

Trade Promotion Management and Optimization

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

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

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 investment ROI by 20% and decrease inventory levels and accounts receivable.

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.

Results

Improvement in trade spend ROI and business performance

Process effectiveness

- Reduce Trade Promotion Management / Optimization administrative effort
- Better target promotions at account level
- Improve trade promotion fund allocation across the business
- Improve organizations visibility of the promotion program

Financial efficiency

- Repeat profitable promotions
- Eliminate unproductive funding
- Decrease forward-buy
- Eliminate unprofitable promotions
- Identify new joint value promotions for you and your customer

Pre & Post Evaluation	Trade Promotion Planning	Trade Promotion Optimization	Trade Fund Management
Side by side comparisons Uplift predictions Automatic post evaluation Customer & category margin modelling	Promotion planning & budgeting Scenarios Status & approval management Program visualization	Guided analytics Optimization through iterative scenarios Promotion guidelines Best promotion	Trade spend budgeting Volume/margin target setting Funds creation Account/product allocation
Demand Planning Integration	Predictive Analytics	Promotion Execution	Settlement & Deductions
Baseline management Uplift prediction Demand review reporting Approvals	Uplifts Sell-in & sell-out Cannibalization Post promotion effects	In-flight monitoring Store-level monitoring Late amendments Alerting	Deduction processing Payment processing Customer event / payment matching Post event audit claim management

Trade Promotion Management and Optimization

Exceedra Integrated Business Planning capabilities

- Customer Business Planning
- Trade Promotion Management
- Joint Business Planning
- Sales & Operational Planning
- Integrated Insights

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.



Pre & Post Evaluation
 Predictive Analytics
 Settlement & Deductions
 Demand Planning Integrations
 Account Management

About Exceedra

Exceedra is a global solution, delivering Business Planning and Insight capabilities across commercial, financial and supply chain organizations in consumer goods companies. Our unique end to end solutions are focused on simplifying processes and providing insights for Integrated Business Planning, Trade Promotion Management & Optimization, Customer Business Planning, Joint Business Planning and Sales & Operations Planning.

Our solutions allow the functional teams to achieve full process harmonization and maximum efficiency. Built with the user in mind, Exceedra solutions provide a strong user experience that delivers high levels of user adoption, accelerating organizational transformation.

Our planning and insight capabilities allow our clients to visualize opportunities and risks more clearly, enabling timely decision-making that increases margins and revenues positively impacting business performance.

Exceedra customers which include Dyson, Bayer, Sony Music, Birds Eye, Weetabix, United Biscuits, Cloetta and Hain Celestial have deployed our solutions on the cloud or on-premise.

Since its inception in 2009, Exceedra has rapidly expanded with offices in Marlow, UK; London, UK and Newark NJ, US.

Exceedra was Editors' Pick 2013 and 2014 for Consumer Goods Magazine.