



# Consumer Goods for Retail: TPx

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

Vistex for Revenue Growth Management

### TPM Capabilities: Multichannel

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

**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
- 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 2 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