



Customer Case Study: Reynolds Consumer Products (RCP)

Establishing BDC as the future-ready enterprise analytics platform at RCP

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VP Business Analytics & CPG RGM

- 27+ years of consulting & advisory experience in implementing ERP, Analytics, and Trade Management programs
- Experience across industries such as CPG & Retail, Manufacturing, Distribution, Life-sciences, Healthcare etc.
- Experienced in managing Analytics Centers of Excellence
- Prior experience with Tata Motors, PwC, Inforte, Business and Decision
- MBA, Kellogg School of Management, Northwestern University; Bachelors in Mechanical Engineering from Delhi University



Arvind Bhaskar

Chief Architect Analytics & RGM

- 25+ years of experience in delivering SAP solutions
- Specializes in SAP Cloud technologies – **BDC** (Business Data Cloud), **Datasphere**, and BTP (Business Technology Platform).
- Started as an **SD consultant** and expanded into SAP BW, TPM (Trade Management) and Cloud technologies
- MBA in **Analytic Finance** from Booth School of Business (University of Chicago)

Introductions – Reynolds Consumer Products (RCP)



Abhay Singh

Director IT, Business Intelligence Data & Analytics

- 23+ years of experience, a seasoned Data & Analytics Technology Leader driving enterprise data strategy, business intelligence, and large-scale transformation initiatives.
- Provides strategic leadership in shaping data and analytics roadmaps, modernizing enterprise platforms, and establishing trusted data foundations that align technology investments with business priorities and accelerate data-driven decision-making.
- Combines executive leadership with strong technology expertise, successfully leading global teams, complex transformation programs, and cross-functional initiatives across Finance, Insurance, Retail, and CPG industries to improve operational performance, drive innovation, and deliver measurable business value.



Sreeni Aginati

Senior Manager IT, Data & Analytics – Solution Architect

- 18+ years of experience leading enterprise data strategy, analytics modernization, and large-scale digital transformation initiatives, with a strong focus on translating technology investments into measurable business value.
- Currently serves as Senior Manager – Data & Analytics at Reynolds Consumer Products, leading strategic initiatives across SAP Business Data Cloud, SAP Datasphere, SAP BW/HANA modernization, SAP S/4HANA, and SAP Analytics Cloud, while partnering with business and technology leaders to align data capabilities with enterprise priorities.
- Combines strategic leadership with deep technical expertise to shape scalable, governed data architectures, modernize legacy analytics ecosystems, and establish trusted enterprise data foundations that enable self-service analytics, faster decision-making, and actionable insights across Supply Chain, Manufacturing, Procurement, Commercial, Finance, and Regulatory functions.

Agenda

1

Why RCP chose SAP BDC

2

RCP End-state Analytics Architecture

3

SAP BDC Landscape Overview

4

RCP BDC Foundation & Glide-path to End-state

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HGS Technical Playbook for BDC

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BDC Use Case Example

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Learnings and Best Practices

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Conclusion

\$3.72B

FY2025 Net Revenue

\$667M / 18%

Adjusted EBITDA (FY25)

98% aided

Brand Awareness

#1 or #2 share*

Category Position

A Century-Plus Heritage

- 1919** U.S. Foil Company founded by Richard S. Reynolds Sr. — the root of the Reynolds Metals lineage.
- 1947** Reynolds Wrap® aluminum foil launches — becomes a kitchen staple for generations.
- 1965** Hefty® brand debuts in trash bags, later expanding into tableware & storage.
- 2010** Reynolds Group Holdings acquires Pactiv (Hefty, Presto); Reynolds Consumer Products is formed, uniting the brands.
- 2020** IPO on Nasdaq (REYN), raising ~\$1.4B and becoming an independent public company.
- 2026** Segments realigned around consumer missions: Cooking & Kitchen Essentials, Waste & Clean-Up, Home & Tableware, Storage & Organization.

Portfolio



Cooking Products

Reynolds Wrap • Reynolds Kitchens • Alcan • Diamond

\$1,259M

34% of revenue



Waste Products

Hefty Ultra Strong • Store Brand

\$936M

25% of revenue



Tableware Products

Hefty plates, cups & cutlery

\$850M

23% of revenue



Storage Products

Hefty • Baggies • Presto • Fresh-Lock

\$681M

18% of revenue

Reynolds Consumer Products — Go-to-Market & Outlook



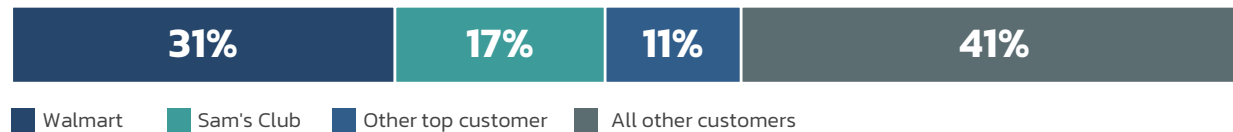
How RCP reaches consumers, and where the business is headed in FY2026

Go-to-Market Channels

Sold nationally through a broad, largely brick-and-mortar retail network, plus a growing eCommerce presence — both under RCP's own brands and as store-brand (private label) supply.

Grocery Stores	Mass Merchants	Warehouse Clubs
Discount Chains	Dollar Stores	Drug Stores
Home Improvement	Military Outlets	eCommerce

Customer Concentration (FY2025 Net Revenue)



Manufacturing: network of North American plants supplying truckload volumes direct to retailer DCs

Geographic mix: 99% North America / 98% U.S. net revenue — a domestically focused business

Non-retail: foil sales to foodservice & industrial customers (~5% of revenue)

FY2026 Guidance (as of Q2 2026)

+1% to +3%

Net Revenue Growth
vs. FY2025 \$3,721M

\$660M – \$675M

Adjusted EBITDA
vs. \$667M in FY2025

\$1.57 – \$1.63

Adjusted EPS
Net Income \$331M–\$343M

2.1x

Net Debt Leverage
low end of target range

Strategic Priorities

- Safety-first, performance-driven culture across all plants
- Offset ~\$400M annualized commodity headwinds via pricing & productivity
- Invest in growth: innovation, automation, and e-commerce expansion
- Maintain disciplined capital allocation — debt paydown + steady dividend





The Hinduja Advantage

Unparalleled expertise and resources to support your business growth

HGS is backed by a multi-billion-dollar holding group that ...

- Brings **100+ years of experience**
- Operates in **100+ countries**
- Employs **250K+ people**



Global Reach, Personal Touch



1,000+

brands served

20K+

employees globally

32

delivery centers

55

technology partners



Our Partners

ANTHROPIC



NiCE

PIXIS



Anaplan Partner



DRATA

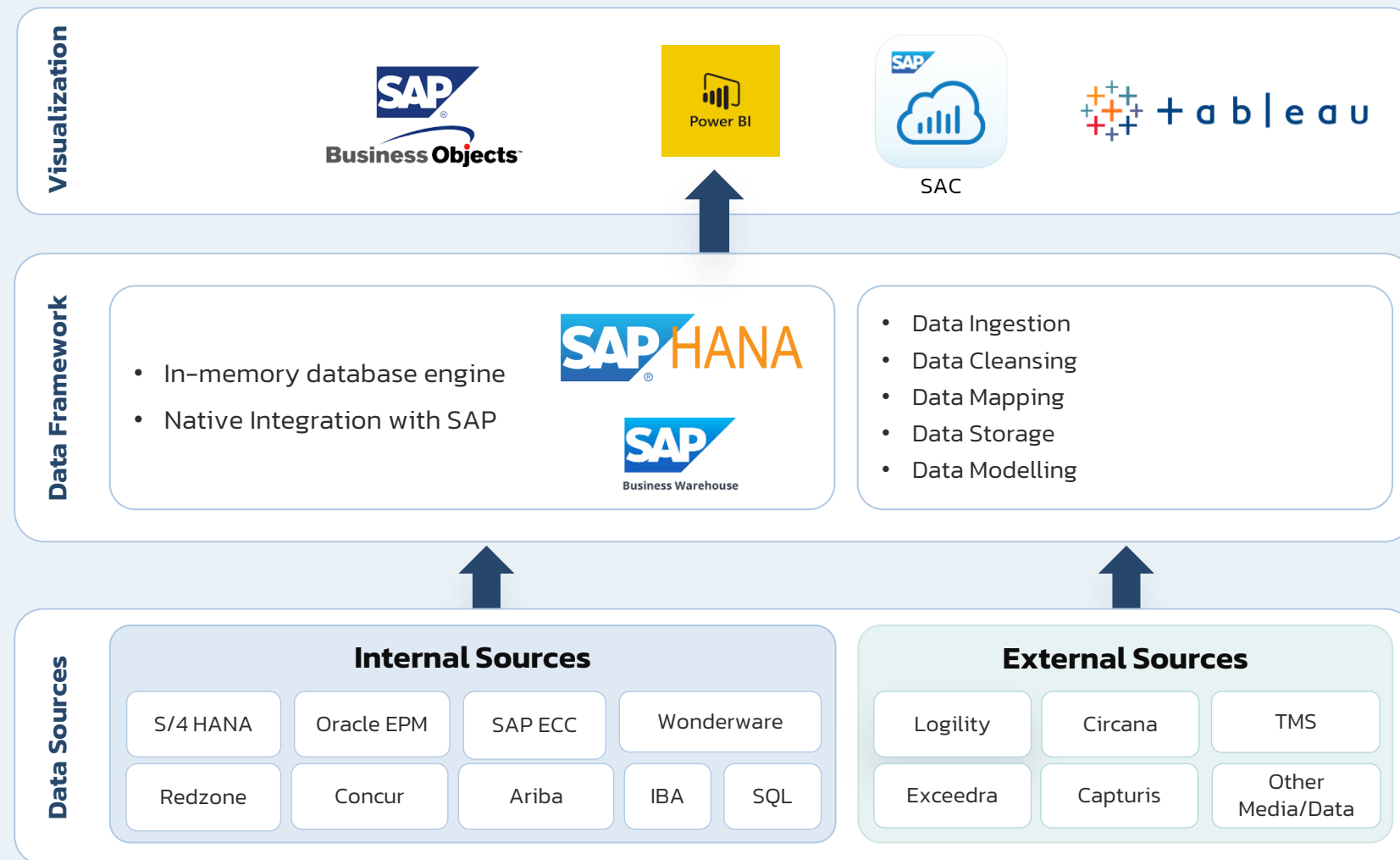


Why RCP chose BDC

What drove RCP to rethink tools, architecture, and processes?

Why RCP Chose BDC

Limitations and challenges in (then) Current Environment



Limited ability to integrate

- Semi-Structured/unstructured data
- AI/ML Algorithms/Gen AI/Data Science
- Third Party Large Volume data
- Machine/Sensor's(IoT) data
- Open Formats and Interoperability
- Archived/Historical data

Why RCP Chose BDC

SAP BDC – Enabling Unified, Trusted Insights Across the Enterprise :



Built-in Business Context



Governed Self-Service



Future-Ready Data Modernization



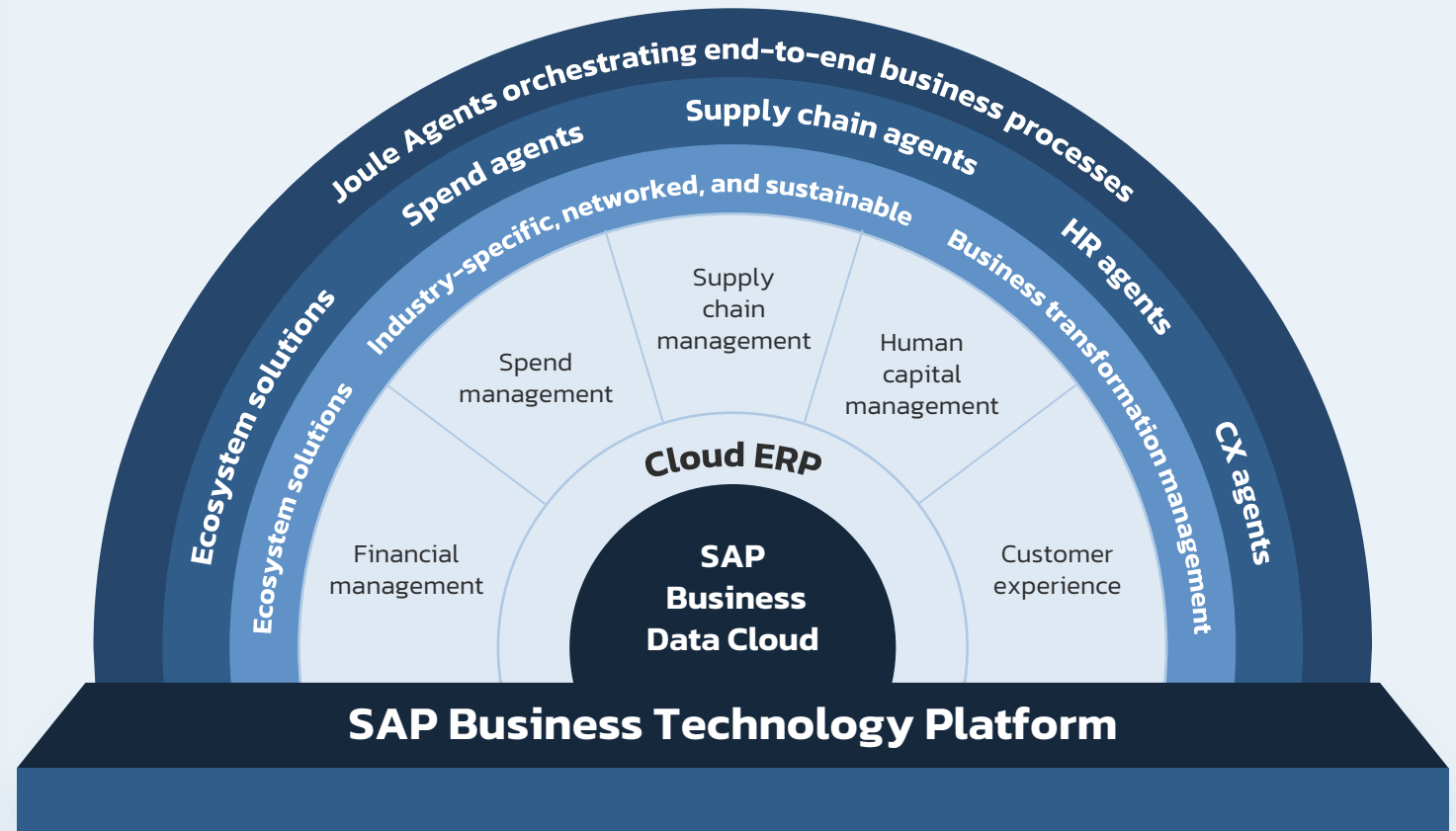
Zero-Copy Delta share



Cloud-Native & Scalable



Business-Aligned Strategic Value



Why RCP Chose BDC

SAP BDC: Empowers the enterprise with intelligent, scalable capabilities to drive innovation, governance, and agility



Out-of-the-Box Intelligence Applications

Pre-delivered reporting scenarios for rapid insight generation



Advanced Data Modeling & Warehousing

Enterprise-grade modeling for structured, governed insights



Integrated Planning & Forecasting

Unified environment for real-time planning and reporting



Gen AI, AI, Data Science & Machine Learning Integration

Seamless support for predictive intelligence and automation



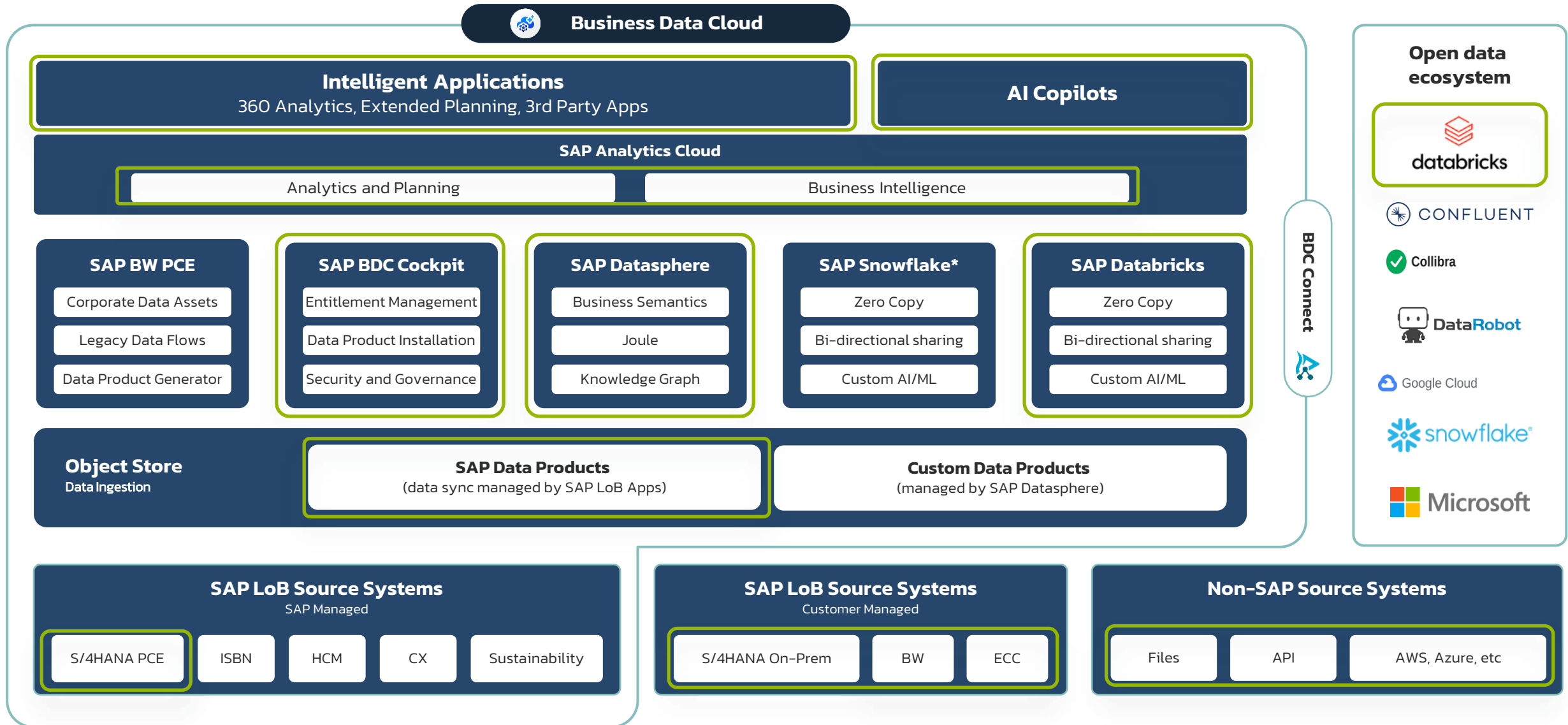
Intelligent Data Management

End-to-end governance, lineage, and metadata visibility

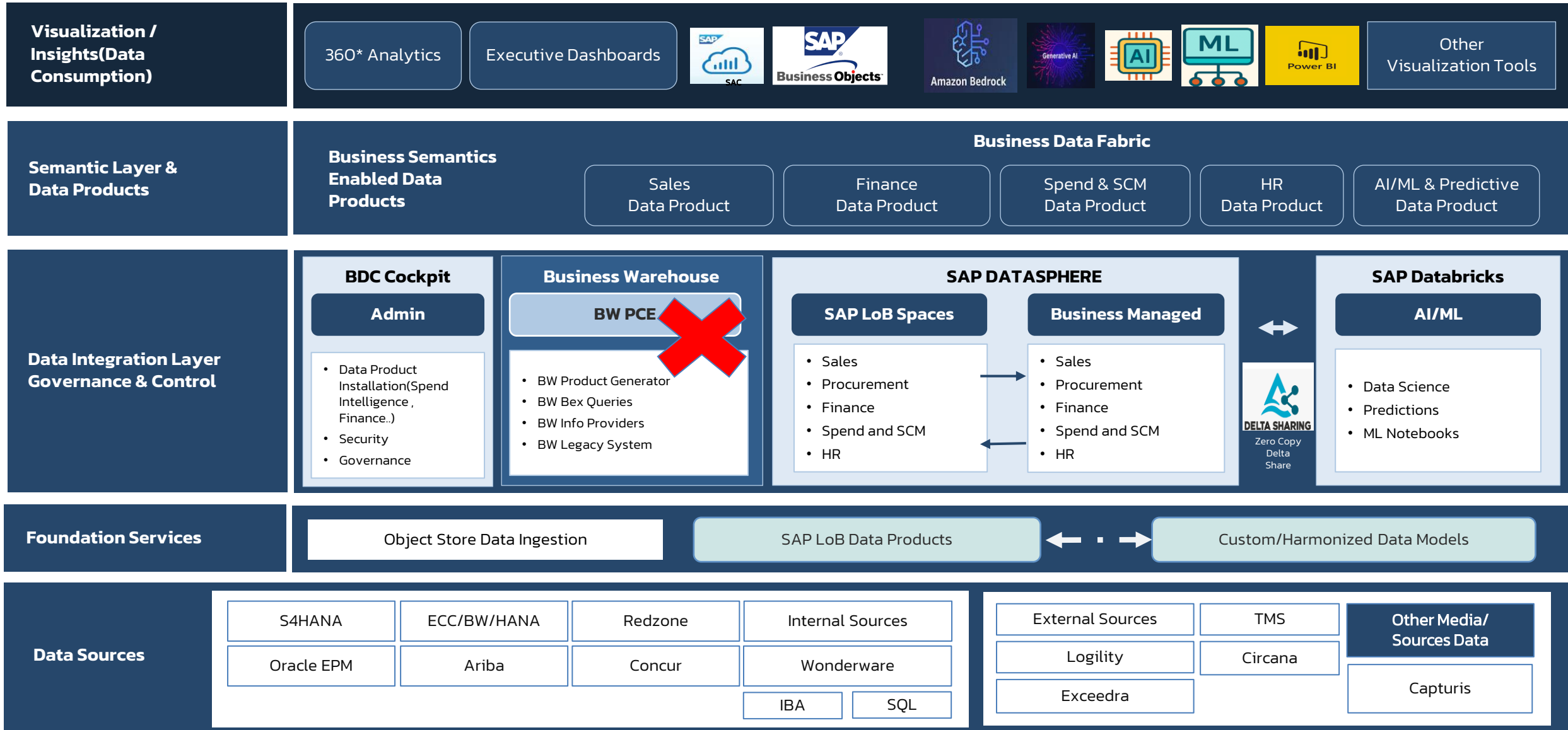
RCP Analytics Architecture (End-State)

Describe the overall RCP Analytics Architecture End-state,
the role of BDC in that Architecture.

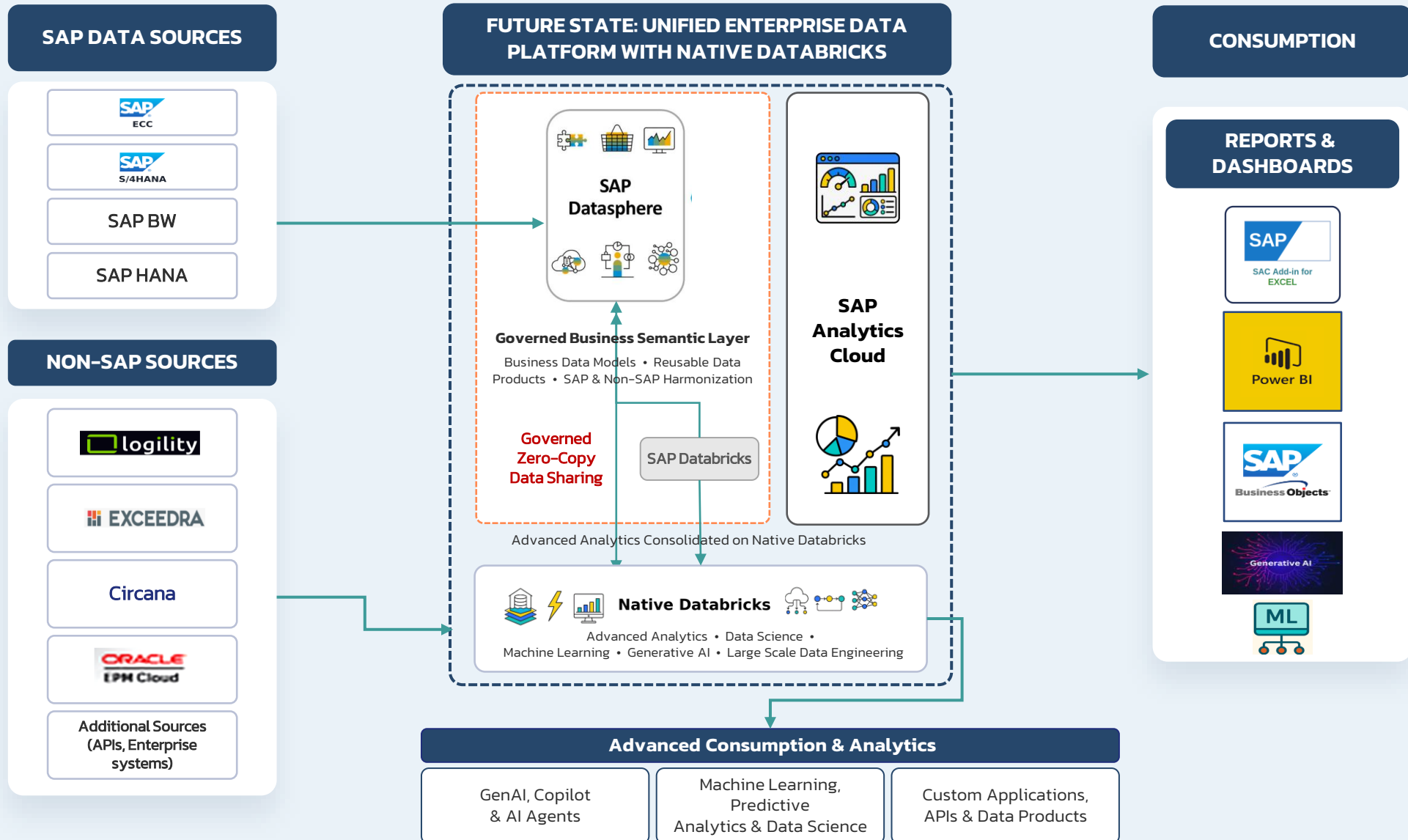
SAP BDC – Reference Architecture



SAP BDC Architecture at RCP



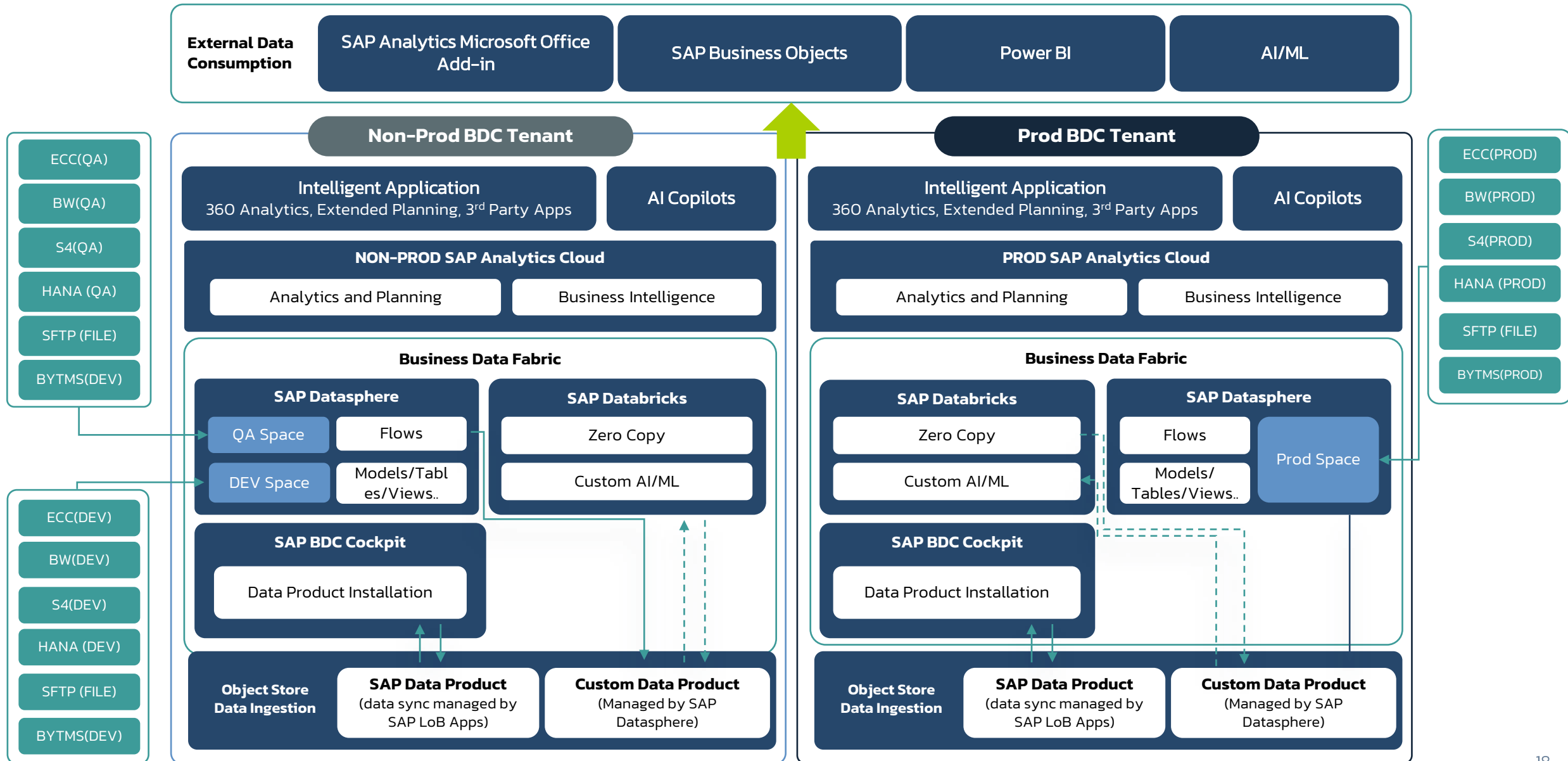
Overall RCP Analytics Landscape (Simplified View)



SAP BDC Landscape

Describe your SAP BDC Landscape and what foundation has been established and how you ensure the validation of key capabilities.

RCP BDC Landscape



Not all Source-Systems Shown

SAP BDC: Foundation Built and Key Capabilities Validated

Architecture & Foundation

- Built SAP BDC foundation on a two-tier architecture (Production / Non-Production)
- Designed "SPACES" architecture for two-tier capability comparable to three-tier
- Connected SAP BDC to multiple source systems; validated end-to-end data ingestion

Data Products & Use-Cases Delivered

- Deployed SAP-managed data products, incl. full FI (Finance S/4) setup (texts, attributes, hierarchies) and Intelligent Application
- Delivered use case: Custom Profit-Center Reclassification model (S/4+ECC), built on reusable SAP data product.
- ECC CO-PA data (Key figure model) combined with S/4 CO-PA data(Account Model)
- Showcased SAP Databricks for unstructured data processing

Reporting & Analytics

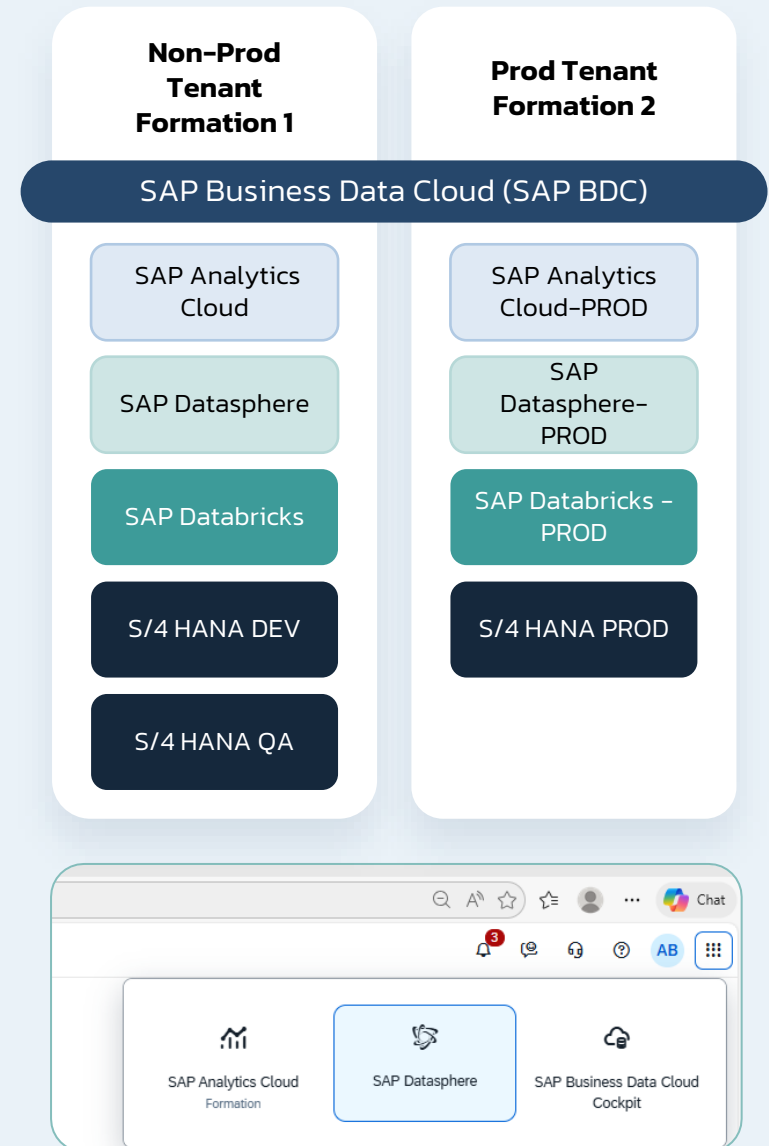
- Enabled reporting by establishing connections with SAP BusinessObjects, SAP Analytics Cloud (SAC), and Power BI.

Transport & Environment Management

- Configured Cloud Transport Management System (cTMS) to manage Non-Prod → Prod transports for Datasphere and SAC.
- Developer Roles Established

APIs & Automation

- Tested Datasphere APIs for scheduling task chains.
- Demonstrated SAP APIs for user creation/role assignment

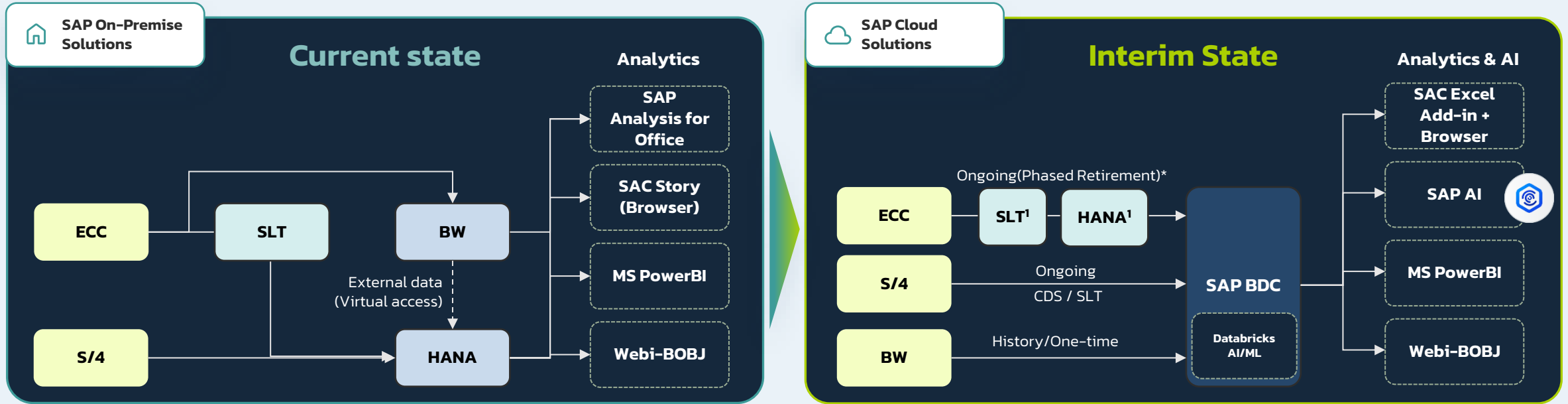


Interim vs. End-State

How do you see your SAP BDC architecture evolving as you migrate from ECC to S/4, and what does the glide path look like?

How will you leverage current analytics investments and also manage history?

Interim architecture to support ECC to S/4 Transition



Data warehouse platform

- Analytics built across both BW and HANA-Sidecar

Analytics and AI/ML

- Reporting primarily using SAP Business Objects (BOBJ) and Power BI
- SAC exists in the landscape

SAP Sources

- Data sourced from ECC into BW
- ECC replicated to HANA sidecar via SLT Server
- External data loaded to BW and consumed in HANA

- SAP BDC becomes the strategic analytics platform

- SAC serves as the primary reporting tool
- BOBJ and Power BI connected to SAP Datasphere
- AI Toolset and Databricks available for AI/ML

- Data sourced from S/4 via SAP-managed Dataproducts or Custom flows
- Migrated functions: history from BW + ongoing from S/4 (e.g., OTC 2027)
- Phased roll-out: ECC (via SLT) and S/4 to Datasphere (Slow Moving Inventory)
- External data loaded to and consumed in SAP Datasphere

Technical Playbook for BDC

What constituted the technical playbook for BDC and how is it serving as a long-term asset as RCP expands analytical capabilities?

How does this position you for long term success?

Technical Set-up



BDC Tenant Set-up / Establish Landscape

Prod and Non-Prod BDC tenant set-up completed, with BDC Formation. Designed "SPACES" architecture for two-tier capability comparable to three-tier



Source System Connections

More than 10 connection types supported — ECC, BW, HANA, FILE, ABAP, andvalidated the integration



Network Configuration

Opened ports, whitelisted IP addresses, configured firewalls; Cloud Connector set up on RISE and On-Premise....



Security

Security established for developers, end-users, and service accounts across source systems.



AutoSys

Used for scheduling jobs.



Tested Sources and different flow-types

Documented delta-update approach from BW, SAP, and other source systems; defined SPACE type for data ingestion.



cTMS Set-up

Set up Cloud Transport Management System (cTMS) to move artifacts.

Standards & Governance Framework

1



Naming Standards

Consistent naming conventions across tenants, objects, and data products.

2



Governance

Standardized Checklist, Governance Document, Combined reporting approach, Building models on S/4 data, System monitoring , example Use-cases of SAP-Dataprodukt, Tool Selection, Intelligent App & SAP-Dataprodukt

3



Transports (Lifecycle Management)

Managed transport process across Non-Prod → Prod environments, Version control of objects.

4



Sizing Template

Standard template for capacity and sizing planning for new-projects / use cases.

5



Roles & Data Access-Control

Defined roles, access, and data governance controls.

6



Maintenance

Ongoing maintenance and support procedures for the platform.

Standards & Best Practices

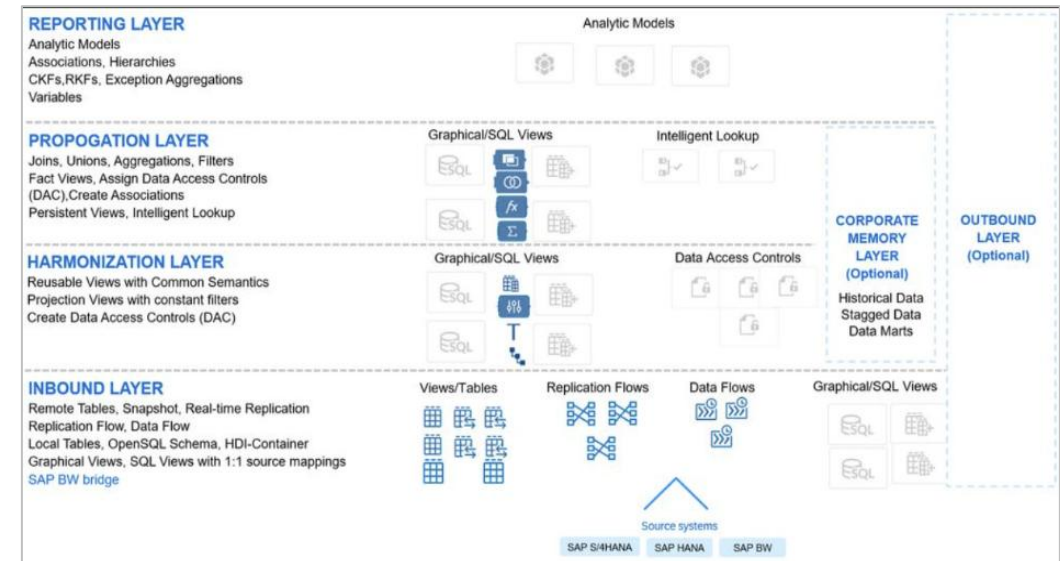
Sample list of templates:

- Design & Modeling Standards. (Layered Architecture)
- Naming Conventions
- Best Practice (Build & Performance)
- Governance & Security
- Integration
- Space set-up & Management
- Monitoring & Scheduling
- Folder Structure

Sample Naming Standard

DSP Modeling Artifact	Naming Standard
Dimension	TRAN: <Layer>_<System>_<App ID>_<DESCRIPTION>_<SEQ> Master Data: <Layer>_<System>_<App ID>_<DESCRIPTION>_<EXT>
Analytical / Relational View	<Layer>_<App ID>_<DESCRIPTION>_<SEQ>
Value Help	<Layer>_System_<App ID>_<DESCRIPTION>_<EXT>
Text	<Layer>_System_<App ID>_<DESCRIPTION>_<EXT>

Layered Modelling Approach



** The Best Practices & Standards that we have developed include for all the BDC components – Datasphere, SAC, Databricks.

Governance Document example

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Example documents

How to Build out the system – best practices

of SAP-Extractors for S/4

1.3 SAP-datasphere – Extracting data from source-systems

1.3.1 Flow type (Replication flow vs. Dataflow) for data acquisition

There are 3 basic options to get data from source-systems into Datasphere:

Functions	1. Remote Table Replication	2. Replication Flow	3. Dataflow
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Date: 30-Mar-2026

migration, replication, and transformation across SAP systems. It is the underlying technology for several SAP tools, including SAP Landscape Transformation Replication Server (SLT), which enables real-time data replication.

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1.3.3 Supported Flow-type by Source-System at

The below table shows the flow-type (Replication flow vs. Dataflow) that is currently supported by various source systems at Reynolds

Source System	Object Types	Replication Flow		Dataflow
		Space-Type HDLFS	Space-Type HDB	
BW	DSO, Infoobject	Not supported*	Not Supported*	X
BW	Query (release as Infoprovider in RSRT)	Not supported*	Not Supported*	X
BW	Composite Provider	Not supported*	Not Supported*	X
HANA	Tables	X	X	X
HANA	Calculation Views	Don't use	Don't use	X

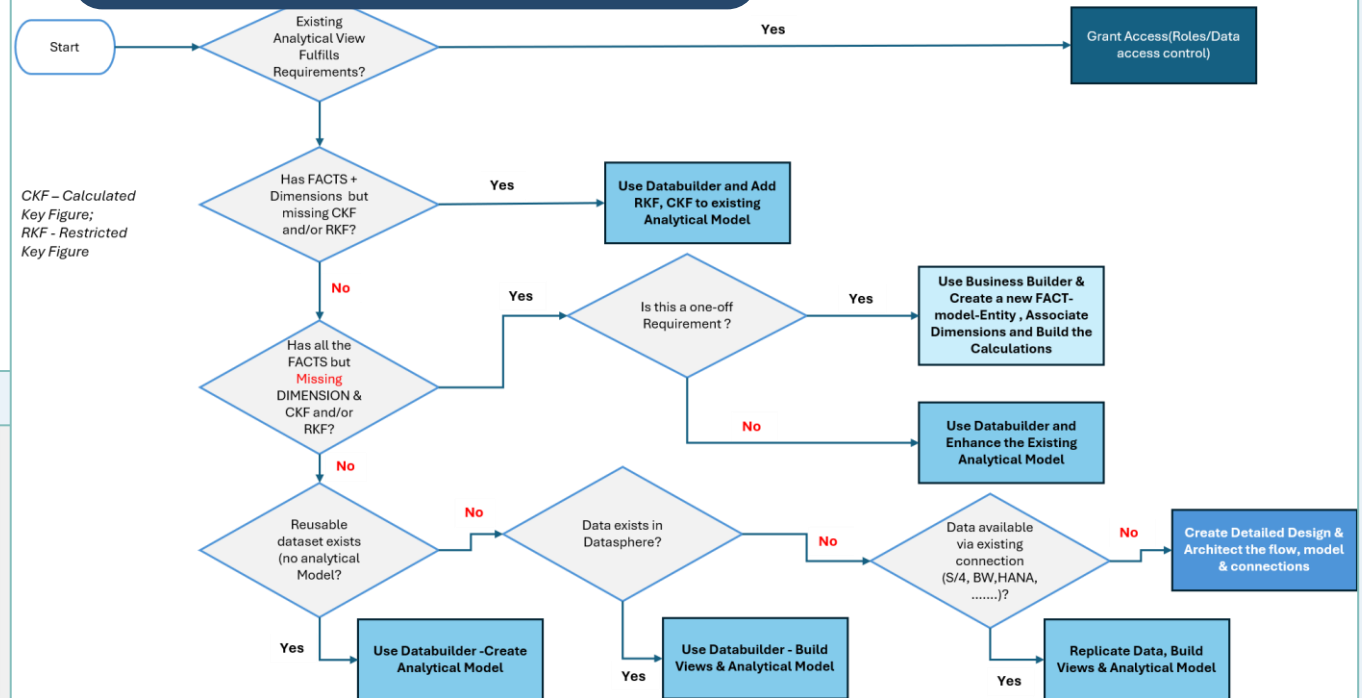
1.3.4 Technical name of source system connections at RCP non-Prod tenant

1.3.4.1 Source system technical names

DF – Dataflow ; RF – Replication Flow

S#	SPKCE	FI	Source	Connection	Conncti	Load	Source Object Type
					on type	Type	supported
1.	RCP_IT_HDB	DF	BW	BWCLNT100_BW_C	SAP BW	Full	Infoobject/ODS/Query/Co
2.	RCP_IT_HDB	DF	HANA	HANACLNT00	SAP HANA	Full	Composite Provider - ODP BW
3.	RCP_IT_HDB	DF	ECC	ECCCLNT299_ECC	SAP ECC	Full	Table
4.	RCP_IT_HDB	DF	SFTP	SFTPCCLNT100	GenericS	Full	Datasource
5.	RCP_IT_HDB	RF	HANA	HANACLNT00	SAP HANA	Init	Table
6.	RCP_IT_HDB	RF	ECC	ECCCLNT299	SAP ABAP	Init	Table
7.	RCP_IT_HDB	RF	HANA	HANACLNT00	SAP HANA	Delta	Table

Reporting Decision Tree



1.3.4.2 Screenshot of Connections to HDB Inbound Layer

Business Name	Type
BWCLNT100	SAP ABAP
BWCLNT100_BW_CONN	SAP BW
BYTMSCLNT100	Microsoft SQL Server
ECCCLNT299	SAP ABAP
ECCCLNT299_ECC_CONN	SAP ECC
HANACLNT00	SAP HANA
S4CLNT100	SAP S/4HANA On-Premise
S4CLNT100_ABAP_CONN	SAP ABAP
SFTPCCLNT100	Generic SFTP

1.3.4.3 Screenshot of Connections to HDLFS Inbound Layer

Business Name	Type
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HGS Technical Playbook Summary

Technical Playbook Assets Delivered	Details
BDC Overview & RCP System Landscape document	BDC architecture, BDC Components – Datasphere, BDC Cockpit, Databricks and SAC, Source System Connections, Reporting tools, System Landscape, Tool Selection, Intelligent App & SAP-Dataproducts
General Developer Guide (Datasphere & Databricks)	Datasphere overview, Datasphere objects, Databuilder, Types of SPACES, Replication Flow vs. Dataflow, Supported Source Systems by Space-type, test-results from data-extraction/replication, use cases
Developer guide for: Combined Reporting (ECC + S/4) and SAP Dataproducts	BW Retirement approach, Combined reporting approach, Building models on S/4 data, Similarities to e-HANA,SLT Server version requirement to replicate ECC tables, System monitoring , example Use-cases of SAP-Dataproduct
Governance Document (Datasphere & Databricks)	Naming standards, Checklist, Transports(Life cycle management), Sizing template, Roles and Data access-control, Maintenance.

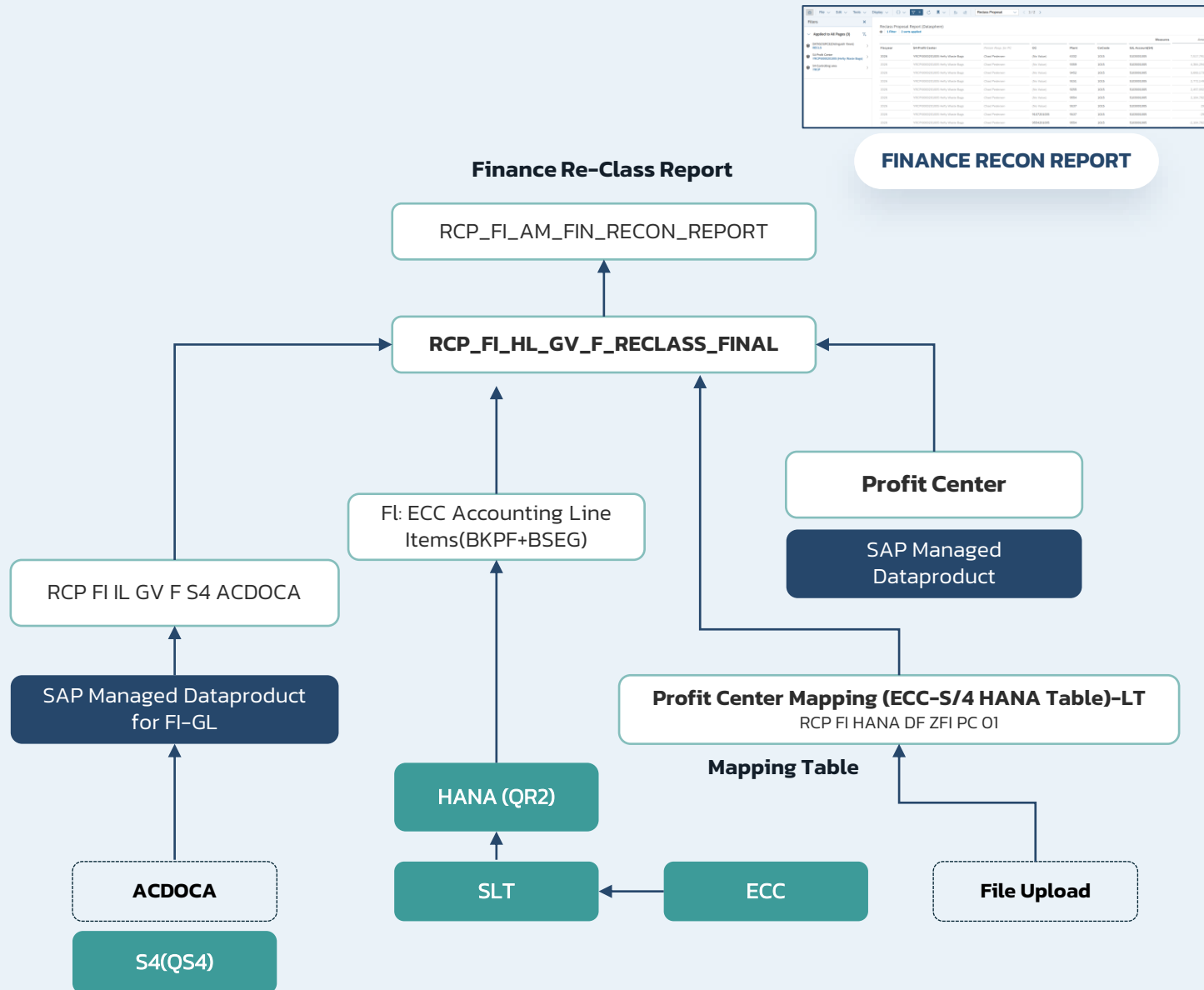
Key Benefits to RCP

- **Accelerates implementation** — provides proven patterns to reduce design and development time by use of SAP Dataproducts.
- **Keeping Business Context Intact**— establishes common standards across data, use of Dataproduct & S/4 Semantics
- **Reduces technical debt** — prevents fragmented architectures, duplication and inconsistent data models.
- **Strengthens governance and security** — embeds standards for data quality, access, metadata, lineage and ownership.
- **Reduces cost and vendor dependency** — minimizes rework and gives SIs/partners clear standards to follow.
- **Builds an AI-ready foundation** — creates trusted, standardized and governed data needed for GenAI and agentic analytics

BDC Use Case

Share an example of an SAP BDC use case that was delivered.

Example Use-case built to combine ECC & S/4 data



Business requirement

- Establish an automated reclass to identify the mismatch between the profit center posted in ECC and PS4(S/4). Create a report and reclass proposal to move the balances from the 'collector' profit centers/GL Accounts to the respective product line GL Account/ profit centers.

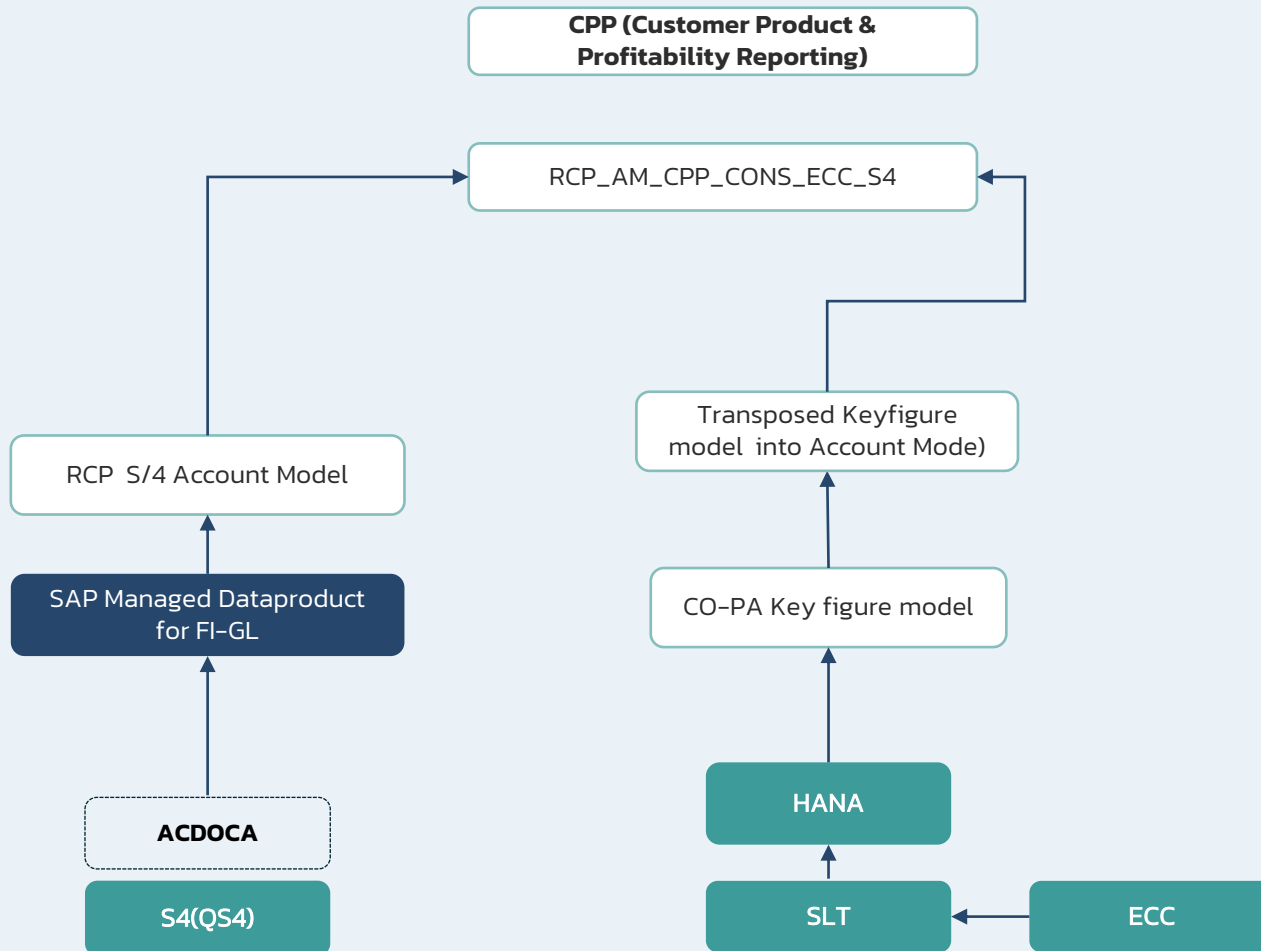
SAP BDC Model

- Model Built to re-use SAP Dataproduct
- Combine data from ECC & S/4
- Build the Profit-Center Reclass report

Background

- The RCP Finance books material related transactions such as IQA, MUV, Broker commissions, etc. on profit center/s based on the product line of the material.
- When these transactions are replicated to S4 HANA through CFIN, they are posted to the mapped PS4 cost center. The profit center is derived based the one assigned to the cost center master (SAP standard).
- The results are therefore posted to 'collector' cost centers and profit centers. **The impact to the product line profit center is lost.**
- This Report Re-classifies the "S/4 Profit Center" back to "Product line Profit center"**

Year-over-Year Comparison – CPP (Customer Product & Profitability Reporting)



Business requirement

- S/4 Uses an account model for Margin-Analysis (COPA) and the ECC the CO-PA data is in the Key-figure based format . Business requirement is to report year-on-year values and variances for the combined data

SAP BDC Model

- Model Built to re-use SAP Dataproduct
- Combine data from ECC & S/4 using a views and transpose-logic in datasphere

Output

- Helped RCP Business with seamless reporting across S/4 and ECC data for margin analysis

Learnings and Best Practices

Share some Challenges, Learnings and Best Practices from RCP BDC engagement and also from other HGS BDC engagements across the whole spectrum of activities (e.g., setup / pre-requisites, CU sizing, modeling, approach etc.).



Governance and Landscape Design

- Establish a robust governance model by using three distinct SAP Datasphere Spaces:
 - Inbound Layer
 - Business/Consumption Views
 - Analytical Models
- Ensure that the technical names of Spaces are identical across Production and QA (non-production) tenants, as this is a prerequisite for successful transport management using CTMS.
- Maintain consistent source system names across Production and non-Production landscapes to ensure transport compatibility.



Source System and Extraction Considerations

- Replication Flow and extraction capabilities from ABAP-based source systems depend on the installed Support Package levels.
- Early in the project, verify compatibility between:
 - SAP BW version
 - SAP ECC version
 - SLT and DMIS add-on version
 - Other relevant source-system components.
- Perform a detailed assessment of source-system readiness before finalizing the integration approach.



Modeling and Data Validation

Temporary Analytical Models may need to be created to validate and analyze aggregated data at node level during development and testing. This represents a departure from traditional SAP HANA development practices, where such validation could typically be performed directly within calculation views.



Reporting and Consumption

SAP BusinessObjects Web Intelligence (WebI) integrates seamlessly with SAP Datasphere and can be leveraged effectively for enterprise reporting and ad hoc analysis.



Product Evolution and Roadmap Awareness

SAP continuously enhances Datasphere capabilities through quarterly releases. Regularly review the SAP roadmap. For example, SAP BW can now be used as a source for Replication Flows without requiring the DMIS add-on, which was previously a prerequisite.



SAP Data Products

- SAP Data Products and objects built directly on top of SAP Data Products (such as Views) cannot currently be transported across system landscapes.
- Customizing SAP Data Products (for example, creating custom Views or Analytical Models) typically requires copying the entire Space containing the Data Product.
- The availability and behavior of SAP Data Products can be influenced by the underlying SAP S/4HANA release version and relevant SAP Notes. It is important to review applicable SAP Notes and validate S/4HANA version compatibility early in the project to avoid unexpected functional limitations or gaps.

SAP BDC Sizing Considerations



Typical contract with SAP lists the contracted CUs (Capacity Units) and ERP Intelligence usage (to use S/4 PCE – SAP Managed Data Products)

- No. of Tenants
- The size of data
- There is a minimum configuration (CUs) required to provision a tenant — the use of Object Store changes the sizing dramatically
- Use of Object Store vis-à-vis HANA DB as storage changes the size of machine and the minimum required CUs per tenant



SAC (SAP Analytics Cloud) – User-type & Licenses

- Planning users are expensive
- For Developers you need Planning Professional users
- Minimum 25 users per tenant have to be provisioned



Premium Outbound

Pricing by tiers & size of data transfer



SAP BDC Connect

Pricing by size of data transfer

HGS BDC – Capacity Unit (CU) Sizing & Pricing Calculator					
Blue cells are editable inputs — enter Quantity and the Price per CU below to calculate automatically					
Price per Capacity Unit (\$ / CU)					
SAP Datasphere – Base Configuration					
Component	Unit Size	CU / Hour	CU / Month	Quantity	Price / Month
Storage	16 GB / block				
Compute	16 GB memory + 1 vCPU / block (Performance Class: Memory)				
Object Store					
Component	Unit Size	CU / Hour	CU / Month	Quantity	Price / Month
Object Store Storage	1 TB / block				Configured at 0 blocks. Verify current rate in S
Object Store Compute	4 GB memory / block-hour				Configured at 0 block-hr exposed. Verify current
Data Integration					
Component	Unit Size	CU / Hour	CU / Month	Quantity	Price / Month
Data Integration	Per Hour (200 hrs inc base package)				Configured at 0 extra t exposed. Verify current
Premium Outbound (Tier 1 - 10 users)					
Component	Unit Size	CU / Hour	CU / Month	Quantity	Price / Month
Premium Outbound (Tier 1 - 10)	20 GB (1 - 10)				
SAP Business Data Cloud Connect					
Component	Unit Size	CU / Hour	CU / Month	Quantity	Price / Month
Inter-Region Data Transfer	Per GB				
SAP Analytics Cloud					
Component	Unit Size	CU / Hour (rate)	CU / Month (rate)	Quantity	Price / Month
SAC – Business Intelligence Users	Per User / Month				
SAC – Planning Standard Users	Per User / Month				
SAC – Planning Professional Users	Per User / Month				
SAC – Test Users	Per User / Month				

HGS Sizing Template

Closing Question & Conclusion



Thank you.

If you have questions, please reach out to Hariharan Margabandhu
(Email: Hariharan.m@teamhgs.com)