



### Company Info

**Vemedia** is a fast growing consumer health company, marketing leading self-medication brands primarily in selected Western European countries and Hong Kong. Vemedia is headquartered in Diemen, the Netherlands, and enjoys the #1 position amongst others in its home market.



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### Watch the video interview:

<https://www.tagetik.com/en/resources/videos/video?vid=vemedia-profitability-reporting#.X8Z2WM1KhPY>

## PHARMACEUTICAL SPECIALIST VEMEDIA HAS ENCOURAGED ALPHA, ITS FRENCH SHAREHOLDER, TO ADOPT CCH TAGETIK FOR DATA RELIABILITY, DIAGNOSTICS AND PROFITABILITY

### You upgraded your financial systems in 2013. What is the latest development?

*The Big Challenge right now is that we were acquired by a new French shareholder, Alpha, so we're going to roll up CCH Tagetik to their top five companies. We chose CCH Tagetik back in June 2013. What we needed was a really robust consolidation system but also something that would allow us to do more analysis on the brands. So reporting profitability by brand was a priority, on top of normal consolidation.*

*At the moment we have Consolidation with Budgeting & Planning and we have CCH Tagetik's custom ETL. Our budgeting and planning at Vemedia are KPI-driven so we use DIO, DSO, DPO to build our trade working capital.*

*We use breakback, so we budget a balance sheet at a node level. We use spreading: across the seasons but also against the variance.*

### What impact has CCH Tagetik had on data?

*We do automatic balancing for cash flow and we do automatic intercompany matching, so we can skip toll matching and we are automatically balanced. I think CCH Tagetik has mainly improved the reliability of the data, because we have a lot of diagnostics. It has added the most value in allowing the brand profitability to be more easily available. Things like the CCH Tagetik community are very useful, where you just have quick tips and mostly focus on ease of use.*

### Would you recommend CCH Tagetik?

*We would certainly recommend CCH Tagetik to others. We have been acquired by a French shareholder and we recommended CCH Tagetik to them, we gave a demo in Paris, and they have adopted it, so in that sense I think it's spreading very well.*

EELCO SPIKER  
CCH Tagetik Administrator, Vemedia

Vemedia uses CCH Tagetik for Budgeting & Planning and Consolidation.