

HIGHLIGHTS

Founded: 1989

Customers: 40+

Products:

Promax[®] PX
Promax[®] AnalytX

Coverage:

- Plan Promotions
- Track Promotions
- Optimize Promotions
- Effectiveness & Efficiency
- Forecasting & Volume Planning
- Customer Account Planning & Budgeting
- Predictive Modelling & Optimization

Key Benefits:

- Align business goals & objectives
- Outcome modeling
- Process Optimization
- Effective market execution
- One-number forecasting

Business results:

- Increase market share
- Increase profit margin
- Reduce Stock
- Apply trade funds effectively

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Promax views Trade Promotion Management (TPM) as a strategic platform for companies operating in the global market place. TPM is not a set of tactically siloed decisions disparately resolving price, event and financial issues, instead Promax sees TPM as an integrated environment that allows business to model, optimize, forecast, budget, execute, manage and measure product and customer performance within one country or across the globe.

What we do?

Track • Predict • Optimize

- Trade Promotion efficiency and effectiveness - combine advanced promotions management concepts and unique mathematical approaches to provide the most sophisticated tools for maximizing return on trade spend investment
- Total Volume Planning - a collaborative enterprise approach with a consistent data point to factor into operational planning for budgeting and forecasting. Captures various causal factors such as discounting, competitor activity, display and advertising to deliver the most accurate predictions

Key benefits

- A strategic platform for companies operating in a global market place
- A single forecast that all departments validate improving decision making, accuracy and visibility across all company stakeholders - Executive Boards, Finance, Sales, Marketing, Supply Chain
- Efficiencies in promotion plan development, negotiation and account management, review and analysis and deductions and claims
- Daily granularity of promotion performance, accruals and claim processing providing the ability for write backs of underspent promotions to be utilized in other areas - optimizing working capital
- Improvements in promotional quality, forecast accuracy, volume and margin analysis and additional profit from focused activities - many customers have achieved results of over 2-3% gross margin

We also deliver....

- Ease of use - highly graphical and spreadsheet-style interface resulting in high user acceptance
- High performance and stability - automate process with the click of your finger

Implementation - what it takes

- Rapid deployment to ensure immediate business benefit - a single site would take typically 50-100 man days to go live over a period of approximately 3-6 months
- Ease of system implementation - the Promax team of experienced Consultants supervise this process and provide comprehensive user training and on-going system monitoring
- Customisation - mostly out-of-the-box, one program for all clients, upgrade path assured
- Affordable pricing structure

Customers - just to name a few



About Promax

Promax Applications Group (PAG) is a world-leading specialist in TPM/TPO, Forecasting & Volume Planning, Customer Account Planning & Budgeting, Modeling & Optimization solutions. With offices in North America, Central Europe, UK, Japan and Australia/NZ, Promax boasts an impressive stable of global CPG companies eg. Kimberly-Clark, Kraft, L'Oreal, Heinz, J&J, Beiersdorf, Henkel and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers.

The Promax solution, including Promax[®] PX and Promax[®] AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. Promax[®] PX also offers volume planning capabilities which transform activity based forecasting, statistical modeling and market intelligence into an automated analytical approach. Promax incorporates the most sophisticated tools to maximize a client's return on trade spend investment and deliver optimal outcomes for retail partners.

