



► Professional Planner in the pharmaceutical industry

Business planning, budgeting, analysis and reporting worldwide with Professional Planner



” Professional Planner depicts our company key figures transparently and reliably. 80 employees in charge of cost centers can keep an overview of the figures they are responsible for.

Raffaele Costantini, Head of Corporate Controlling, WALA Remedies AG

” just add your ideas...  
**NOW!**



## PROFESSIONAL PLANNER @ WALA REMEDIES GMBH

### Sector/Industry

Producing industry - pharmaceutical industry

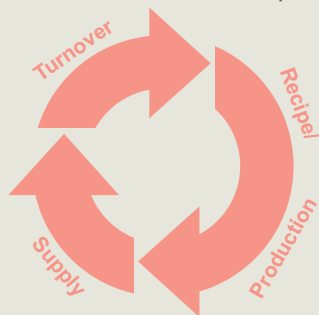
### Wala Remedies GmbH

- 400 employees
- 1,200 medicines and 150 natural cosmetic products
- Export to 30 countries worldwide
- Turnover 2004: € 40 million

### Business planning, budgeting, analysis and reporting worldwide

Professional Planner has shortened the budgeting process at WALA from six weeks to six days.

The time needed for reporting could be reduced from two weeks to one hour.



WALA is the leading provider of products on the basis of rose essential oil. Rose essential oil is a very limited raw material. Turnover directly affects production according to special recipes, i.e. the more products are to be sold, the more have to be produced. Thus the recipes help determining the quantity necessary. Knowing exactly how much raw material is needed, WALA is able to negotiate better purchase conditions and ensure the ability to deliver.

At the moment, WALA secures all rose oil produced worldwide and promotes the biodynamic cultivation of roses (e.g. in Romania, Afghanistan, Iran etc.).

Professional Planner enables WALA to coordinate all operational budgets.

### Professional Planner main focus

- Corporate controlling and budgeting
- Decentralized planning
- Deviation analyses down to receipt level
- Simulations
- Automated reporting

Professional Planner @ WALA Remedies GmbH

just add your ideas...  
**NOW!**

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## Implementation

- Depicting the corporate structure based upon cost centers
- Defining the company-wide planning process
- Standardizing data for internal and external reporting
- Authentication concept for 80 users
- Cost center reports
- Financial and balance sheet planning
- Detailed production and purchase planning

**”** *The whole financial and balance sheet planning was created anew. Professional Planner informs us quickly and reliably of all relevant data.*”

Raffaele Costantini, Head of Corporate Controlling, WALA Remedies GmbH

## Benefits

### Targeted business control with Professional Planner

- Complex analyses of financial data at the push of a button
- Simplifying the planning process
- Consolidated balance sheets and cash flow reports
- Integrated profit, financial and balance sheet planning
- Simulation of strategic plans
- Integrating 80 users

**”** *Professional Planner reduced our planning process from six weeks to about six days. Four people used to work in reporting for about two weeks – now they achieve the same in less than one hour.*“

Raffaele Costantini, Head of Corporate Controlling, WALA Remedies GmbH

## WALA Remedies GmbH – Company information

WALA produces the brands WALA medicines and Dr. Hauschka cosmetics. The WALA products keep without preservatives for several years. State-of-the-art analysis methods on site are used to test raw material, intermediate products and ready compounds, the quality criteria for medical products are also applied to cosmetics. Among the famous customers of WALA natural cosmetics are Julia Roberts, Brad Pitt, Cate Blanchett, Stella McCartney and Madonna.

[www.wala.de](http://www.wala.de)

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