Trade Promotion Management
Improving the Effectiveness of Trade Spending

❖ Sun microsystems

> Trade promotions represent a significant part of the cost of consumer packaged goods (CPG), and an important part of a go-to-market strategy. Yet, there is little visibility into where this spending actually goes, or how effectively it increases revenues, expands market share, or creates brand awareness among consumers.

Highlights

Enabling CPG manufacturers to understand the impact of trade promotions, help to ensure effective trade spending, and increase promotion profitability with retail customers.

Key Benefits

- Plan, execute, monitor, and analyze trade promotion initiatives.
- Role-based dashboards enable stakeholders throughout the organization to participate in a comprehensive effort.
- Guided analysis assists users in finding the answers to critical business questions as they arise.

BusinessObjects Trade Promotion Effectiveness Analytics can help CPG companies gain a macro-level view of promotions by tracking key performance indicators that relate to an organization's promotional spend. Companies can use this solution to plan, monitor, and control trade promotion spending, and gain insight into where promotional funds are being spent across the organization, as well as how funds are being spent with retail customers.

The solution builds on existing IT capabilities, and is designed with industry-standard application programming interfaces (APIs), Web services, the Solaris™ Enterprise System, as well as other Sun™ products and technologies. Product and data access can be controlled by the Sun Java™ System Identity Manager and Java System Access Manager, enforcing role-based access control and providing single sign-on functionality. The Solaris Enterprise System includes pre-integrated middleware based on open APIs and standards that provide a simple, predictable, and affordable platform for manufacturing and retail applications.

By encompassing customers, products, the supply chain, employees, and finance, Trade Promotion Effectiveness Analytics enables CPG companies to:

- Plan: Top-down and bottom-up input from across the company, including sales, marketing, finance, and operations, helps synchronize and integrate trade

promotion management (TPM) into corporate operations.
- Analyze: View trade promotion spending by customer and product.
- Monitor and execute: Track promotional details and impact on revenue and profitability, and take timely action as required.

Trade Promotion Effectiveness Analytics provides a highly flexible solution that reflects each company's individual culture. Industry experts implement a flexible solution that works according to the roles and responsibilities of your company's employees, enabling them to manage and measure trade promotions.

Analyze Trade Promotion Activity

This provides a macro-level view of promotions, tracking key performance indicators that relate to the promotion. Sales and marketing personnel can manage trade promotions and gain insight into where promotional funds are being spent across the organization, as well as how funds are spent with retail customers.

Track Promotion Details

Allows users to examine the details of any promotion and analyze results across the organization. This helps provide insight on customer data, as well as pinpointing which promotions are delivering the most impact. The solution offers analysis across channels, products, customers, and geographies by time, for an intuitive view into promotions. An

easy-to-use, role-based dashboard interface enables employees continually monitor the performance of customers and campaigns to track success over time. Guided analysis assists users in working through large amounts of data to get the answers they need.

Take Timely Action

With up-to-date information and analysis on current activities, companies can compare promotions to sales, receiving insight into the return on investment (ROI) of trade promotion spending. By knowing which promotions yield the best performance and which are not returning the investment made in them, users can take immediate action and dramatically impact marketing budgets. This information also enables companies to provide forecasts that are more accurate and meet regulatory guidelines.

Driving Performance Management

The Trade Promotion Effectiveness Analytics solution provides CPG manufacturers with dashboards and guided analytics that enable users to measure profitability across the organization, and drill down to identify and resolve problems.

- Role-based dashboards display meaningful analyses and actionable information in an easy-to-read format. Dashboards offer appropriate information so that users, from field personnel to executives at headquarters, can make sound decisions. The personalized, customizable dashboards help analyze current business conditions, trends, or anomalies at a glance, with features that include traffic lights, speedometers, charts, maps, and more. Dashboard information can be printed, shared in PDF format, and displayed in enterprise information portals such as the Sun Java™ System Portal Server (part of the Java Enterprise System).

- Guided analysis shows end users a simplified view that helps them wade through large amounts of information and guides them to answer critical business questions as they arise.
- Works with virtually any data store: Fully informed decisions and analysis depend on extensive, reliable, and up-to-date information. Data can be integrated using any combination of the BusinessObjects Data Integrator platform, and the Java System Integration Suite (formerly SeeBeyond).
- Process Tracker is part of the BusinessObjects Enterprise XI, designed to align business intelligence with business processes. It allows an organization to visually map, track, and communicate standardized business processes through a set of activities and associated business content for more consistent and proactive decision making. With each step in a business process, users can link associated business intelligence (BI) content for easy access to the key information they need to make informed decisions. Accountability can be assigned to responsible owners for each milestone in a business process. Plus, project stakeholders can add comments to each stage for timely collaboration.
- Discussions provide threaded notes on a specific report, document, or dashboard. In the fast-changing world of trade promotions, users can create and maintain comments on documents and share valuable insight across the organization, providing a greater understanding of the context of existing documents.

Learn More

Find out more about how a TPM solution can help CPG manufacturers and retailers increase the performance of their trade promotion programs, please visit sun.com/manufacturing/.

BusinessObjects XI

BusinessObjects XI is a BI platform that powers the management and secure deployment of specialized end-user tools for reporting, query and analysis, performance management, and analytic applications on a proven, scalable, and open service oriented architecture (SOA). For more information on Business Intelligence and Reporting solutions from Business Objects, please visit businessobjects.com or contact Business Objects at 1-800-877-2340.

About Sun Microsystems

The Sun Java Enterprise System is a radical approach that changes forever the way businesses acquire, develop, and manage software. Only Sun has the experience and the end-to-end portfolio to deliver such a unique and industry-revolutionizing strategy. With the Java Enterprise System, network services and critical business applications are up and running faster, easier, and at a lower cost than ever before, so you can focus on innovation, competition, and bottom-line results.