

CONSUMER PRODUCTS INDUSTRY

\$636 BILLION¹ IN ANNUAL SALES

Are you leaving money on the table?

CONSUMER PRODUCTS MANUFACTURERS

SPEND

22%²

of net revenue on trade promotions

BUT

72%³

of U.S. trade promotions fail to break even

86%⁴

of CP manufacturers are unsatisfied with their ability to manage trade promotions

93%⁵

say promotion planning is too time-consuming

85%⁵

have trouble with retailers executing promotions as agreed upon

ALL THESE NUMBERS ADD UP TO ONE CONCLUSION: CP MANUFACTURERS NEED THE RIGHT MANAGEMENT SOLUTION

to design, document, and standardize processes in a way that contributes to the growth of their partners' businesses.



EXECUTING MUTUALLY PROFITABLE PROMOTIONS

This is one of the greatest challenges faced by consumer products manufacturers and their downstream partners.

GROWING, YET LOSING?

Investments grow in new technologies and software, better data, and leading-practice business process design. And yet, most manufacturers and retailers fail to realize expected returns and admit that value is being "left on the table."



CP MANUFACTURERS IMPROVE MEASURES FOR SUCCESS BY:

- ➔ Clarifying the functional implications and how information is distributed to each user
- ➔ Identifying the decisions and accountability of each user in their role
- ➔ Defining and formulating metrics that support intelligent user decisions
- ➔ Acquiring and staging the required data within a demand signal repository (DSR)
- ➔ Aligning KPI's across all functional teams

SO HOW CAN PROMOTIONAL PROGRAMS ADD UP TO BE MORE EFFECTIVE?

BY DEPLOYING A FULLY INTEGRATED CUSTOMER ANNUAL PLANNING & EXECUTION CYCLE

Manufacturers drive better decision making by linking promotion planning with demand planning and brand programs/events.



WHICH IS WHY VISTEX OFFERS AN ADVANCED PLATFORM

that enables enterprises to manage their programs more effectively and gain a fuller understanding of the impact of their decisions on revenue management strategies and objectives.

How Vistex adds value to the Consumer Products industry

Consumer product manufacturers rely upon promotional pricing and trade spend programs to combat competition, stimulate demand, and reward retailers and distributors for achieving volume or growth objectives. Vistex provides an integrated, automated approach to manage planning, claims, scanbacks, rebates and growth programs, pricing maintenance, deal management, channel management, store management, Co-op & MDF, loyalty rewards programs, commissions and brokerage fees. This centralized alignment with these business processes helps CPG manufacturers to manage this data, along with the ability to evaluate performance and ROI, to modify incentives to include net sales and margin metrics, and even integrate market data such as Nielsen to evaluate promotional effectiveness and enhance annual forecasts.

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.

SOURCES: ¹ Statista: U.S. CPG sales 2015-2020 ² Nielsen: Survey of CP Manufacturers (2017)

³ Nielsen: Trade Promotion Performance (2016) ⁴ ⁵ ⁶ Promotion Optimization Institute: POI TPx Vendor Panorama (2017)