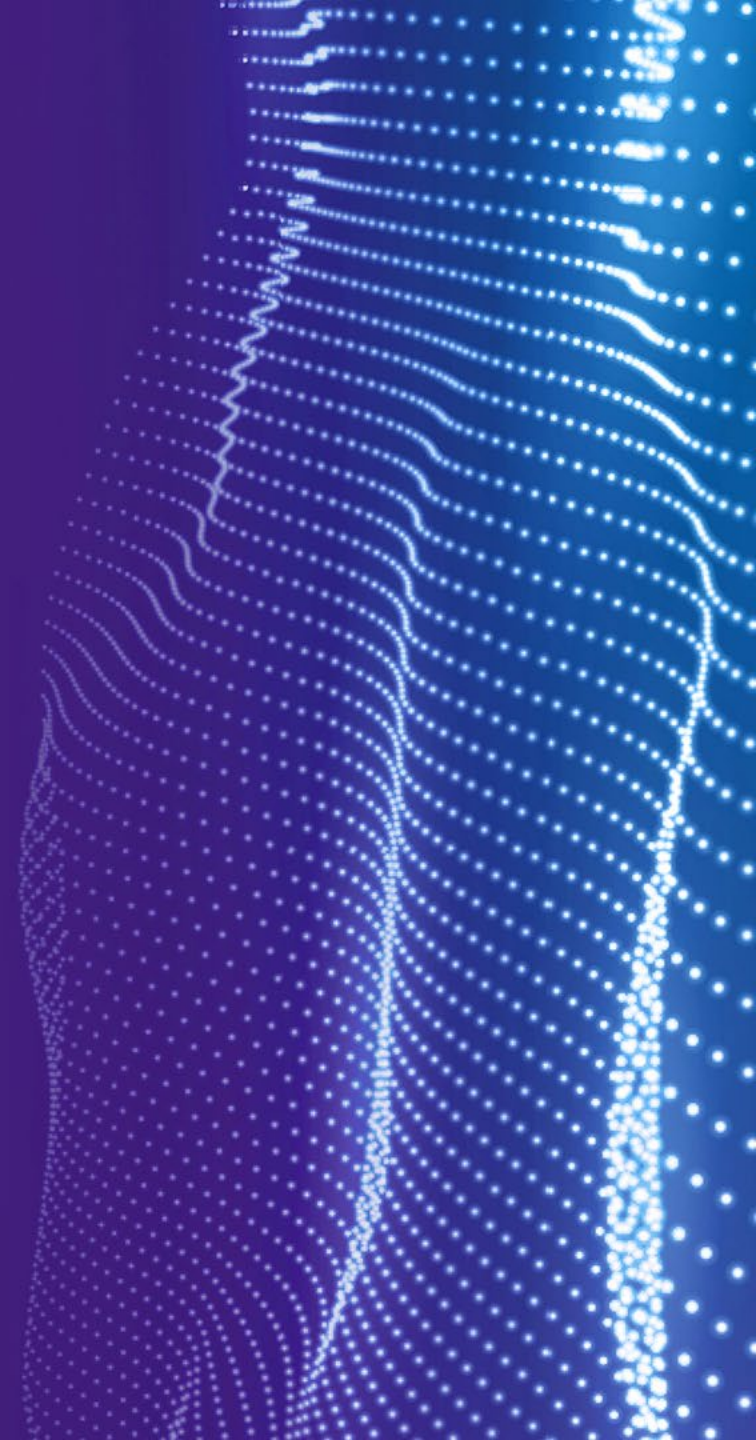




# Digitising trade promotions and distribution management

Jan 2022

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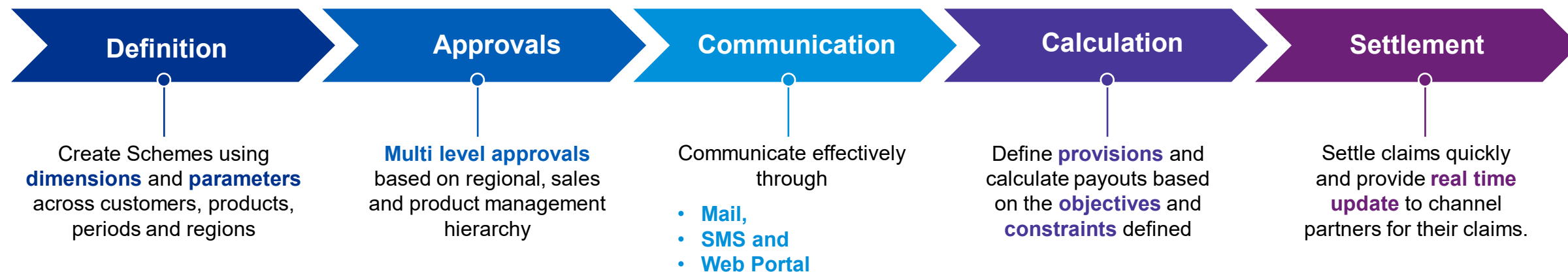


# Different teams, different focus



	Sales	Marketing	Finance
Corporate	We have to have a more <b>comprehensive strategy</b> than just issuing list price...How are we thinking about innovation and growing premium	The real issue is <b>our lack of investments</b> in core brand-building activities...we need to get back to our roots	We have taken <b>cost reduction</b> across most of the P&L...We have to start looking at what we can do to reduce our trade rate
Regional	Our key <b>competitor</b> is making <b>investments</b> across the board... I don't like it but we have to follow the suit	Our main priorities have to be share and <b>operating profits</b> ...We are making a tough choice in making trade investments to keep those both on track	I built the plan based on repeating <b>last year's trade rates</b> , but we are over budget and need to pull back.
Account	The <b>competition</b> has given a last minute <b>aggressive deal</b> ...We will lose the dealer if we don't invest and I need an answer in an hour	I have to find a way to increase account-specific marketing plans so that we have to <b>rely less on trade</b>	How can <b>we justify negative EBIT</b> investments, even at key accounts? We have to have control on trade spend





## Other key components of the solution

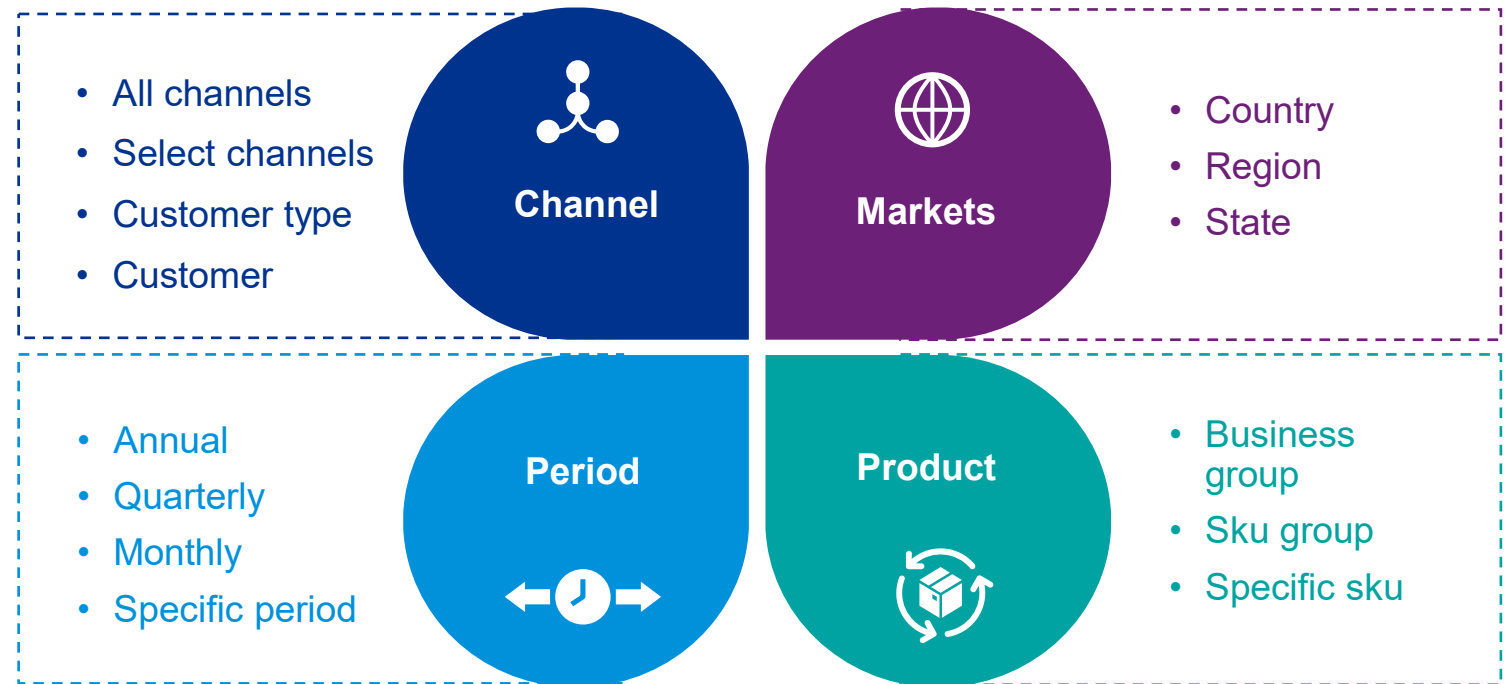
- Annual Operating Plan
- Financial Provisions
- Exception Handling



# Design your own trade promotions



## Dimensions



## Parameters

### Scheme mode

- Primary sales
- Secondary sales

### Scheme type

- Quantity/value
- Distribution parameters



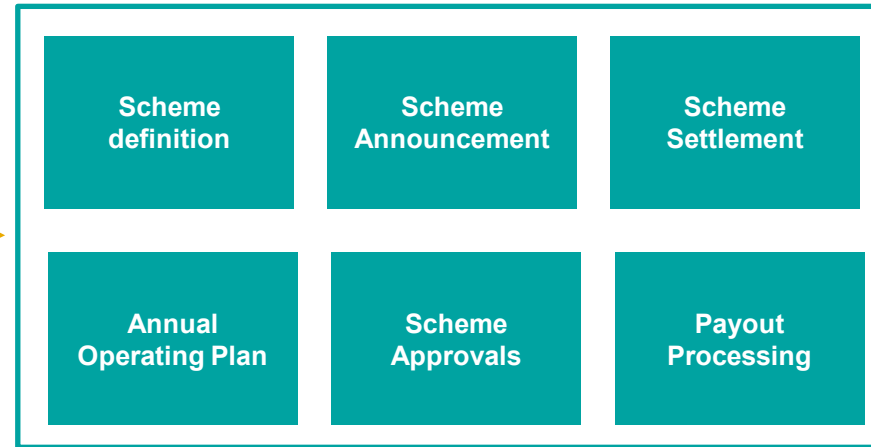
## Distribution Management System



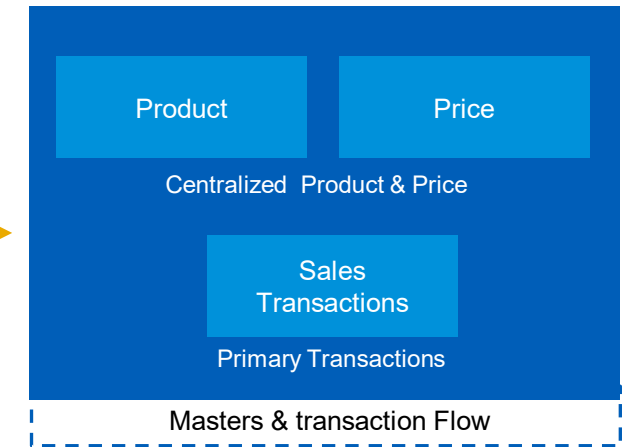
### DMS Integration Points

- Channel partner master
- Price master
- Sales transactions
- Secondary scheme settlement

## Scheme Management Solution



## ERP System



### ERP Integration Points

- Product master
- Price master
- Primary scheme settlement

## Scheme Communication

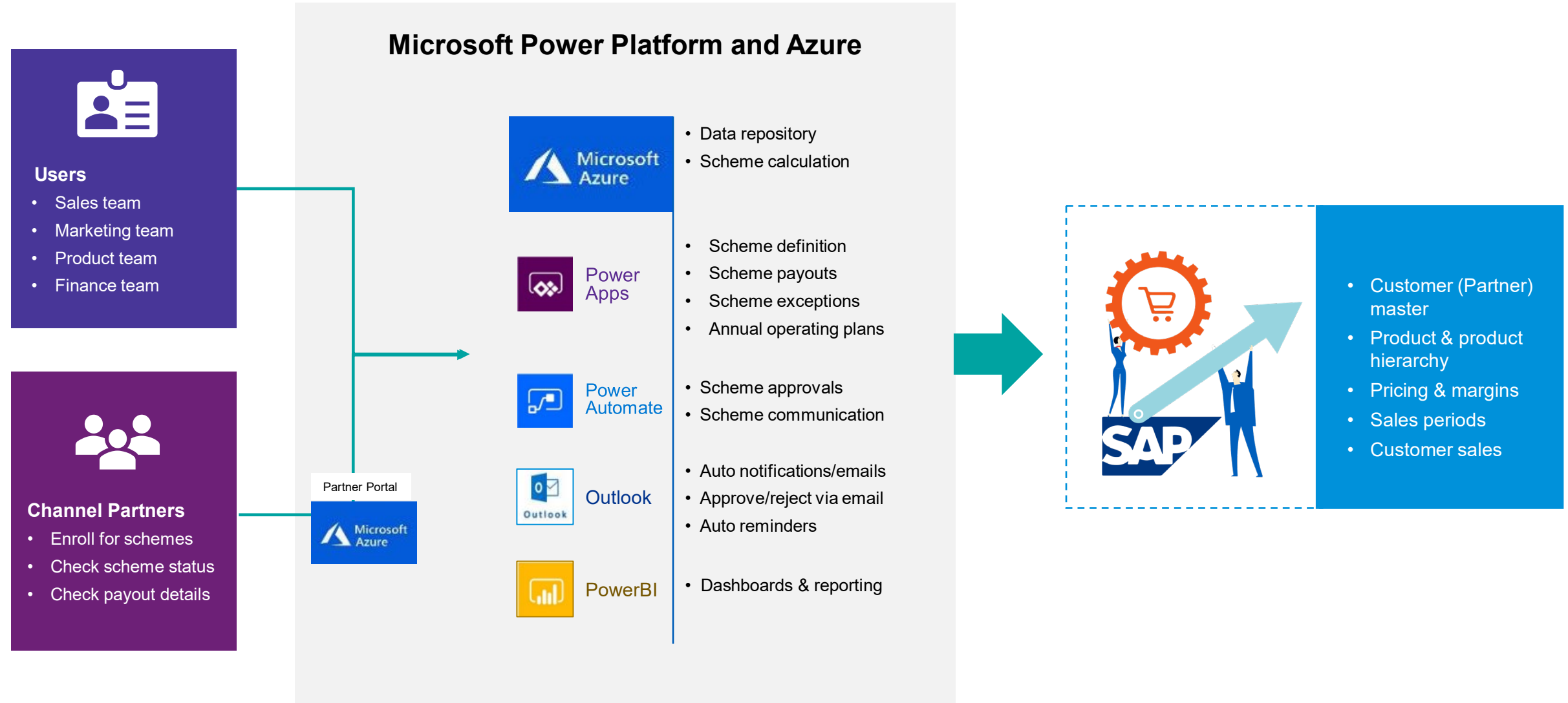


DMS

Communication

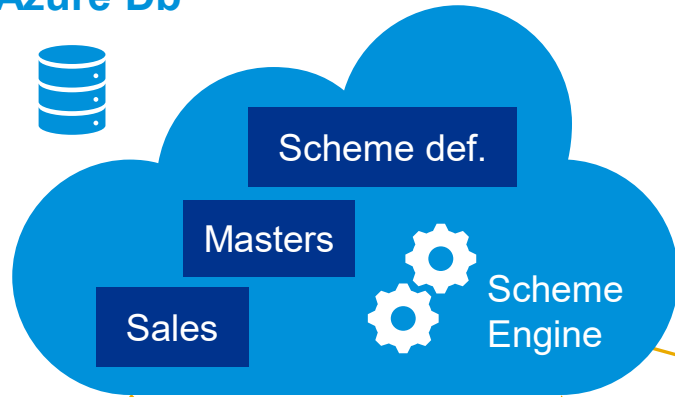
ERP

Scheme Management





Azure Db



ADF

Azure blob



Primary/Secondary sales

External systems

User Interface



Masters

Scheme def.



PowerApps



Power Automate

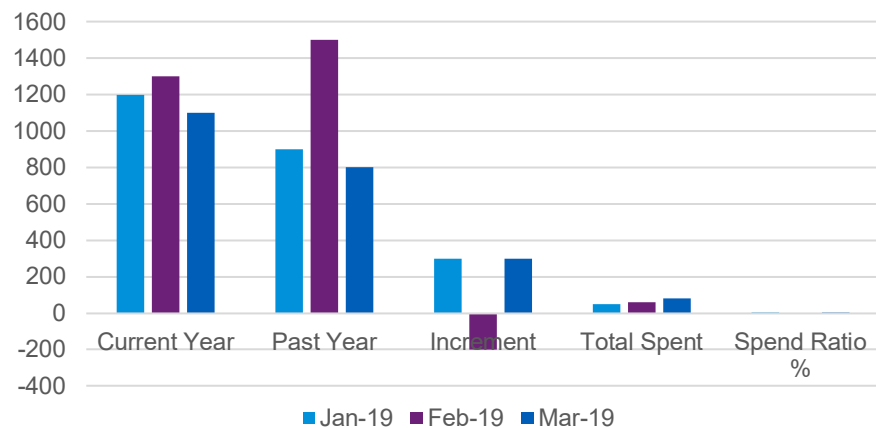


Power BI reporting

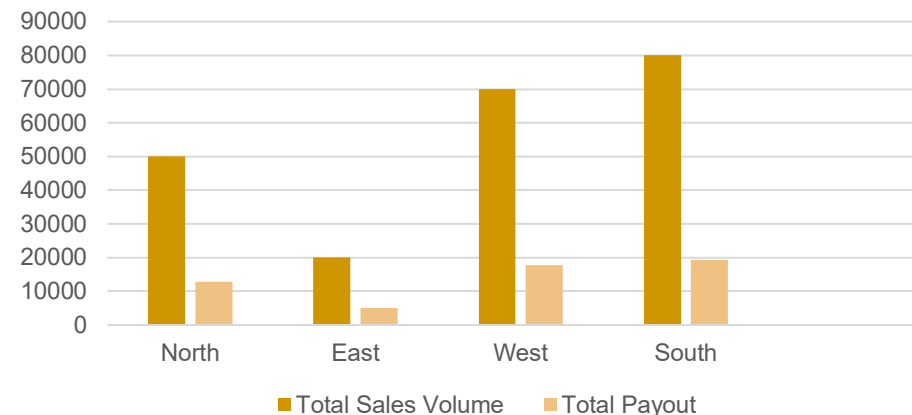




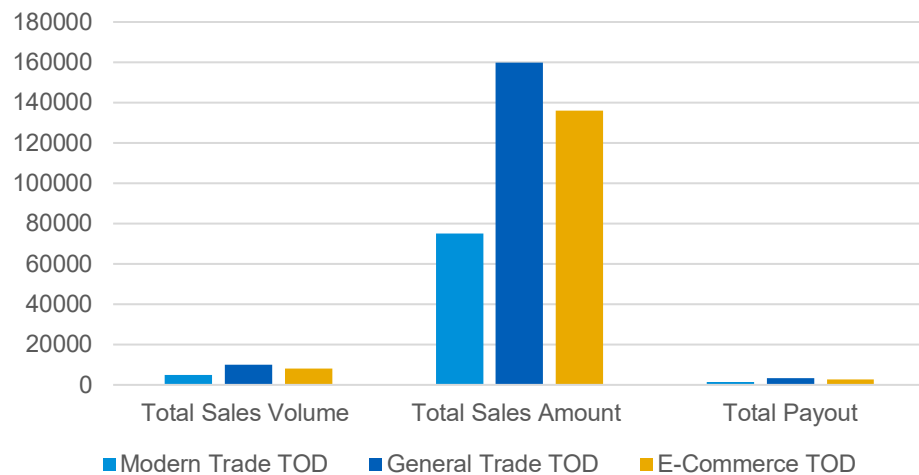
## Scheme analysis by month



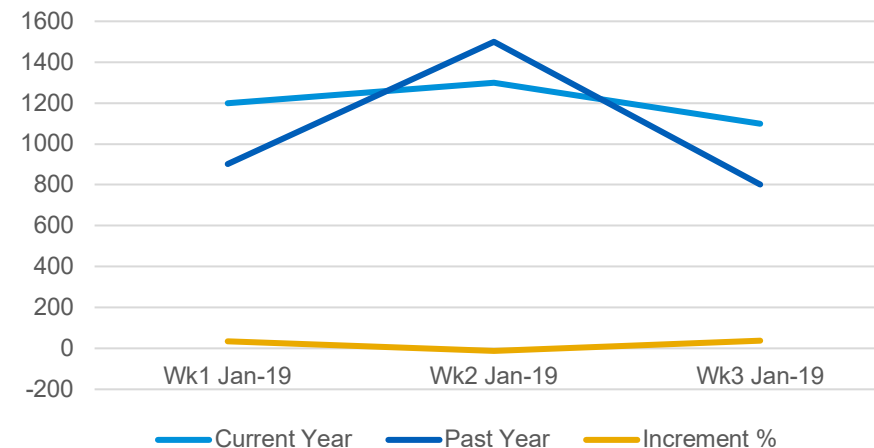
## Sales volume to payout by region



## Scheme payout by channel



## Weekly incremental sales revenue





# Thank you

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