

# Kellogg's with Sievo.

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Kellogg's Case Study  
Spend Forecasting

*Sievo*

# Kellogg's Case Study

## Spend Forecasting



"We needed a tool that we could use cross-functionally, so it would serve the purpose of meeting the business needs, but also be fluent, dynamic, and where we could get into more value-added analysis versus just the number-crunching. Sievo helped us realize those goals with their Spend Forecasting solution."

**MICHELLE PALMQUIST**  
Senior Finance Director,  
Global Procurement &  
Contract Manufacturing

**KELLOGG'S**  
Battle Creek, Michigan  
Consumer Goods  
33,000+ employees  
[www.kelloggcompany.com](http://www.kelloggcompany.com)

## 01. Starting point

### Objective

- Enable efficient and effective budgeting with proactive risks and opportunities management that supports data collection
- Management and exception reporting for produced/ manufactured products
- Solution should be scalable to roll out across the regions and aligned with Procurement Technology Strategy

### Challenges

- Spend forecasting in excel requires manual work and prone to manual error
- Inherent knowledge and historical data were not captured without online solution
- ERP configuration and organizational structure made it challenging to align to a common forecast process

## 02. Project Goals

- Processes standardization across regions
- Data integration from different sources
- Switch from number crunching to value added analysis
- Direct materials PPV calculation (Budget, Actuals and Forecasting)
- Dynamic reporting engine
- What if scenario planning
- Historical data warehouse for comparison purposes

### 03. Critical Success Factors

- Global design and scalability
- Automated data integration/collection, consolidation and calculations
- Model flexibility for future changes
- Intuitive and user friendly for cross functional use
- Optimal system performance

"The Sievo Spend Forecasting Solution is a one-stop shop for procurement. If you're a category manager, and you see a PPV being generated within your category, you can do a deep drill down into the subcategory, see it by region, or look at each individual receipts. All this information is at your fingertips with one tool."

— MICHELLE PALMQUIST

### 04. Solution

Implementing Sievo's Spend Forecasting offered global design, flexibility and scalability for optimized performance.

Sievo provided a solution that is dynamic, which irregardless of where you work or what level you are in an organization, the tool can be used in getting the information necessary to do your job, whether it is in a senior leadership position wanting to have an overall region perspective, or a category manager wanting to manage the overall portfolio.

Sievo provided a system that can work cross-functionally and Kellogg's needed a system that would play directly into that technology strategy.



#### ABOUT KELLOGG'S

The Kellogg Company is the world's leading producer of cereal, and a leader in cookies, crackers, and savory snacks production, with well-loved brands in more than 180 countries across 6 continents.

The multinational company continues its legacy of more than 100 years through nutrition and dedication to well-being.

Sievo is a leading procurement analytics SaaS-based solution company that provides spend visibility, but also goes way beyond that. We help our clients identify opportunities, translate these opportunities into projects, embed created value into budgets and ensure that savings truly hit the bottom line. We speak the language of procurement and also translate numbers into the financial view.

Our solution is used by thousands of users in best-in-class procurement organizations, such as Deutsche Telekom, ISS and Kellogg's. With our clients, we don't stop at backward-looking reporting but deliver more by creating forward-looking forecasts and comprehensive analytics. We combine internal information with external data sources. With Sievo, human input and machine learning technologies are integrated together. In short, we translate procurement data into dollars.

Since our founding in 2003, we have experienced rapid, profitable and self-financed growth. Currently we employ more than 100 professionals and have offices in Europe and US.

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