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ENABLERS OF
SMART SUPPLY CHAIN

Trade Promotion Planning

Trade Promotions are the most common and effective levers a business has to drive additional sales and meet company targets for sales and revenue. Not all promotions are created equal, different promotional vehicles, price points and pricing support structures dramatically impact the achieved effectiveness and profitability. For businesses big and small trade spend is a significant and increasing percentage of revenue and as such must be optimized.

► KEY FEATURES

- Fully functional promotion planning suite in the Cloud
- Seamlessly integrated with Oracle Demand Management Cloud
- Export and import from Excel
- Pre promotion analysis
- Post promotion ROI
- Accrual driven trade budget
- Trade checkbook
- Deduction tracking and settlement matching
- Editable promotion timeline
- Detailed and aggregate reports

Trade Promotion Planning is a comprehensive solution for managing promotions in the Oracle Cloud

► Promotion Hub:

Centralized environment supporting all aspects of promotion creation, review and approval. Streamlined promotion creation process supporting import from Excel allows users of all skill levels to quickly create events.

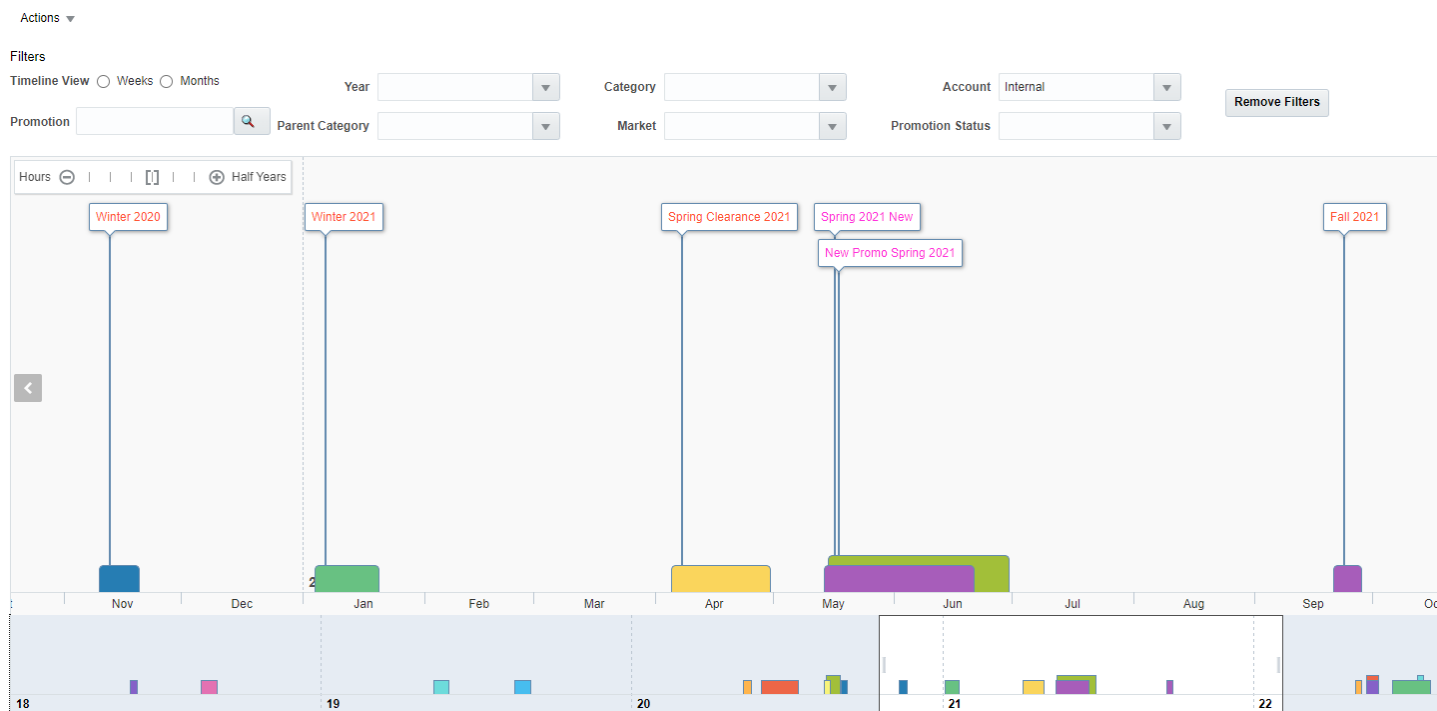
► True understanding of incremental impacts:

Use cutting edge statistical engine to analyze how historical promotions impacted demand. This learning is then leveraged to forecast the impacts of future events taking discount levels, promotion vehicle and timing into account. Account managers creating promotions can easily see the expected impacts of the promotion including incremental volume, lift, cost, profitability and ROI.

► Profitability and loss exposed:

Beyond planning promotions, understanding how effective and at times ineffective historical promotions have been is the key in learning lessons from the past and performing better in the future. TPP offers true metrics on how historical promotion performed including impacts on demand and all financials calculations tied to the promotion. This offers executives and account owners to focus on shaping demand in the most impactful yet cost effective manner.

TIMELINE



Reporting and Decision Support

► Track Promotion Budgets:

Yearly account budgets are generated based on accrual definitions, sales and forecast. Intuitive reports display total, spent and available budgets. Account owners can quickly identify risks and opportunities and modify the promotional plan accordingly.

► Complete promotional information:

For all historical promotions see exact impacts of promotions including baseline and incremental volumes. Understand the lift generated with the promotion as well as complete costs, revenue and profit implications. For upcoming promotions understand how much incremental will be generated due to the promotion as well as financial impacts. Adjust promotional details including items, stores, vehicle and timing until you meet your goals.

► Hidden insights:



Evaluating individual promotions does not allow more general insights regarding the impacts of promotional attributes on effectiveness. Key TPP reports expose the impacts of discount and promotion vehicles have on demand and profitability. Quickly identify which promotion types are most effective for each account and what price point begins to erode profitability.

► KEY BENEFITS

- Understand and manage your promotional budget
- Approval flow tailored to your approval requirements
- Understand which attributes drive more successful promotions
- Powerful and configurable reports to drive decision making
- Pre and post event evaluation
- Post event pantry loading visibility



POST EVENT ANALYSIS

View   Detach

Promotion Name	Start Date	End Date	Baseline Vol	Incr Vol	Total Vol	Lift%	ROI%	Total Revenue	Unpromoted Profit	Avg Sales Price	Discount%
Spring Clearance 20201	7/2/2020	7/9/2020	37,500	65,000	102,500	173%	42%	\$6,662,500	\$3,750,000	\$65	35%
Summer 2020-A	6/1/2020	7/15/2020	28,000	17,000	45,000	61%	-11%	\$3,600,000	\$2,800,000	\$80	20%
Real Deals 2018	5/6/2018	5/19/2018	37,000	78,000	115,000	211%	64%	\$7,475,000	\$3,700,000	\$65	35%
Real Deals 2019	5/13/2019	5/31/2019	39,000	43,000	82,000	110%	37%	\$6,150,000	\$3,900,000	\$75	25%
Real Deals 2020	5/11/2020	5/21/2020	42,000	93,000	135,000	221%	19%	\$7,425,000	\$4,200,000	\$55	45%
Fall Stockup 2018	8/13/2018	8/31/2018	65,000	35,000	100,000	54%	-25%	\$8,000,000	\$6,500,000	\$80	20%
Fall Stockup 2019	8/16/2019	9/4/2019	63,000	58,000	121,000	92%	-10%	\$8,470,000	\$6,300,000	\$70	30%
Fall Stockup 2020	8/17/2020	9/2/2020	112,000	85,000	197,000	76%	-9%	\$14,775,000	\$11,200,000	\$75	25%
Spring BOGO 2018	4/9/2018	4/14/2018	35,000	57,000	92,000	163%	10%	\$5,520,000	\$3,500,000	\$60	40%
Winter BOGO 2018	12/3/2018	12/15/2018	51,500	32,500	84,000	63%	-7%	\$6,720,000	\$5,150,000	\$80	20%
New Year new You 2018	1/1/2018	1/31/2018	345,000	452,500	797,500	131%	-66%	\$39,875,000	\$34,500,000	\$50	50%
Spring BOGO 2019	4/15/2019	4/21/2019	38,500	56,000	94,500	145%	-4%	\$5,670,000	\$3,850,000	\$60	40%
Winter BOGO 2019	11/18/2019	11/24/2019	52,600	38,250	90,850	73%	11%	\$7,268,000	\$5,260,000	\$80	20%
New Year new You 2019	1/1/2019	1/31/2019	315,000	365,400	680,400	116%	-81%	\$34,020,000	\$31,500,000	\$50	50%
New Year new You 2020	1/1/2020	1/31/2020	295,000	375,600	670,600	127%	-120%	\$26,824,000	\$29,500,000	\$40	60%
Spring BOGO 2020	4/13/2020	5/14/2020	37,200	103,500	140,700	278%	18%	\$7,035,000	\$3,720,000	\$50	50%
Fall BOGO	7/2/2020	7/9/2020	15,200	7,800	23,000	51%	-5%	\$1,955,000	\$1,520,000	\$85	15%

Contact Us

For more information about Trinamix Process Connect

visit www.trinamix.com or send e- mail to sales@trinamix.com to speak to an expert.

