

• MULTI-CUSTOMER HIERARCHIES

• MULTI-PRODUCT HIERARCHIES

• USER JURISDICTIONS

• AUTHORISATION WORKFLOW

• HIGHLY GRAPHICAL

• TRAFFIC LIGHT INDICATORS ON EACH PROMOTION

• SPREADSHEET STYLE USER INTERFACE

• EXPORT DATA IN VARIOUS FORMATS

• ACCRUALS, CLAIMS & TERMS

• PERFORMANCE MONITORING

• TOTAL VOLUME PLANNING

• PROMOTIONAL EVALUATION

• ANALYTICS

• GOALS & TARGETS

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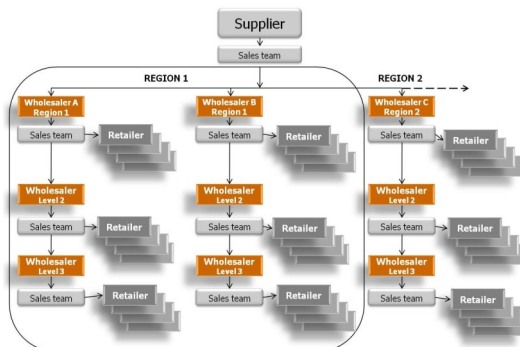
OVERCOMING THE CHALLENGES OF TRADE PROMOTION MANAGEMENT & VOLUME PLANNING IN MULTI-DISTRIBUTION CHANNELS



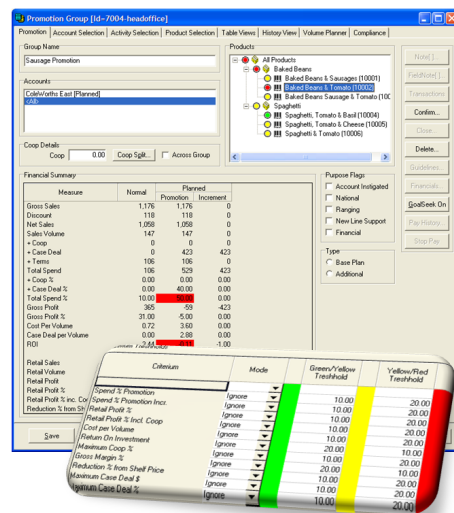
The emerging markets of Asia-Pacific present new challenges for FMCG businesses. The routes to market are complex with multiple parties handling transactions between the manufacturer and the consumer. Promax PX brings order and management to this often chaotic and dynamic environment by providing a framework for Trade Promotions and Volume Planning.

Businesses seeking to maintain a competitive advantage understand that a fresh approach is required. The essence of achieving profitable sales growth is innovative and measurable promotions. Measuring and managing trade spend on spreadsheets is not the way to sustainability and long term growth. This is where Promax PX can help.

Promax PX is the solution of choice with the market expertise and flexibility to allow your business to quickly and accurate **TRACK** your sales and promotional funds, use sophisticated multi-causal models to confidently **PREDICT** consumer response to promotions and streamline the entire promotions lifecycle to **OPTIMIZE** the price, volume and profit across your entire customer landscape and distribution channels.



Multiple distribution channels, all operating alongside one another with various Regions, Customer Account hierarchies and Product hierarchies can all be effectively managed through the Promax PX solution.



Promax PX provides the ability to:

- Develop a strategic company-wide plan that incorporates the brand objectives and business goals
- Evolve the strategy into an integrated and comprehensive plan by region, by wholesaler or by retailer type
- Improve communications to the salesforce whilst still giving them the flexibility and autonomy to negotiate deals
- Improve accountability of the salesforce and monitor the execution of promotions
- Analyse the effects and costs associated with wholesaler/distributor relationships within the sales process
- Manage the sales process from promotion conception through to execution, accruals, payments and closure
- Perform modelling and post promotion analysis to accurately predict possible outcomes and fine tune strategies