

Trade Promotion Management

Fact Sheet



Trade Promotion Management & Optimization (TPM/O)

Price and promotion have become a primary driver of sales in the consumer goods industry. This trend has led to the levels of trade promotion spend to rise to 30% of revenue.

"Increased Trade Promotion ROI: more volume and more profit with less investment."

As the costs of trade promotions are continuing to rise, margins continue to fall. Current operating models are seen as overly complex and unable to provide the required capabilities in planning, control and optimization of trade promotions.

Why Exceedra Trade Promotion Management / Optimization

- Designed and built from the bottom up to improve the effectiveness of planning and executing trade promotions, leading to improved ROI
- Enables the automation of all aspects of the controlling process, allowing sales to work freely and easily within a defined framework and providing new capabilities required to drive ROI
- Unique in that it covers the complete closed loop of TPM/O and fully integrates with other business planning processes
- Built-in best practise processes ensures teams produce more robust plans
- Exceedra operates a range of delivery models to suit different client requirements

Customer Proof Points

By using Exceedra TPM/O consumer goods companies can increase ROI and reduce the overall cost of managing trade investments: Exceedra TPM customers have been seen to increase sales by 1 to 2 percent, improve

Trade Promotion Management / Optimization Solution

Many software vendors on the market offer trade promotion management solutions, but what differentiates Exceedra is the full range of integrated trade promotion optimization capabilities we provide, which take the guess work out of knowing which promotions will work.

Pre & Post Evaluation	Trade Promotion Planning	Trade Promotion Optimization	Trade Fund Management
<ul style="list-style-type: none">•Side by side comparisons•Uplift predictions•Automatic post evaluation•Customer & category margin modelling	<ul style="list-style-type: none">•Promotion planning & budgeting•Scenarios•Status & approval management•Program visualization	<ul style="list-style-type: none">•Guided analytics•Optimization through iterative scenarios•Promotion guidelines•Best promotion	<ul style="list-style-type: none">•Trade spend budgeting•Volume/margin target setting•Funds creation•Account/product allocation
Demand Planning Integration	Predictive Analytics	Promotion Execution	Settlement & Deductions
<ul style="list-style-type: none">•Baseline management•Uplift prediction•Demand review reporting•Approvals	<ul style="list-style-type: none">•Uplifts•Sell-in & sell-out•Cannibalization Post promotion effects	<ul style="list-style-type: none">•In-flight monitoring•Store-level monitoring•Late amendments•Alerting	<ul style="list-style-type: none">•Deduction processing•Payment processing•Customer event / payment matching•Post event audit claim management

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How Exceedra improves trade promotion ROI

- **End to end process**

It is a complete end to end trade promotion management and optimization (TPM/O) solution that enables efficient and integrated trade promotion management. Its ease of use delivers high levels of user adoption along the entire process and across functions; it can be localized to meet specific markets and sales channel requirements.

- **Insights for all**

It provides aggregated analytics with full drill-down capability that cater for both specialist analysis required by the finance teams as well as day to day analysis required by the line of business; this flexibility provides new and critical insights that support a more balanced approach to decision making.

- **Effectively resourced process**

It provides a closed loop TPM/O approach that streamlines and simplifies the whole promotional management process. Critically this frees up resources to focus on more value-added activities. The solution enables a clear delineation of ownership between decision making steps and labor-intensive tasks.

- **Predictive planning**

It enables the use of predictive analytics and scenario modelling to reliably generate an optimum plan which is rigorous and where the joint value can be clearly be understood by the retailers/distributors and for the category.

- **Integrated**

It integrates into existing business planning and execution processes and systems delivering internal efficiencies.

- **Utilize external data**

It integrates external data such as POS or syndicated data, this provides further significant insights that contribute to improvements in forecast accuracy, accruals management, retailer profit modelling and promotional execution.

- **Business services model**

Exceedra delivers solutions and services that helps clients run their trade promotions more efficiently and effectively globally. It includes our consulting services and our industry-leading technology which can be hosted on the cloud or on premise.

