



Managing Deals and Promotions

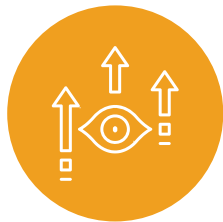
Vistex[®]
Now it all **adds up**[™]

info@vistex.com | www.vistex.com

Drive increased sales with efficient, flexible deal management

Making Your Deal Management Program Add Up

Vistex's deal management solution provides a deal management feature for managing limited duration price arrangements involving the purchase of multiple qualifying products. The quantities of categories, brands, or products that must be purchased to qualify for special pricing are tracked and evaluated on the customer order. All applicable promotion offers, or "deals," are presented at the time of order entry. Deals can be offered at large or to specific customers.



Achieve Full Visibility

Enhance business performance with an all-in-one view into promotions



Measure Compliance and Auditability

Support program compliance and cut costs with a solid audit trail that simplifies reporting



Boost Productivity

Manage deals and promotions quickly and easily with automated tools and an intuitive interface

One Solution for Deals and Promotions

Vistex manages everyday pricing and promotional pricing for limited periods of time. Users can create complex pricing rules for order processing and deals can be applied seamlessly and directly onto the sales order. In addition, Vistex's deal management solution provides the ability to control how multiple applicable deals may be combined on a single order. Some of the deal types that are possible with this functionality are:

- Buy a certain number of product X, get product X (or Y) at a discount (or free). For example, buy one, get one at half price; buy two, get one free; buy one, get 25% off an accompanying product.
- Buy a certain number of products or spend a certain amount and receive a discount on the entire order.

Deal management made easy

With Vistex's solution, deal management has never been easier. The overall architecture works in three primary steps: First, eligibility is determined by analyzing location, group, individual customer level, order type, etc. Next, who or how they qualify is examined, typically achieved by analyzing set parameters such as individual products, predefined or dynamic groups, customers, or quantities. Finally, the benefits derived from the deal are reviewed- including quantity restrictions, additional products, free goods, and discounts.

Extend promotions across individual and entire orders

With Vistex's deal management solution, deals and promotion programs can go beyond price reductions on individual products. Deals can be structured to offer discounts on individual products or on the entire order. In addition, and after qualifying for the promotion, deals can be extended across several future sales orders.

Complete the loop with Vistex's deal management solution by tracking and reporting capabilities. Gain full visibility and analyze which deals and promotional programs are performing to expected standards of success, and which should be eliminated or adjusted.

The right software makes it all add up

- Determine program eligibility and qualification to manage deals with variable qualifications
- Structure deals and discount individual products on an order
- Define deals to combine various products (mix and match)
- Present applicable deals on sales orders at time of entry
- Control how multiple deals may combine on one order (promotional pricing) or extend deals across several sales orders after qualification (qualified pricing)
- Manage deals / promotions for free goods
- Generate audit data
- Automate processes and reduce manual entry



Deployment Options

Whether you decide to run your systems on-premise, in the cloud or in a hybrid environment, with Vistex solutions your organization is empowered with unprecedented visibility into any program and performance. Gain deeper insight and enable fact-based decisions to drive revenue, control cost, minimize leakage, and streamline processes. With a range of deployment options for all your programs, you choose the way that works best for your business needs.

Add the right option for your business



On-Premise



In Cloud



Hybrid



Now it all adds up with **Deals and Promotions**

Drive Revenue, Control Costs & Increase Margins

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

info@vistex.com | www.vistex.com

Vistex®, Go-to-Market Suite®, and other Vistex, Inc. graphics, logos, and service names are trademarks, registered trademarks or trade dress of Vistex, Inc. in the United States and/or other countries. No part of this publication may be reproduced or transmitted in any form or for any purpose without the expressed written permission of Vistex, Inc. The information contained herein may be changed without prior notice. © Copyright 2020 Vistex, Inc. All rights reserved.



Software



Services



On-Premise



In Cloud