



## Energizer Holdings gets a budgeting, planning and reporting makeover

*With Kepion and Microsoft SQL Server 2008 R2*

---

### PROFILE

Energizer Holdings is a leading global manufacturer of batteries, flashlights, and wet-shave products. Energizer markets in over 150 countries and employs about 14,000 people.

### SITUATION

Energizer needed a solution that provides planning, budgeting and forecasting capabilities. Users need access to all their line-of-business application data through a single system where they can view their reports and dashboards.

Energizer Holdings, based in St. Louis, Missouri, is a leading global manufacturer of batteries, flashlights, and wet-shave products. In 2010, Energizer selected Kepion as their solution provider for their financial budgeting and forecasting needs.

Today, Kepion is continuing to be the backbone for Energizer's global business intelligence needs. From management reporting, to model cube development and data management, Kepion provides the environment that simplifies BI implementations and usability for all business users.

### CHALLENGES FACED

Energizer has long used Microsoft Office software for their financial planning, budgeting and forecasting functions. However, when it comes to assimilating all the data from different spreadsheet files and application systems, it becomes an error prone and manual process that depended on finance managers to properly interpret the data.

---

***"The speed at which changes can be implemented allows IT to focus on user requirements instead of technical coding... which, in turn, is bringing value to the business."***

*- Melanie Britenstine, Global BI Manager*

---

These challenges not only existed in finance, but also within sales, supply chain, and manufacturing all across the globe. Energizer IT needed a solution to better manage their applications in a single environment, while enabling flexibility to handle multiple department requirements.

---

## SOLUTION

With over 5,000 users on Kepion, Energizer is able to link back-end business data through with Kepion web-spreadsheet interfaces for reporting and planning functions.

Kepion is also tightly integrated with SharePoint 2010 and Excel PivotTables for dashboards and analysis.

## RESULTS

- > Ability to self-service information needs
- > Streamline planning, budgeting and forecasting process.
- > Enhanced user productivity

## KEPION VALUE

Kepion provided Energizer with the capabilities to quickly build planning and reporting applications to each department's needs within a matter of weeks, instead of months or years. Since Kepion is based on the Microsoft Business Intelligence platform, Energizer IT is able to quickly develop dashboards and reporting with SharePoint 2010, while Energizer users are able to access Kepion application data through Microsoft Excel PivotTables for analysis.

"The Kepion software is very effective in terms of implementation and handling requirements for our users. The speed at which changes can be implemented allows IT to focus on user requirements instead of technical coding...which, in turn, is bringing value to the business." says Melanie Britenstine, Global Business Intelligence Manager, IT, Energizer Holdings. "Processes can start and finish in less time, and analysts are freed up to actually analyze the business instead of gather and consolidate data."

---

***"...even the most complex calculations return results quickly, which increases the performance of our dashboards and pivot tables."***

*- Melanie Britenstine, Global BI Manager*

---

## SIMPLIFIED ACCESS TO DATA

With Kepion, Energizer was able to develop input forms and reports with quick navigation filters for users to get to their slice of data. Energizer business users are also able to view historical actuals, plan and forecast data together through a single view.

---

## SOFTWARE COMPONENTS

- Kepion Planning 3.0
- Kepion Modeler
- Microsoft SQL Server 2008 R2
- Microsoft SharePoint Server 2010
- Microsoft Office Excel 2010
- Microsoft Windows Server 2008

## FLEXIBILITY

Energizer has been using Kepion Modeler to create business intelligence applications for both their planning and reporting needs. These applications take advantage of the power and scalability of the Microsoft SQL Server Platform. Energizer has been able to deploy over 15 applications within Kepion for multiple departments across the globe, including sales forecasting, promotions planning, supply chain reporting, and global management reporting.

## PERFORMANCE

One of the major challenges that Energizer faced was performance of their legacy planning solution. User actions that included application data refresh or executing calculations within the legacy system took 5 to 30 minutes to retrieve. Kepion was able to handle the same data refreshes and complex calculations within a matter of 1 to 10 seconds.

Thus enhancing the overall user experience and productivity within their business function. "Using Microsoft's SQL as a foundation, even the most complex calculations return results quickly, which increases the performance of our dashboards and pivot tables."

## BENEFITS REALIZED

Kepion solution has provided Energizer with the capabilities to not only link data across multiple line-of-business applications and input data into a live production environment, but Kepion also enables Energizer IT to quickly implement and deploy planning and reporting applications for their business users. "The use of input forms that write directly to Microsoft Analysis Services cubes has eliminated the need for manual consolidation of Excel spreadsheets. The input form interface is very intuitive, and users are easily trained."

---

## FOR MORE INFORMATION

For further information please visit: [www.kepion.com](http://www.kepion.com)

## CONTACT US

To request a call or to ask a question, go to:  
[www.kepion.com/contact](http://www.kepion.com/contact)

## RESULTS

The results have empowered users to make decisions faster and are better able to find the information they need. IT employees are able to benefit as well with Kepion's simplified upgrade and migration processes. The overall complexity of application management and data integration tasks is greatly reduced so that IT can focus on meeting higher-level business needs.

## ABOUT KEPION

Headquarter in Seattle, WA, Kepion is the leading provider of planning, budgeting and forecast solutions for mid to large size enterprises. Kepion is built on the Microsoft BI platform powered by SQL Server Analysis Services engine.

Kepion provides an entirely web-based planning solution founded on the principle "Simply Flexible: Providing simple access & navigation to the information you need, combined with a fully flexible platform to build solutions that fit around your key business functions."

