

Abstract

We will discuss how Kellogg has been able to utilize Winshuttle to improve the business process for Customer creation. We have implemented forms and workflow processes for customer master data with the goal to improve data quality, governance and communication.

In addition, you will learn how we have streamlined the communication process with our sales partners using Winshuttle workflow. Hear about the preparation, *Challenges*, and lessons learned on this implementation and tips to create forms on

Kellogg & WinShuttle

Implementing an SAP Integrated Customer Workflow

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Kellogg's



RICE KRISPIES

CHEEZ-IT

Sultana Bran



COCO POPS

Kellogg's®

Kashi
The Seven Whole Grain Company

CORN FLAKES

ZUCARTAS

pop-tarts

Special
K

Eggo

MorningStar
Farms



RICE BUBBLES

Kellogg's
mini MAX

CHOCO KRISPIES

FROSTED FLAKES



TESCO



Wakefern
FOOD CORP.®

DOLLAR
GENERAL®



SAFEWAY 

Walmart 



meijer

Sysco™

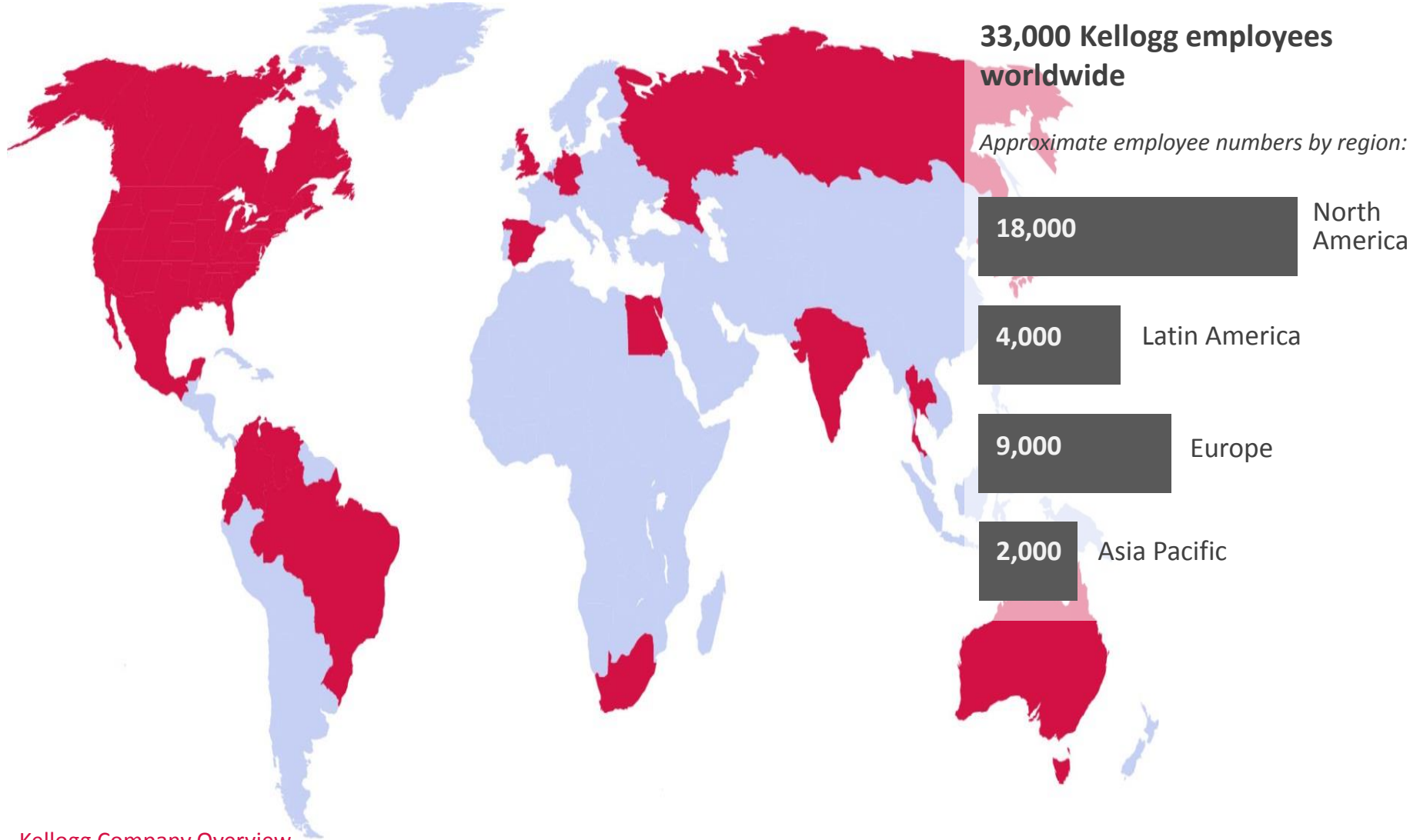
 Ahold



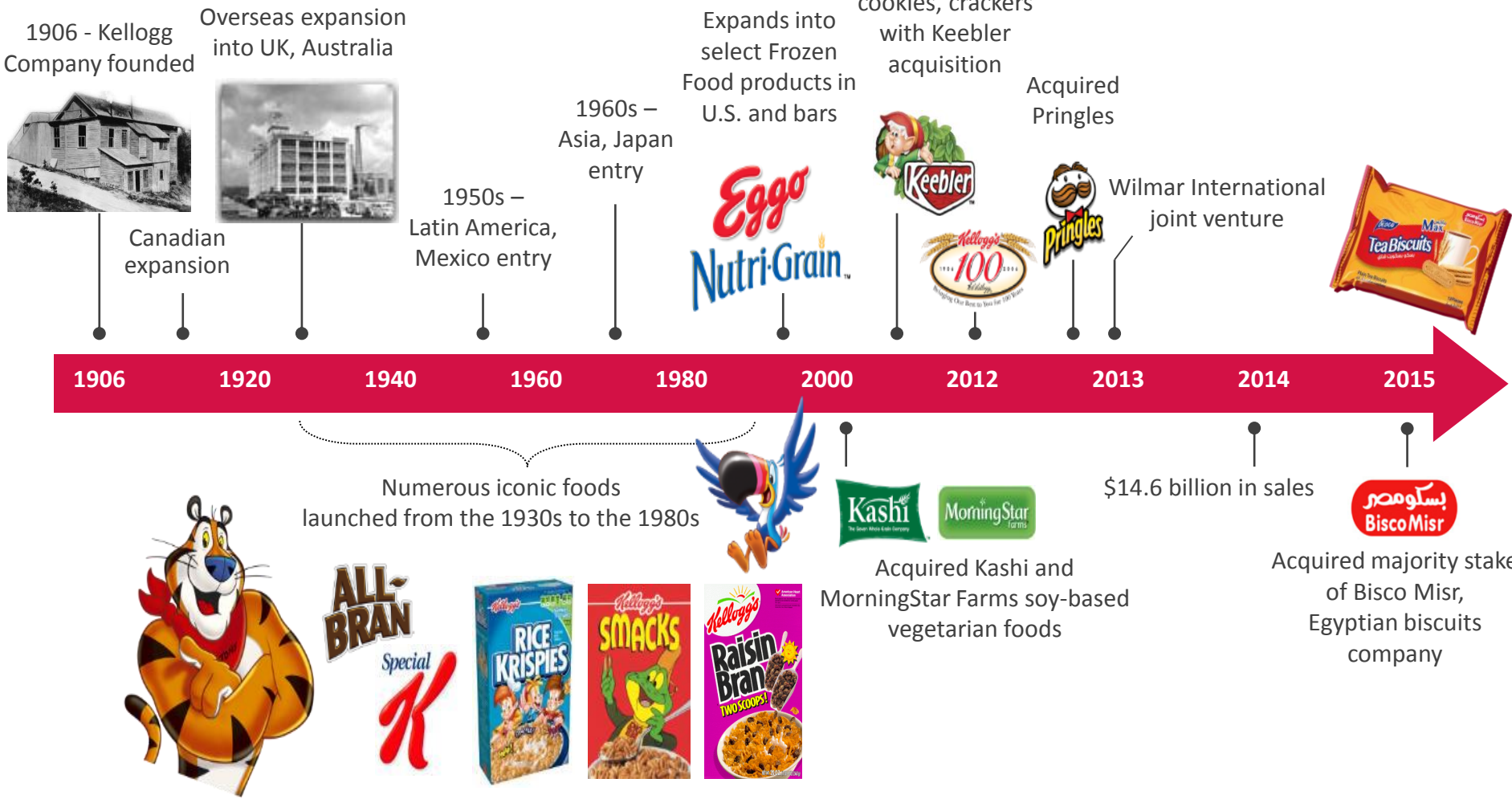
COSTCO
WHOLESALE®

Kellogg's

Manufacturing Footprint



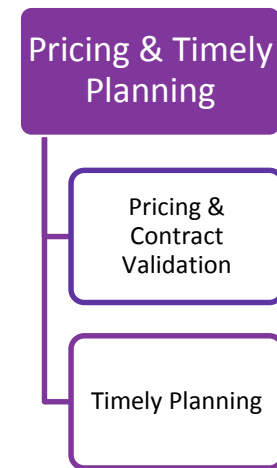
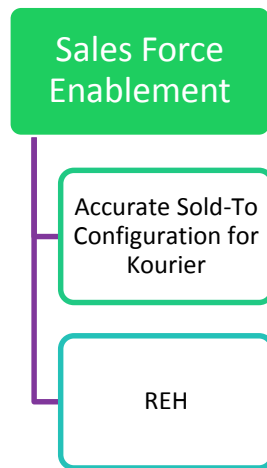
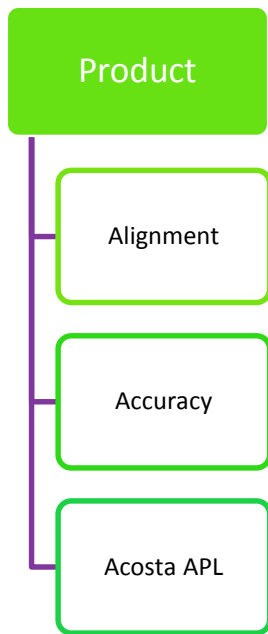
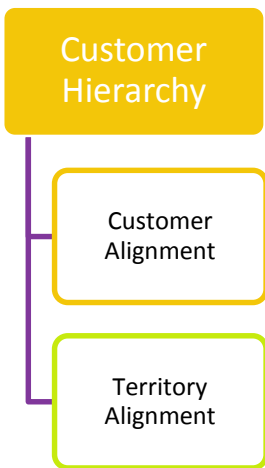
100+ Year Heritage, Progressive Growth



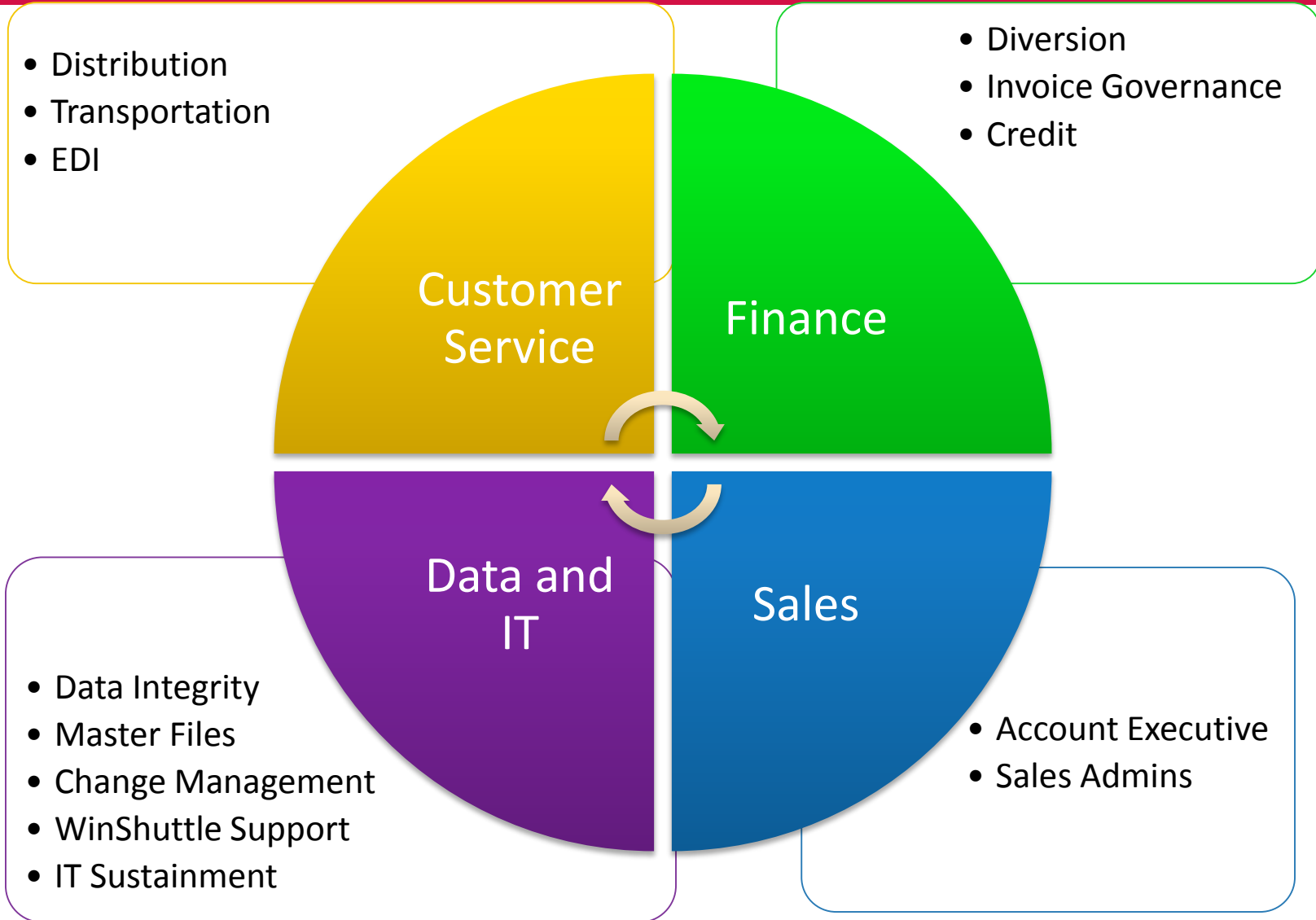


Data Team & Key Stakeholders

Data & Integrity Team Responsibilities



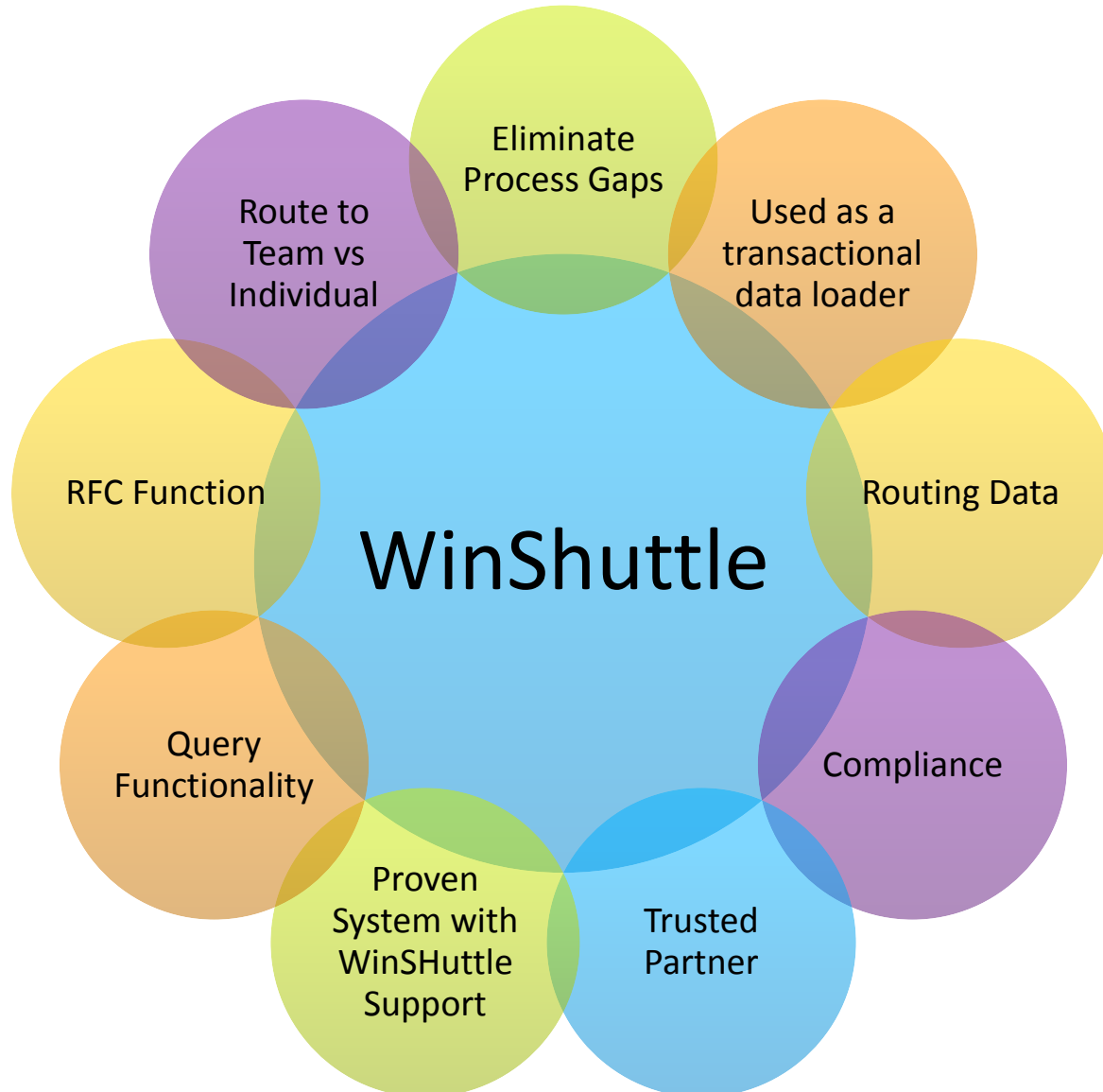
Key Stakeholders - Customer



Business Case

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Why WinShuttle?



Audit Compliance

- Provides Governance & Process Controls
- Ability to strive to a perfect invoice
- Provides visibility to current WinShuttle usage

Finance/GBS - Resource & Cash Flow Advantages

- Reduces Deductions & Under Tolerance
- Reduces fees from customers for inaccuracies
- Reduces refusal to pay issues
- Increased visibility to cash flow

Sales - Customer Relationship

- Reduces Customer Returns & Refusals
- Reduces time to market for our Sales Teams
- Increased visibility to trade spend
- Increases valuable customer relationships

Cross Functional - Clear Accountabilities

- Provides timelines
- Direct SAP Integration
- Business ownership of forms

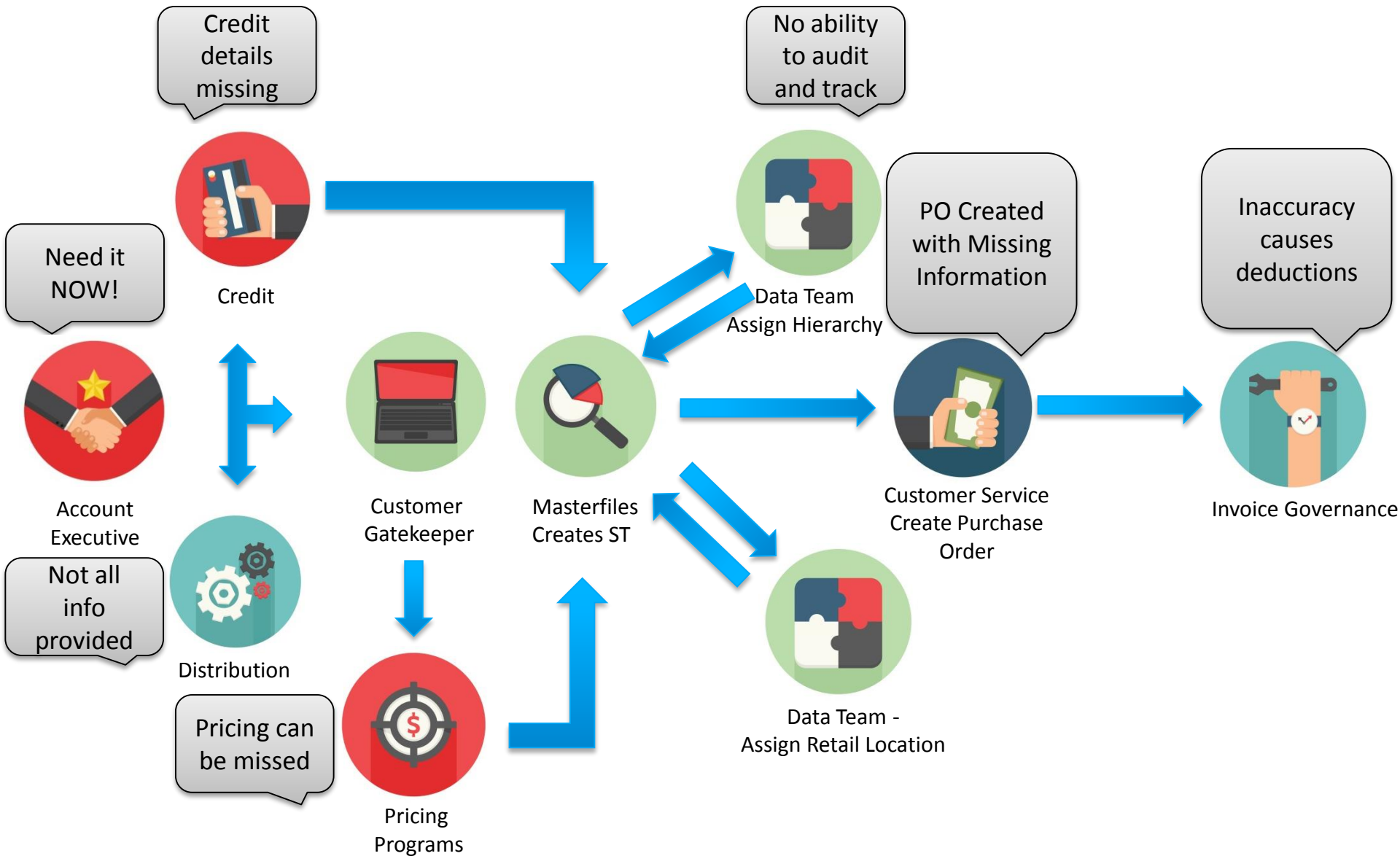
Product, AP & Procurement - Future Value Added

- Future Implementation
- Product Workflow
- Workflow for Vendor/Materials

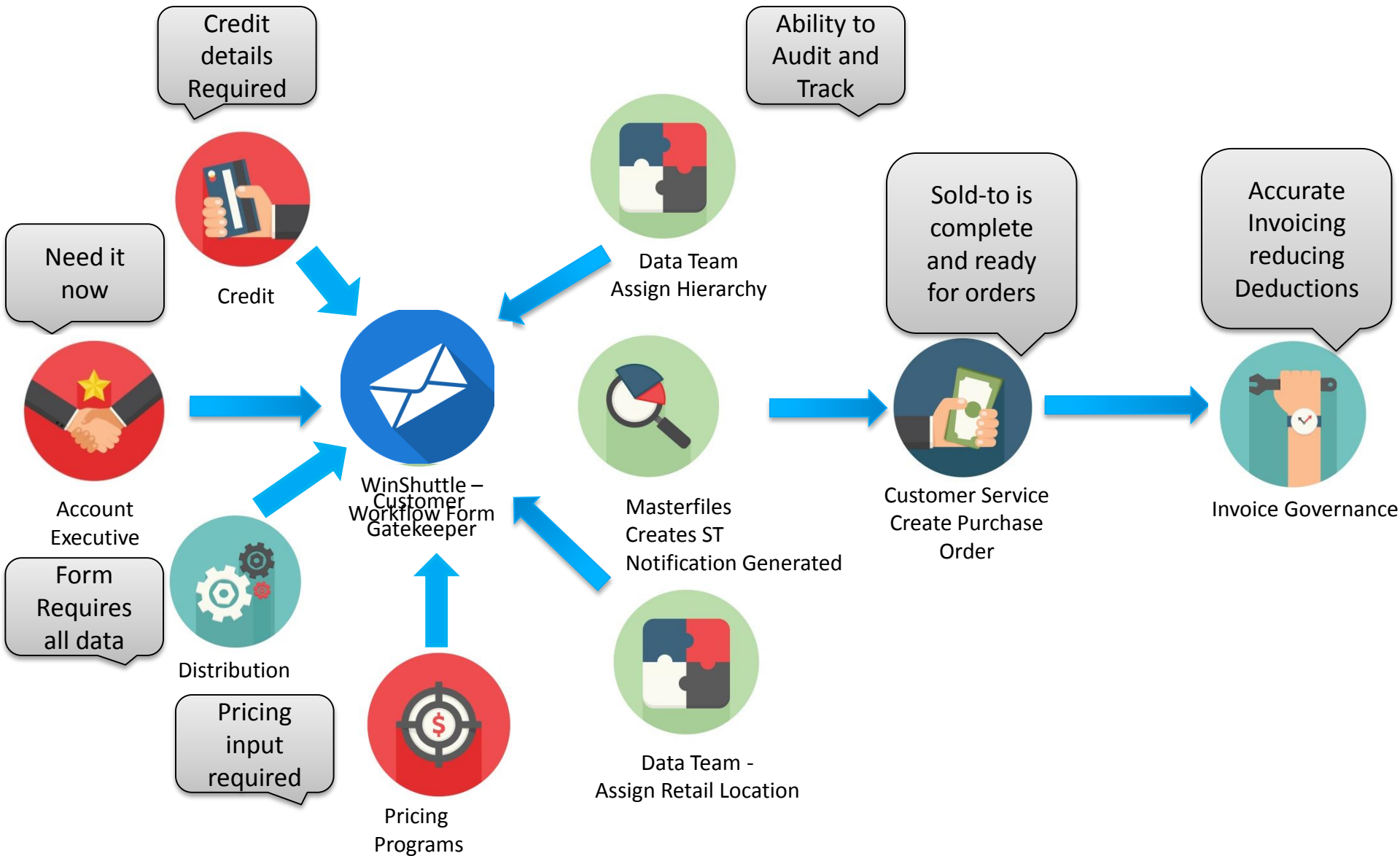
Solution

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Old Customer Creation Process



New Customer Creation Process



Reaching Business Value Goals



Cost
Avoidance

Accuracy

Time
Savings

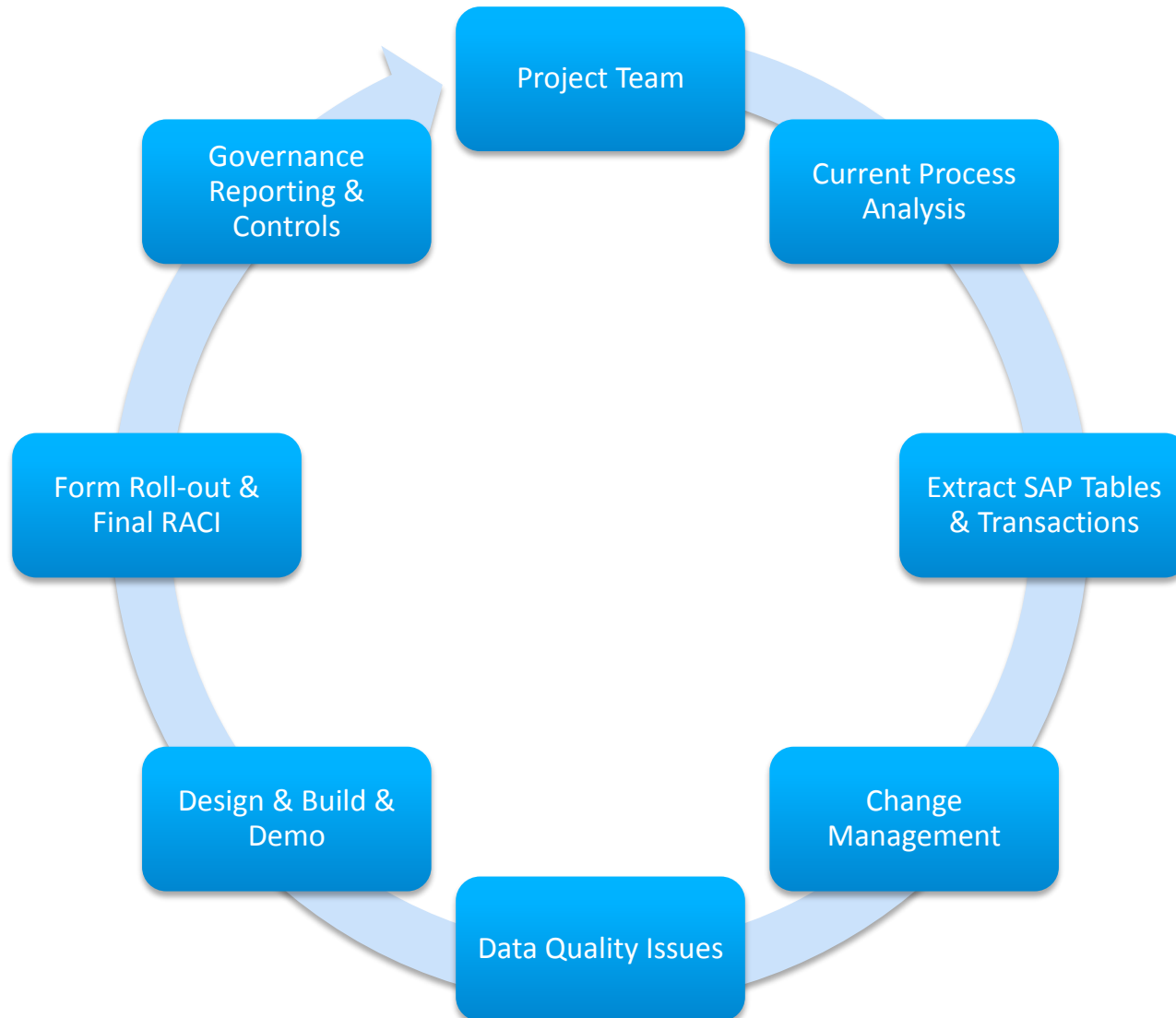
Audit
Compliance

Audit Trail

Licensing
Restrictions

Successes

High Level Implementation Outline



Form Roll out - Customer



RETAIL

DSD NEW *

DSD CHANGE*

WAREHOUSE NEW

WAREHOUSE CHANGE

PAYER NEW

PAYER CHANGE

MASS NEW (LIST)

MASS CHANGE (LIST)

MILITARY & INDIRECT &
OPERATOR

SAMPLES & STORAGE

*DSD - Direct Store Delivery

CANADA & SPECIALTY

CANADA NEW

CANADA CHANGE

SPECIALTY NEW

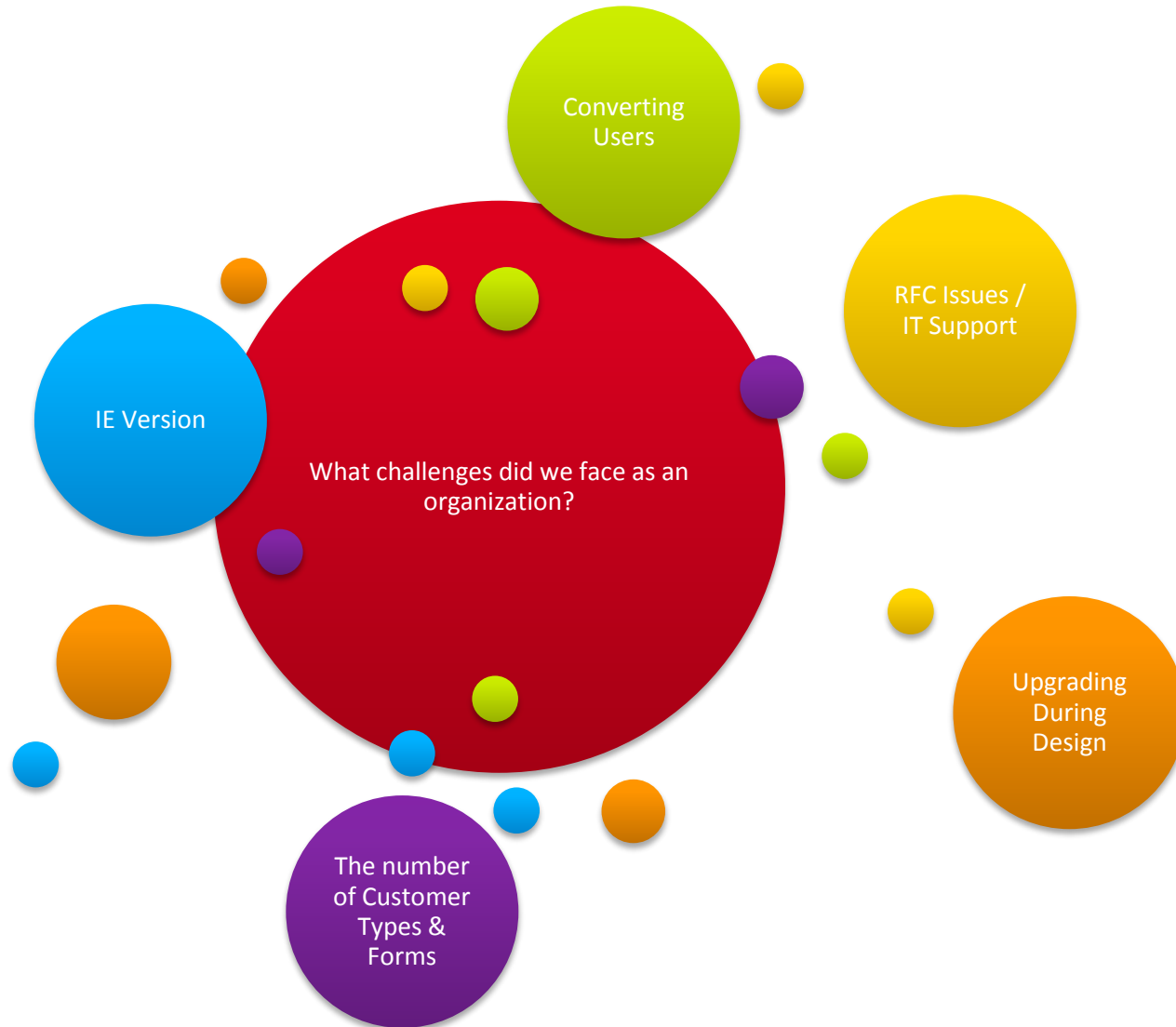
SPECIALTY CHANGE

SPECIALTY MASS NEW (LIST)

SPECIALTY MASS CHANGE

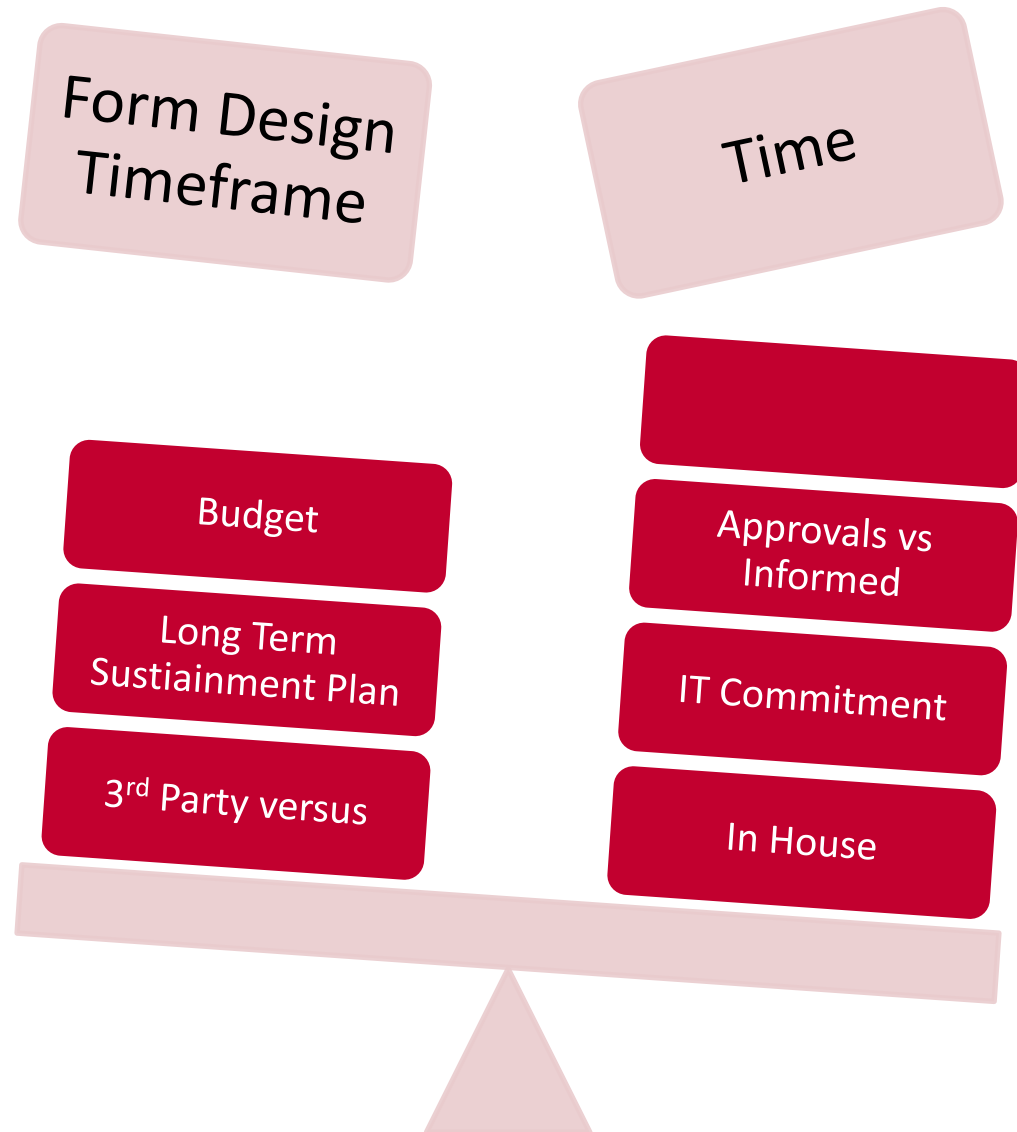
- CONVENIENCE
- CUSTOM PRODUCTS
- EXPORT
- FOODSERVICE
- GIRL SCOUT
- MILITARY FOODSERVICE
- SDA
- VENDING

Challenges



Watch OUT!

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Questions & Answers

Appendix

What are the SAP T-codes that will be used for the Perfect Invoice? **XD01 general Customer Setup, XD02 – Change – for required fields that can only be added once a customer is created, VK11 Pricing Conditions, XD02 used by EDI, VD51 – Inputting CMIR.**

What is the estimated number of fields that will be in the Customer Create/Change form for Perfect Invoice? – **Approx. 155 fields.**

What are the estimated number of steps and approvals in the Perfect Invoice process? **Approx. 11 groups to review/approve a sold-to.**

How many customer create/change per day or per month do you anticipate processing? **Create/day – 5, month – 102 Avg. Change/day – up to 35, month – 700 Avg. *However, mass change requests are usually Winshuttled from a spreadsheet.**

Is each request a separate process or will there be multiple requests in a single process? **Multiple can be embedded in one request. Not all require a separate process.**

How many users will be involved in the customer workflow process? About how many can be processing requests simultaneously? **11 groups**

Will there be other forms/ workflow processes for Perfect Invoice other than the Customer Create/Change form? If so, can you describe them? **Product, Product Physical Attributes, Vendor and Raw and Pack Materials for future scope**