



Plan smarter together

**Successful IBM Planning Analytics solution implementation**, supporting forecasting & budgeting modelling processes.



**€8+ billion**

in annual revenue  
(post-acquisition)



**30k+ employees**

across packaging &  
paper divisions



**Operating in 30+ countries**

with recent integration  
into International Paper



## → Background

DS Smith, a **leading global provider of sustainable packaging solutions**, launched a strategic initiative to modernize its financial planning landscape. The goal: day to day working tool for the controllers, providing the content for budgets and forecasts to the group and integrate the results in the consolidation engine Hyperion Financial Management. The ultimate goal is to bring greater collaboration across the business and to move towards more collaborative forecasting practices.

Partnering with IBM and supported by expert consultants, DS Smith chose **IBM Planning Analytics** to implement a powerful budgeting and planning system aligned with operational complexity and corporate consolidation needs.

The solution has been developed to be scalable in order to cover future needs, and allows structural changes such to be integrated without a major re-design of the existing system.

## → Challenges

DS Smith needed to overcome multiple financial planning hurdles:



**Overreliance** on massive Excel spreadsheets with limited scalability



**Fragmented data sources** (HFM, SAP, Excel) lacking integration



**Lack of details** for operational teams, especially around energy cost tracking



**Pressure to maintain alignment** with the group consolidation tool (HFM)

## → Approach

The implementation team, composed of internal subject matters experts and Keyrus consultants, delivered a flexible and scalable Planning Analytics based solution:



Full design and build of planning models for packaging, paper and group operations



Multi-source integration including HFM, SAP & custom Excel templates



Currency conversion and two-way synchronization with HFM



Additional applications developed, such as cash flow and intercompany eliminations



Accommodated business change including fiscal year transition and I.P. integration





## → Key Results

# 01

Streamlined financial planning across multiple business units

# 02

Enhanced visibility into operational costs, esp. energy spending

# 03

Platform readiness for group-level integration post-acquisition by IP

## → Benefits

Significantly reduced dependency on Excel for planning

Improved data granularity and traceability across business lines

Scalable model adaptable for structural changes and additional calculations or models such as Capex

Long-term viability with renewed IBM partnership

## → The details.

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**Financial Planning  
& Analysis**  
*Use case*

## → About **keyrus**

With more than 25 years of experience, Keyrus makes data matter with a “business-to-human” approach that not only facilitates company growth and innovation, but also addresses wider issues around sustainability and positive societal growth.

At Keyrus, we transform your performance goals into actionable results. Our expertise in deploying international projects with more than 350 EPM implementations, combines organizational best practices, and user-centric approaches to ensure seamless integration from data management to planning and analytics.

## Want to transform your planning landscape with IBM Planning Analytics?

Let Keyrus help you scale, automate, and integrate smarter decision-making.

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