CONSUMER PRODUCTS INDUSTR' Are you leaving money on the table?

CONSUMER PRODUCTS MANUFACTURERS



BUT of U.S. trade promotions fail to break even



unsatisfied with their ability to manage trade 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.



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."



Identifying the decisions and accountability of each user in their role

Defining and formulating metrics that support

information is distributed to each user

Clarifying the functional implications and how

Acquiring and staging the required data within

a demand signal repository (DSR)

intelligent user decisions

Aligning KPI's across all functional teams

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

BRAND MARKETING

EVALUATE

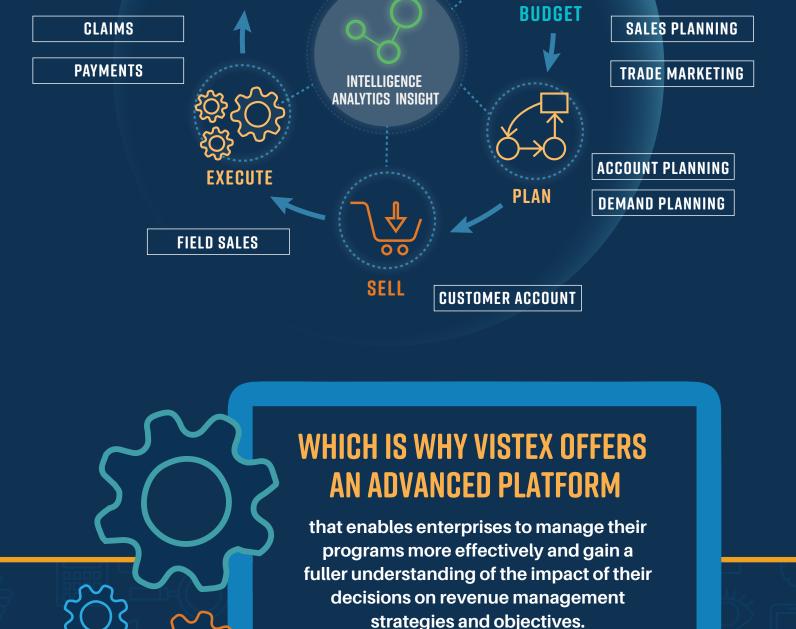
SETTLEMENT

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.



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

How Vistex adds value to the Consumer Products industry

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.

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,