



*Seit 1634*

**PAULANER**

*Feinste Münchner Braukunst*

# Integrated Marketing Project Planning with QlikView And the Planning Suite K4



K4 Analytics Success at Paulaner

## Integrated Marketing Project Planning with QlikView and the Planning Suite K4

During the last year the marketing project planning of Paulaner has been revolutionized by K4. The BI4U GmbH has supervised and successfully implemented this project, which focuses on the planning Suite of K4. After clarifying the requirements and providing the data, a concept was developed that contained all the required aspects for the future project planning.

Thanks to the realization and implementation of the planning by QlikView and the planning suite K4, which enables data entry, projects

can be planned neatly and clearly now. At the same time, the quality of planning can be measured. A tedious and time-

consuming merging of Excel sheets became a thing of the past. The developed application provides a quick overview of all projects. The individual projects are made of various marketing instruments. One of the marketing channels for example is "online marketing". These specific instru-

### Project planning - project control – project creation, all available in one interface

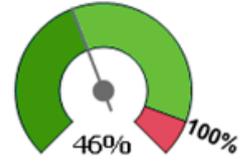
ments can be scheduled separately. The project manager is delighted: "Compared to the past the management of the budget got more transparent and therefore supports the head of marketing to control the budget. Here the two-dimensional view of instruments and projects helps the management the most."

The project level shows the expected future balance, the corrected value over time as well as the scheduled rate. In addition, it is now possible to create new projects in QlikView, which are automatically created overnight in SAP as internal

order and can be used for the booking of the invoices straight away.

Furthermore, it is possible to display the projects for each cost center and reporting unit. This ensures a high transparency in cost center planning. In addition to displaying the cost center plan value, it will also compare the sum of the forecast to the assigned project in order to visualize possible overruns of a cost center budget.

### Example project controlling



This interaction of project planning and project controlling realized through K4 has also another advantage besides increased transparency. By reducing the effort for reporting significantly, it is now possible to work with more efficiency and speed.

The marketing department is able to access all relevant and latest information for data analysis without dependencies from the controlling department. The constantly updated planning, which can be used by several staff members at the same time, shows a significant improvement. It is now possible, to enter

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and analyse data in one interface without media disruption. This comprehensive solution helps to simplify work very much.

After this successful implementation, Paulaner is expecting to expand the application with a budgets transferring feature. This part of the application will allow rebooking the budget from one project to another in a transparent way. This solution is also already in the testing phase.

Find out more about BI4U GmbH at

[www.bi4u-gmbh.de](http://www.bi4u-gmbh.de)

