



Consumer Packaged Goods: Solution Overview

Trade Promotion Management (TPM) and Trade Promotion Optimization (TPO)

TPM Capabilities: Multi-Channel

- User-friendly interface for direct and indirect planning
- Metric-based approval scheme
- Budget controls
- Manage accruals, settlements verification, and deduction resolution
- Reporting with best practices
- Built-in TPO

Gain Visibility

to overall net revenue and contribution

Centralize

planning, budgeting, and trade execution

Features

- Manage revenue-generating business with end-to-end solution for business scenarios embedded in SAP ECC or SAP S/4HANA
- Align the S&OP top-down and bottom-up customer plans can align
- Control and see all of the promotions, chargebacks, accruals and settlements
- Grow revenue with trade efficiency and controls
- Organize and optimize pricing capabilities in a single solution

Benefits

- Reduce manual processes—more time for analysis to identify inaccurate settlements and write-offs
- Eliminate the need to maintain two separate systems for TPM retail and TPM foodservice
- Decrease outstanding deduction aged trial balance by 67% providing a quicker redeployment of trade marketing funds by driving efficiency and ultimately an increase in net revenue
- Diminish open deduction balance by two thirds resulting in end-of-year accrual balance down

Achieve Trade Efficiency with TPM and TPO

Better Management of S&OP



- Dynamic calendar for a better end user experience
- TPM solution allows for direct and indirect planning
- Unrestricted hierarchy for flexible product and customer groupings
- Forecast and accrual accuracy within +/- 3% of actual. Forecasts exportable to Demand Solutions.
- Trade optimization with data science, using store level syndicated data for multi-causal factor optimization modeling and a unique, user-friendly approach to event analysis. Increase net revenue 3-5%.

Comprehensive P&Ls



In addition to program P&Ls, Vistex reporting provides an overall customer P&L. This allows for trade deployment to your most profitable customers plus the ability to identify and improve your least profitable.

Robust Reporting & Analytics



- Pre-built reports are constructed using industry best practices, and key insights from our client base
- Ad hoc reporting portal provides flexibility for category specific analytical reporting
- User intuitive dashboards
- Export to Excel or other internal BI tools