



# Case study

## Implementation of the planning and forecasting tool APOLLO in Notino

### About Notino

Notino's journey began in 2004 in the Czech Republic. In 20 years of its operation, Notino has become one of the largest online stores selling perfumes and cosmetics in Europe, with 25 million customers. Nowadays, customers can select from 100,000 unique products from 1,500 global and smaller local brands.

### Why companies want to implement modern financial management tools

Businesses around the world are wondering how to gain sufficient visibility and control over their organisation, profitability and compliance, which they are losing due to countless Excel spreadsheets. Businesses are noticing that digitisation and automation are increasing efficiency, and that new technologies will help them manage their finances in a modern way. One such company is Notino, which has decided to replace countless Excel spreadsheets with APOLLO, an advanced planning tool built on the IBM Planning Analytics platform.

### Description of modern financial management

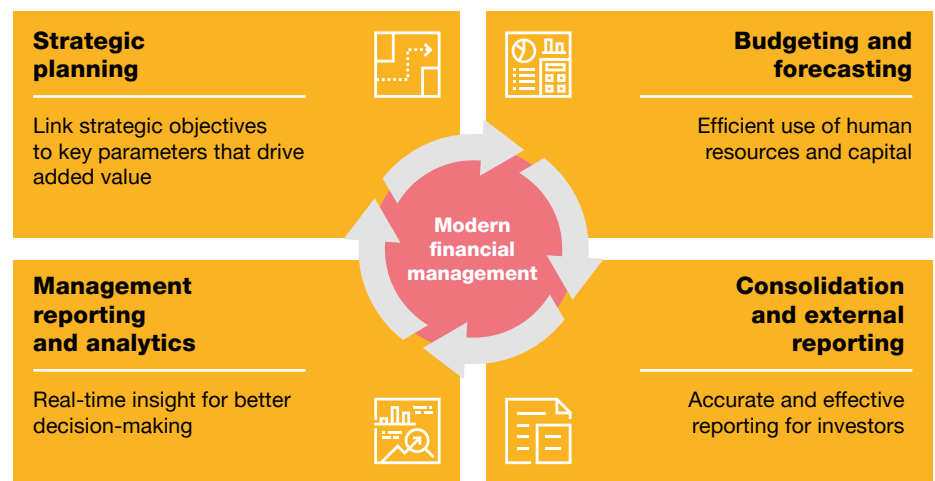
Modern financial management tools are becoming one of the most widely used management tools for businesses, as well as an effective means to support the implementation of corporate strategy. In recent years, finance functions have transformed from "basic accounting" to "business finance".

Modern financial management tools for enterprise performance management include strategic goal analysis, comprehensive budget management, business analysis and management reporting, control strategy implementation and performance evaluation system, as well as enterprise culture improvement, data management and governance mechanism, system architecture, financial processes, and other support systems.

### Concept of modern financial management

An organised approach to measuring the effectiveness of achieving the strategic objectives of the enterprise.

The strategy guides the implementation of:



Execution feedback for strategy

## Contacts



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## How the implementation of APOLLO helped Notino

Back in 2021, Notino was still making financial plans in Microsoft Excel spreadsheets. Financial planning included budgeting, forecasting and control of execution. As Notino grew, the preparation of one plan gradually swelled to 130 different Excel files. The number of files continued to grow with plan variations.

Why did Notino decide to abandon Excel spreadsheets and start addressing financial planning in an advanced tool?

- **Granularity of the plan.** The need for greater granularity of data, which Microsoft Excel does not allow.
- **Plan variants.** As the number of Excel spreadsheets increases, working with plan variants becomes impossible.
- **Plan data integrity.** As the number of Excel spreadsheets increases, it becomes impossible to maintain data consistency, for instance, to make the reconciled plan fit into departmental plans.

Although Notino programs many of the applications itself, it opted for an external planning tool. This allows Notino's internal development capabilities to continue to prioritise work on business-critical applications, giving Notino a competitive advantage on the market. With the external scheduling application, Notino also gained the best practices of an advanced scheduling tool.

PwC Czech Republic helped with the selection of the tool and its implementation. The selection started with a concept study that addressed Notino's requirements for a planning tool. This was followed by a comparison of the three recommended tools and a reference visit. Notino chose APOLLO by ADEOS s.r.o. from the three recommended tools.

By implementing APOLLO, Notino achieved two goals. First, Notino unified planning and reporting data into one place, ensuring the integrity of the plans. And second, Notino is also able to quickly and flexibly create alternative plans at the granularity needed.

## Conclusion

We can advise you on where to start with your financial planning transformation and how to accelerate change. Not only shall we simplify your internal planning, we will also work with you on

- how to implement a rapid decision planning process supported by clear criteria,
- how to motivate employees to understand their contribution to the implementation,
- of the firm strategy, and how to invest in value-adding activities.

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