time the scenario was reviewed, the data was already irrelevant.

## SOLUTION

After evaluating Oracle PBCS in the Cloud and Host Analytics, ASR selected Anaplan as the tool to execute their ZBB process. As the preferred implementation partner, Accelytics worked alongside ASR to optimize and implement their ZBB process. Accelytics implemented Anaplan to execute the process and drive collaboration across the organization.



## RESULT

ASR had one consolidated place to enter budgets for the ZBB process. Additionally, scenario planning was enabled in real-time. Last, ASR could efficiently actualize KPIs and budgets to figure out how accurately their spend projections were. Data latency was significantly reduced Post implementation, ASR increased budget accuracy by up to 13% in some cases. Real time calculations allow ASR to determine if budgets are exceeded.



Accelytics stands for "accelerated analytics." Our team specializes in business process optimization and technology enablement within the scope of supply chain, sales performance management, and financial planning and analysis.

Accelytics leverages its Accelerated Approach methodology to help clients establish industry focused sustainable processes while using technology as a true enabler to the process.

Our experienced team delivers a broad range of services helps clients throughout their entire transnational journey. We provide solutions that include business process optimization, technology enablement and support services.

Accelytics is headquartered in Houston, TX with offices in Dallas, Denver, Minneapolis and New York. Learn more at [www.accelytics.com](http://www.accelytics.com).