

# Build Your Complete Campaign Plan and Budget with Plan&save

From segmented tactics to macro-level strategic planning—optimize your campaign from end to end.

## Client Statements Regarding Their Day-to-Day Logistics

“The plan is mostly focused on collection to absorb all the volume.”

“Each region works in its own Excel files. Decisions are sometimes made orally or based on personal experience.”

“The plan doesn't always account for field constraints, so it's often not followed in practice.”

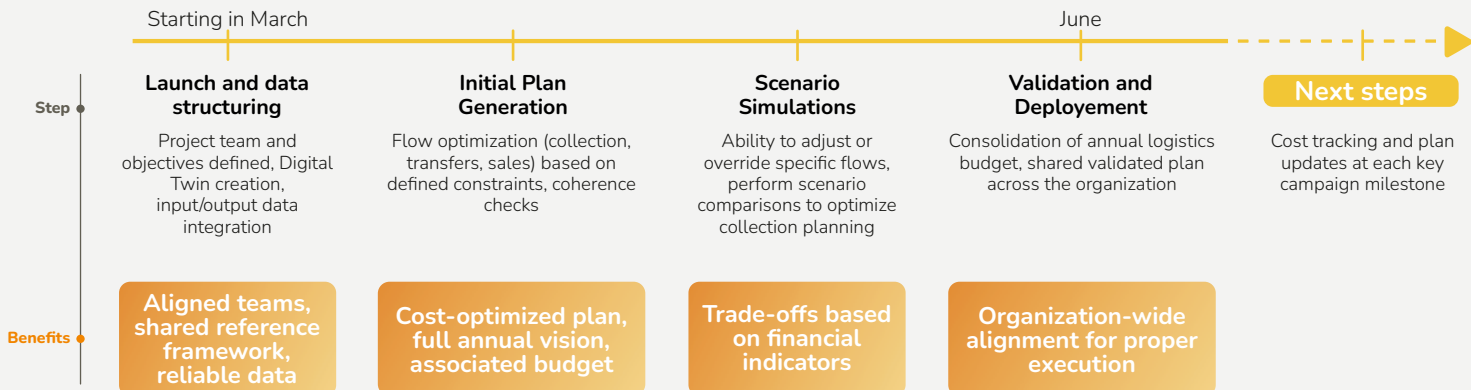
“Large transfer patterns tend to be repeated year after year.”

“The plan is the first casualty of the war. Due to lack of time and tools, it cannot be updated with the latest information.”

### What These Practices Lead To

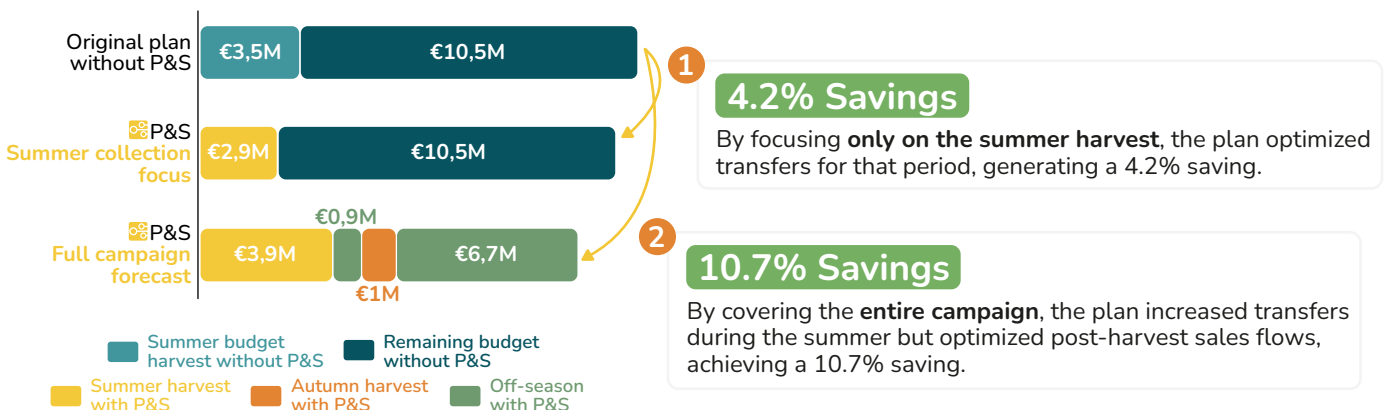
- Empirical plan-building, with a narrow view focused on parts of the campaign
- Difficulty in evaluating the full cost implications of logistical decisions
- Time-consuming process, scattered or person-dependent knowledge
- Hard to track the budget throughout the campaign

## How Plan&save Changes the Game



## What Are the Tangible Gains in a Campaign?

In this case study, our client compared two plans generated with Plan&save to their original plan using identical sales and collection volumes: one plan focused only on summer collection flows, another plan considered flows across the full campaign, including post-harvest sales.



**A GLOBAL VISION OF FLOWS ACROSS THE FULL CAMPAIGN ENABLES THE MOST OPTIMIZED TRADE-OFFS, MAXIMIZING BOTH EFFICIENCY AND SAVINGS.**