

# Retail Trade Promotions

Influence and stimulate  
retailer behavior

SOLUTIONS FOR SAP



## Improve insight, investment, and return on promotional programs

Retail trade spend for manufacturers has continued to increase as a percentage of sales and program spend continues to grow relative to other categories of marketing investments. And despite the economic uncertainty in recent years, manufacturers face even more pressure to make better trade decisions – and to tie promotional programs to improved sales. Not surprisingly, many promotional programs do not yield the desired results, and yet manufacturers are pressured by retailers to maintain or increase promotional spend without a viable way to assess the effectiveness of trade of programs, justify partner investment or evaluate the return on that investment.

- **Manage the Entire Trade Lifecycle**  
From planning and pre-promotion analysis through execution and post-promotion
- **Identify Gaps in Meeting Volume and Growth Objectives**  
Influence and stimulate retailer behavior
- **Add up true customer and product profitability**  
With gross to net calculations and full financial accountability and auditability

# Manage the entire trade lifecycle with **Retail Trade Promotions**



## **Improve Trade Program Planning, Promotions, And Analytics**

Vistex solutions provide access to reliable, accurate information allowing manufacturers to evaluate spending and set pay-for-performance objectives. With improved metrics companies can adjust spend levels and assess bargaining power, allowing them to maximize the utilization of available funds, offset costs and increase margins. In addition, Vistex solutions allow businesses to effectively manage off-invoice discounts, marketing events and programs, point of sale data receiving and cleansing, scanbacks, volume rebates, and broker fees- within a single solution.

Vistex solutions enable businesses to establish various budgets, have a checkbook view of fund usage, estimate promotion volume and lift, allocate costs to different accounts and retain data for analyzing program effectiveness. Powerful line-item level claim validations ensure only allowed amounts are paid and that retailers are not overclaiming or overspending their marketing funds. With Vistex solutions, businesses can evaluate program participation and gain complete visibility into which retailer programs are producing the best results and ROI.



## **Executing Your Program Strategy**

Vistex solutions offer a centralized means to manage all aspects of trade programs, allowing businesses to focus on trade planning and execution, and perform post-program analysis. Vistex solutions provide manufacturers and retailers alike with complete visibility into trade spend programs. And with full integration within SAP ERP financials, companies gain total control of their trade spend lifecycle from initiation to settlement.

# Retail Trade Promotions Add Up to Real Solutions, Real Benefits

- Gain visibility into trade spend effectiveness with powerful analytics
- Make retailer partners accountable, and influence retailer behavior with performance-based contracts
- Identify which brokers drive business and manage broker programs
- Influence retailer behavior with performance-based programs
- Know how programs impact financial accruals, improve claims and deductions management
- Assess program effectiveness by determining incremental responses to specific promotions
- Improve auditability and financial accountability in a single system
- Reduce likelihood of errors and claim over-payments with driven line item level claim validations

## Deployment Options | Run it your way

Whether you decide to run your systems on-premise, in the cloud or in a hybrid environment, Vistex's innovative solution extensions for SAP empower your organization with unprecedented visibility into any program and performance. Gain deeper insight and enable fact-based decisions to drive revenue, control cost, minimize leakage, and streamline processes. With a range of deployment options for all your programs, you choose the way that works best for your business needs.

### Add the right option for your business



On-Premise



In Cloud



Hybrid



# About Vistex

## Solutions for SAP

### Innovative solution extensions for SAP software.

SAP resells these applications under the following names:



SAP Incentive Administration by Vistex  
SAP Paybacks and Chargebacks by Vistex



SAP Incentive Administration by Vistex for SAP S/4HANA  
SAP Paybacks and Chargebacks by Vistex for SAP S/4HANA

## 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.

Vistex®, Go-to-Market Suite®, and other Vistex, Inc. graphics, logos, and service names are trademarks, registered trademarks or trade dress of Vistex, Inc. in the United States and/or other countries. No part of this publication may be reproduced or transmitted in any form or for any purpose without the expressed written permission of Vistex, Inc. The information contained herein may be changed without prior notice.



# Vistex®

Now it all  
adds up™

[www.vistex.com](http://www.vistex.com) | [info@vistex.com](mailto:info@vistex.com)

© Copyright 2020 Vistex, Inc. All rights reserved.