



## Rapid Start: Trade Promotion Management

*Implementing Demantra Trade Promotion Management in 90 Days*

### The Challenge

Faced with escalating trade spending and the need to do more with less, leading companies are rethinking their approach to trade promotion management software. Boosting the return on trade investments is the number one priority among consumer products companies.

Many existing lower cost TPM solutions in the marketplace focus on the transactional aspects of promotions and sales incentives. These transactional solutions fail to address key strategic issues such as improving promotion effectiveness, performing predictive trade planning, improving sales forecasting, providing better visibility to trade spend and deductions, on-shelf availability, brand and category growth, and customer profitability.

Companies operate in very competitive markets and have recognized the need to rapidly deploy a more efficient Trade Spend Management process and develop the capacity to drive better business investment decisions.

### Solution Benefits

- Improved time-to-value
- Reduced project cost and complexity by adhering to a pre-defined scope
- Increased promotion state model management capabilities
- Adherence to best practice Trade Promotion Management processes

## Our Solution

### Leverages Best-in-Breed Oracle Solution

Inspirage's **Rapid Start: Trade Promotion Management Solution** was built on Oracle Demantra and is designed to provide a number of standard industry workflows, worksheet configurations and functional design inputs that compress the typical project delivery time frame and help minimize system complexity (a common risk in trade promotion management projects).

This solution enables companies to implement the foundational processes for Trade Promotion Management in an affordable and effective manner leveraging the superior capabilities of the Oracle Predictive Trade Planning (PTP) and Deductions Settlement Management (DSM) ([www.oracle.com/us/products/applications/057033.pdf](http://www.oracle.com/us/products/applications/057033.pdf)) solutions that can easily be extended to provide the "Best-in-class" trade spend analysis capabilities that the other solutions are lacking.

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### Pre-Built Enhancements

In response to customization work on several client engagements, Inspirage has enhanced Oracle's core solution with key customization requirements in most organizations we encounter. These requirements have been standardized and incorporated into the Inspirage **Rapid Start: Trade Promotion Management Solution**.

- **Workflow management**

Users can manage the entire Promotion Lifecycle process within the tool as promotions go through different statuses such as Draft, Approved, Committed and Closed.

- **Robust business rules and process flows & templates**

Key business rules have been built into the solution to support the promotion management process. For example: promotions cannot cross fiscal years, promotion allowances cannot have different dates, etc.

- **Alerts, Audit Trails and more**

Inspirage has developed several other commonly requested features as a part of this solution including alerts for overlapping events, synchronizing incremental volume with base volume, and audit trail when statuses of promotions are changed.

## Rapid Start Implementation Methodology

Inspirage offers a cost effective solution to successfully deliver improved business results. Designed to be implemented in less than four months across any ERP system, our Rapid Start program significantly improves time-to-value and payback. This solution leverages our deep expertise with Oracle Value Chain Planning applications, hosting, and technical capabilities to create this Rapid Start solution offering which includes tools, templates, pre-configuration, integration, pre-built project documentation and training. This solution can be further extended to meet unique client requirements such as additional integrations and processes.

On-Premise or in the Cloud



On-Premise

or



In the Cloud

The **Rapid Start: Trade Promotion Management Solution** can be deployed as an on-premise or as a Cloud solution via Inspirage's **Value Chain Plus®** program. You can choose from basic hosting services or our more robust Application Managed Services offering, where Inspirage experts will work as an extension of your team to ensure the long-term success of the project. Though a Cloud-based deployment, companies can reduce IT overhead and technical barriers from achieving this solution.

The Inspirage team will deploy the solution by providing pre-configured product extensions needed to meet fundamental business requirements as well as best practices. This solution can be easily integrated with multiple ERP systems or supply chain tools leveraging Inspirage's proprietary data integration hub (iHub).

For more information visit <http://www.inspirage.com/cloud/>.

Learn more about the Inspirage **Rapid Start: Trade Promotion Management Solution**. We are the experts at helping you translate your supply chain vision into measurable business results. Contact us at [info@inspirage.com](mailto:info@inspirage.com) to discuss how we can collaborate to improve these critical capabilities for your company.

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Inspirage is the integrated supply chain specialist firm solving business critical challenges from design to delivery. The company delivers end-to-end consulting and implementation solutions that link Innovation Management, Supply Chain Management and Logistics Management. Inspirage partners with their customers to break down information silos and optimize performance to accelerate innovation, fuel growth and achieve operational excellence.