

COMPANY DETAILS

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Exceeding Expectations

With offices in the UK, US and Australia, Exceedra has rapidly expanded to bring integrated business solutions to companies around the globe. We caught up with co-founder, Richard Nicholas to talk about the company's success.

Exceedra is a global provider of Integrated Business Planning and Insight solutions to consumer goods companies. By simplifying commercial, financial and supply chain processes, Exceedra enable clients to improve their performance in Trade Promotion Management, Customer Business Planning, Joint Business planning and Sales and Operational Planning.

The end to end solution increases visibility and empowers cross-functional teams to maximise revenue and margin opportunities while actively managing risks. Exceedra customers include: ACH Foods, Bayer, Birds Eye, Cloetta, Dyson, McKee Foods, Omega Pharma (Perrigo), Pladis, Seventh Generation, Valeo Foods and Weetabix.

Exceedra's strategy is to be the leader in their chosen markets (EMEA and USA). They are highly customer focused and major on the complete team delivering value to all of their clients. Richard Nicholas, co-founder chats to us about how they work with clients to get the best results.

"Our approach is centred on delivering business value through the implementation of our software solutions. Our clients are from the consumer goods industry. These companies typically spend between 10% and 30% of revenue on promotions delivered via the retailers. Therefore, a company with £100M revenue could be spending £20M on promotions. Improving the return on investment of this spend by just 5%, will result in a possible return of £1M/year. In addition to financial gains there will also be greater visibility within the enterprise and improved forecast accuracy. This allows management to make better decisions - reducing supply costs and increasing market share.

"Each client has unique needs. We invest in understanding those needs and help them implement best practice. Our clients are looking to optimise the use of their budgets, improve forecast accuracy, reduce supply chain costs and increase the level of integration across teams.

At the same time they have to recognise that all of their customers are unique and different. Exceedra takes a consultative approach to fully understand the current level of maturity, identify where the biggest opportunities for improvement are and then work closely with the client to create a way forward that is achievable, sustainable and effective."

When asked about the changes to the software and technology industry Richard referenced the adoption of newer and alternative approaches.

"Over the past twelve months we have seen IT functions move increasingly towards hosted/cloud based solutions that can also support mobile technology. Exceedra's solutions support these developments and we are very well placed to provide the high service levels expected. We continually evaluate how we can balance ease of use with a functionally rich platform.

"Organisations expect high levels of integration and increasingly require the ability to deploy on a global basis - both of which are supported by the Exceedra platform. The key challenge is that each market will be at different levels of maturity in terms of their relationship with the retail partners and internal capability.

Exceedra has to support multiple languages/currencies and be able to interface with all the major ERP systems and data sources. Additionally it has to support local variation to a global framework so that specific market requirements can be met. Exceedra's ability to deploy different modules in each market ensures that the system can be aligned to the requirements and capabilities of the Client organisation."

Richard explains how Exceedra has learnt that growing an effective team with plenty of experience has been the key to becoming a successful business.

"In addition to developing a very broad and functionally rich Integrated Business Planning (IBP) solution, we have assembled a team with extensive industry knowledge and experience. Exceedra's approach continues to be to keep processes as simple as possible and our powerful combination of software and people enables us to effectively challenge unnecessary complexity."

Exceedra is able to serve all of our Clients to a high standard but recognize there is no room for complacency. They will continue to grow organically but plan to expand their global reach through an alliance of suitably qualified and relevant partners.

"Our size and corporate structure enables us to be both flexible and customer focused which is highly regarded by our clients and industry experts alike. Our ability to fully understand the challenges Clients are facing and then support them with a platform that offers full integration and market leading breadth of functionality, is unique in the market.

"Exceedra is fully focused on becoming recognised globally as the leading provider of systems to support Integrated Business Planning and Revenue Management - we are well on our way to delivering that goal."



Most Innovative
Integrated
Business Planning
Company

