GTMS

GO-TO-MARKET SUITE®

accept nothing less

powering your programs

- Master Data
- Price Management
- Rights & Royalties
- Trade & Channel
- Vendor Funding
- Performance Incentives

Vistex® | Now it all adds up™

www.vistex.com/gtms

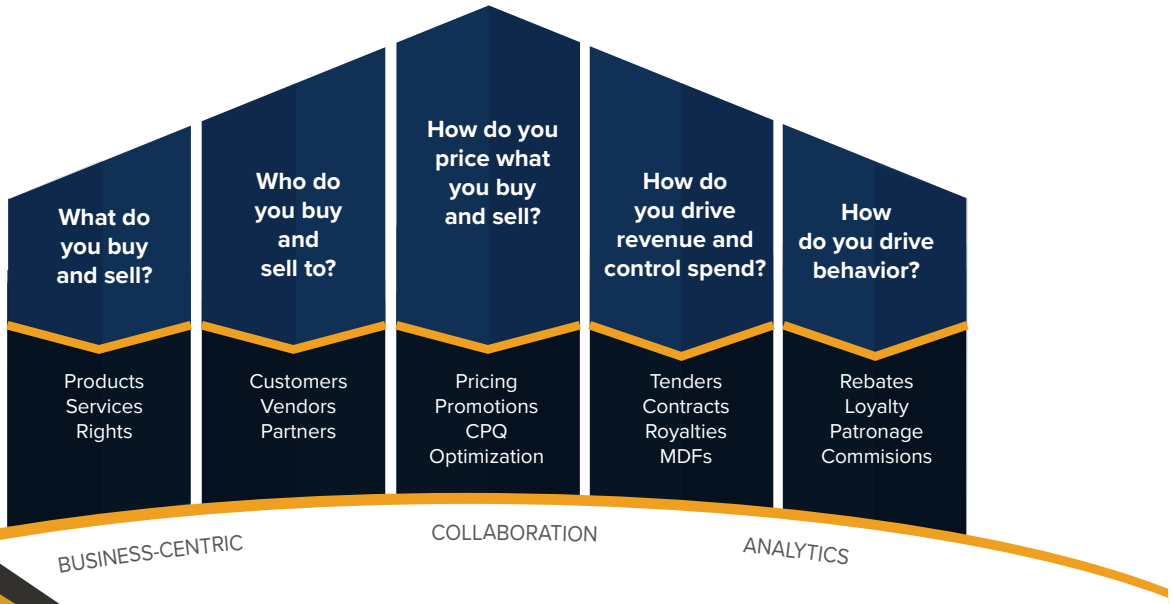
How do you power your programs so it all adds up?

As customers and partners struggle with evolving business needs in today's digitized world, a more holistic approach is required to ensure the effective management of your programs. The Vistex Go-to-Market Suite® (GTMS) revolutionizes program management by delivering precise, actionable insight. How? By making it all add up with unprecedented visibility into program performance, and deeper insights to better enable fact-based decisions, businesses are empowered to drive revenue, control cost, minimize leakage and streamline processes. With GTMS, your business will shift into a higher gear of profitability.

What your company buys and sells; whom you buy and sell to; how you price what you buy and sell; how you drive revenue and control spend; how you drive performance and behavior – these decisions impact participants all along the value chain. Master data, price management, rights & royalties, trade & channel, vendor funding, and performance incentives programs involve multiple stakeholders, and without a complete 360° view of these programs, it's nearly impossible to know if they're driving your company forward or leaving you behind.

Vistex supports the entire breadth and depth of your programs, giving you access to insightful information to help you drive revenue and improve margins. Utilizing an integrated approach on a single platform, Go-to-Market Suite® (GTMS) reduces the inherent complexity of programs. GTMS enables you to stay ahead of rapidly changing business needs, making your programs work for you by improving program performance itself.

GTMS delivers deep, actionable insights by giving you a crystal clear understanding of the effectiveness of all your programs. Your ability to model, create, execute and analyze each program will enable you to influence customer, employee and partner behavior. Only the Vistex Go-to-Market Suite® offers a return on investment with significant impact on the company topline, and more importantly, bottomline.



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Making it All Add Up: Stronger. Smarter. Together.

Vistex provides an end-to-end application that offers total insights into the full spectrum of your programs. After all, the difference between profit and loss is often found in the space between what you bill and what you actually realize. Go-to-Market Suite® leverages your enterprise platform to help you design, manage, and administer your programs. It provides a crucial competitive edge by providing the right insights into the true profit potential of all your programs.

Value Driven ... Value Creation

Manufacturers, distributors, retailers and trading partners add or extract various forms of value along the supply chain. Vistex solutions provide unmatched insight into this critical tangle of transactions, ensuring that your programs result in incremental volume and profitable growth. With compelling interactive visualizations, individualized dashboards, and advanced real-time analytical tools, GTMS offers a holistic approach to managing programs, giving your business all the power of an enterprise solution as well as a choice between cloud-based or on-premise environments.

As a modular-based application, GTMS's modules can be deployed together to provide end-to-end operations management, or separately to solve specific program, business or industry challenges – allowing you to see how it all adds up and leverage maximum benefit from your programs.

A complete enterprise-class, modular-based application to support every process

Master Data

Products and Partners

Maintain, enrich, validate and approve customer, partner and product data via a single point of access

Rationalization

A data cleansing and enrichment engine that streamlines and simplifies data management

Credentialing

Keep track of partner certifications and facilitate compliance in line with contractual obligations

Price Management

Price Setting

Gain critical visibility and manage pricing and costing more effectively

Offers & Promotions

Make complex deals and on-order promotions easier to manage, track and analyze

Configure Price Quote

Improve sales cycles and set accurate pricing of configurable and bundled products or services

Regulatory Pricing

Satisfy stringent government pricing and reporting requirements

Price / Margin Optimization

Model intelligent pricing strategies to accelerate profitability and protect margins

Rights & Royalties

Content Licensing

Simplify your rights management to ensure accurate and extensive content exploitation

Content Payments

Comprehensive rights capture and management to guarantee accurate royalty calculation and reporting

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Vendor Funding

Chargebacks
Get true visibility into your vendor/supplier claim programs – and maximize cost recovery

Co-op & MDF
Automatically track fund utilization and validate claims to ensure accurate settlements

Purchasing Rebates
Leverage sophisticated tools to model, administer, report and analyze all your rebate programs

Price Protection
Safeguard margins when price reductions are initiated by trading partners

Trade & Channel

Billbacks
Automate and gain control of manufacturer claim programs for increased profitability

Co-op & MDF
Market your products better by making it easy to use Co-op and marketing funds

Sales Rebates
Facilitate all aspects of sales rebate program activity including modeling tracking, analyzing and reporting

Channel Tracking
Provide full visibility into accurate inventory data – from channel partner to customer

Tenders
Gain control over the tender and RFP process from start to finish

Deal Registration
Reduce channel conflict and manage partner pipeline

Performance Incentives

Sales Compensation
Manage commission and sales incentive programs more effectively and drive desired behavior

Broker Fees
Keep brokers focused on finding new business by quickly and accurately determining brokerage fees

Patronage
Leverage a centralized process to efficiently maintain, track and report on member programs

Loyalty & Rewards
Increase mindshare – and sales – by cultivating the loyalty of your best customers

Making it all add up with powerful analytics

GTMS features state-of-the-art analytical capabilities that will allow you to understand the true impact of your programs, make sense of your data in real time, and turn those insights into better performance and greater profitability.

How will your business take full advantage of future opportunities? Or effectively mitigate future risks? Success will hinge on equipping yourself with analytical capabilities powerful enough to show you well-defined potential scenarios, and also the implications of all your decision options.

GTMS features powerful, intuitive analytics that transform your data into actionable intelligence, allowing you to automatically process new data to improve the accuracy of your predictions. With GTMS your business decisions will be more effective because they'll be based on reliable, carefully filtered data.

Key Insights

- Which programs are most effective at driving sales?
- Which are performing well and warrant long-term investment?
- Which should be scaled back due to underperformance?

Sophisticated capabilities

Go-to-Market Suite® provides a holistic, end-to-end approach to managing your programs. Offering best of breed functionality, GTMS can be deployed in the cloud (SaaS) or on premise.

GTMS gives you interactive, business-defined reports that provide insights into the performance of all your programs. Powerful analytics offer a view into business trends, and visualization tools provide complete insights into performance analytics. What-if planning and program modeling help ensure that the programs you design will deliver maximum benefit.

Along with optional hosting managed by Vistex, GTMS offers preconfigured application scenarios aligned with industry best practices, embedded analytics with powerful visualization tools, an enhanced user-driven interface to streamline interactions, and inherent mobility for up-to-date information anytime, anywhere you are.

Key Benefits

- Deployed in a state-of-the-art cloud or on premise
- Industry-specific configurations
- Preconfigured scenarios and program design available, modeled on industry best practices
- Process-driven applications
- Responsively designed for mobile applications
- Complete with an intuitive user interface, customizable for specific user needs

Security and Flexibility

Solutions delivered using the Vistex Enterprise Cloud offer major advantages, including increased flexibility, greater agility, improved efficiency, and significant savings.

GTMS SaaS is an ISO 27001 certified solution. To ensure confidentiality, integrity, and availability, Vistex Enterprise Cloud offerings are hosted in advanced N+1 Tier-3 data centers, which are SSAE 18 SOC compliant. Vistex solutions utilize industry leading security infrastructure, and leverage advanced networking, storage, encryption, and virtualization technologies. This top-of-the-line approach to security is complemented by exceptional resiliency, off-site storage, replication, and rapid recovery data safety technologies, as well as sophisticated fire, flood, and disaster prevention safeguards.

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How Go-to-Market Suite® Adds Value

Vistex Go-to-Market Suite® (GTMS) is an enterprise-class, modular-based application that helps drive revenue, control spend, and influence behavior. GTMS is specifically designed to offer unprecedented visibility into program performance, providing unparalleled insight into the management of entire programs, and provides end-to-end insights into overall program effectiveness while driving topline revenue and improving bottomline profit.

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
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