

TECHNOLOGY SOLUTIONS GUIDE

A RESOURCE SUPPLEMENT TO CGT MAGAZINE

CUSTOMER MANAGEMENT SOLUTIONS

A COMPREHENSIVE LISTING OF CUSTOMER-FACING SOLUTION PROVIDERS TO THE CG INDUSTRY

2011

CGT
CONSUMER GOODS TECHNOLOGY

PLUS: Subject matter experts offer guidance for top-of-mind sales and marketing initiatives.

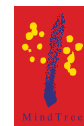
SPONSORED BY:

accenture
High performance. Delivered.

Adesso
Now You're In Control
SOLUTIONS

G analytics

TRADEINSIGHT
Powered by MEI



PROMAX
Track • Predict • Optimize



Hot Topics & Trends in Customer Management

Customer Management subject matter experts from Accenture, Adesso Solutions, G4 Analytics, MEI and Promax Applications Group offer guidance for your sales and marketing initiatives in areas like nontraditional marketing, trade promotion optimization and retailer collaboration. Plus, MindTree is on hand to offer thought leadership from the consultant perspective to consumer goods (CG) manufacturers that are trying to tackle initiatives in this space.

1 In what ways can CG companies best collaborate with their retail customers to provide mutual value?

COLEMAN: Retailers and manufacturers see the potential opportunities for enhanced business results unleashed through closer collaboration. Unfortunately, in many instances, these opportunities remain out of reach, not due to lack of desire, but rather capability gaps ranging from insufficient processes or tools to inadequate data to effectively achieve the vision.

To realize the potential, retailers and manufacturers must align on mutual goals and metrics (where possible), enabling development of mutually beneficial promotional plans. Sharing of historical (sales) data is also critical, providing the means to learn from past successes and failures. Armed with this insight, future investments can be better targeted and products packaged in more profitable ways.

The second step is to gain visibility into investments being utilized to subsidize retailers' bottom line compared to that which is focused on driving growth. Then, powered by the insights of historical data, greater spend can be focused on those promotions that drives profitable growth for both the retailer and the manufacturer. To support this approach, associated rewards and penalties should be agreed in advance for non-performance.

Finally, speed is critical. Those who can collaborate and make decisions quickly — for example, not just in planning, but also while programs are still in flight — will enjoy significant advantages in execution and, in turn, results.

NATZKE: Consumers are looking for consistency in brand messaging and product information provided by manufacturers and retailers. They want to know that the information gathered through their online research will be the same found in the retail and online stores, whether it is product specifications, pricing or available promotions. CG companies need to

ROUNDTABLE PARTICIPANTS:



JIM COLEMAN
Managing Partner
Consumer Goods and Retail
Accenture



JILL M. NATZKE
Executive Vice President
Product Management
Adesso Solutions



RICK HALL
Chief Executive Officer
G4 Analytics



LORNE SCHWARTZ
President/
Chief Executive Officer
MEI



DERICK JOSE
Vice President,
Data & Analytics Solutions
MindTree Ltd.



DON NICOL
Chief Executive Officer
Promax Applications
Group



work with the retailers to ensure that the brand messaging and product information is consistent across channels and marketing vehicles as confirmed by the recent Gartner, Inc. report, "How Retailers Can Use Multichannel Customer Intelligence in Merchandising".

To focus marketing efforts at retail and drive product demand, manufacturers and retailers will need to collaborate and share information to transition from product centric planning to consumer centric, personalized marketing campaigns. As manufacturers continue to invest in and build centralized data management capabilities, this change will become a reality.

HALL: We see a couple of key areas for better collaboration. Analysis indicates that 40 percent of promotions lose money for either the retailer, the manufacturer or both. In many instances the parties don't even know. Trade Promotion Optimization (TPO) is all about working together to ensure that both sides get a return on their trade investment. This can be achieved through the use of collaborative tools that provide analysis of past performance, and the ability to accurately predict the outcome of the events that the retailer and manufacturer are planning together.

Secondly, forecast accuracy is key to driving efficiencies across the entire supply chain. If both sides completely understand baseline and lifts resulting from promotional activity and can then drive that data down to the store level, retailers can do a much better job of combating problems like on-shelf availability.

SCHWARTZ: Retailers and CG companies are more at odds today than any time in recent history. Factors such as shelf realignment, private labels and rising commodity costs will continue to drive a wedge between trading partners. However, even if retailers can continue to rely on store brands as lower-priced alterna-



"Those who can collaborate and make decisions quickly will enjoy significant advantages in execution and, in turn, results."

—JIM COLEMAN, MANAGING PARTNER, CONSUMER GOODS AND RETAIL, ACCENTURE

tives, national brands and new innovative products are still what bring shoppers into the store. Manufacturers need to be able to demonstrate that they can help influence the shoppers and keep basket sizes steady even as higher prices are eventually passed along to the consumer.

Gone are the days where the prior year's promotional calendar can be copied and pasted to the next year. Manufacturers need to start exhibiting more creativity in cross-channel campaigns that combine the power of brand and trade marketing to drive consumers to the store, rather than just entice them with low prices. The retailers may own the shopping experience, but the manufacturers still drive the brand

experience that retailers rely on to bring customers in the doors. Suppliers that can demonstrate a track record of successful promotions and profitable lift will find joint collaboration with retailers is much easier to maintain.

JOSE: The best way for retailers and CG companies to collaborate is to build trust by having a transparent information exchange mechanism. There are initial attempts at sharing point-of-sale (POS) information with CG vendors through trusted consortiums. But there is a lot of headroom to scale this process so that it is a win-win so that shopper behavior data can help CG companies optimize supply chain and in



“The retailers may own the shopping experience, but the manufacturers still drive the brand experience that retailers rely on to bring customers in the doors.”

— LORNE SCHWARTZ, PRESIDENT/CEO, MEI

the process squeeze out supply chain inefficiencies. For the retailer, the CG company can activate targeted promotions, which in turn helps the consumers come to the retail outlet and increase the rate at which products move from the shelf.

Reaching out to digitally empowered shoppers and consumers has become imperative in today's connected world. CG companies can use the digital medium to engage with the consumers to promote products as well as get feedback through discussion boards. Web site and social media platforms can be used as an effective medium for information exchange to be able to provide mutual value. Example: Kraft's micro site (kraftfirsttaste.com) asks consumers to review products and take

part in discussion boards; it also includes coupons and sampling offers, which can be shared with friends.

NICOL: The cooperation between CG companies and their retail partners to maximize the value of promotion dollars is mixed. The key challenge is a consistency and timeliness of key data elements that enable a better prediction of consumer response. The diversity of opinion between the parties increases the challenge for the analytics to derive a consistent model that any party can use to understand the total market dynamics. A closer collaboration and agreement on these data elements will improve the accuracy of predictions about consumer behavior and thus have a flow

on effect into the supply chain and profitability of all parties involved.

2 Non-traditional marketing vehicles, like social media, have become an important element of consumer interaction for most CG companies. What are the most successful/valuable ways to approach non-traditional marketing initiatives?

NATZKE: Consumers are utilizing online technology to browse, compare, and explore products and services they are considering for purchase. CG companies need to take advantage of the opportunities that online tools provide and create innovative ways to deliver product and brand information to their consumers. Utilizing video messaging, interactive decision tools, and mobile applications, CG companies have the ability to engage with their customer, gather decision criteria and target promotions at the point of sale. A recent independent survey by Limelight Networks found that 46 percent of respondents indicated that video product demonstrations and customer reviews were very important features when making online purchase decisions.

CG companies need to be sure the marketing vehicles they utilize are appropriate for the target consumer for their product and that the tools can be well managed. To do this appropriately, a thorough understanding of the primary user of the various tools as well as the pros and cons of the tools is required. Choosing tools whose primary user aligns with the target consumer for the product will enhance the user experience, communicate the information the



consumer is seeking, and will deliver the desired results.

HALL: The way to tackle non-traditional marketing initiatives is to not take a scatter-gun approach. Signing up for every social networking program is not the way to go. Instead, try to segment and identify your unhappiest and happiest customers. You want to turn your detractors into fans and have the people who love you most evangelize on your behalf. Programs that identify these two key groups should be of primary concern.

SCHWARTZ: For the first time possibly in history, consumers are more agile, informed and technologically savvy than the brands that are being sold to them. While this represents a huge opportunity for CG companies to capitalize on new marketing channels, it also represents a massive challenge to the status quo. Unfortunately, too many CG companies have simply reacted by tweeting about their products or building Facebook pages without any business-oriented goals associated with these activities.

The reality though is that consumers don't really have a great deal of interest in simply connecting with brands simply for the sake of being part of a community with them. They want something beneficial in return, such as a discount, an offer or other special deal. By combining social marketing with trade marketing, CG companies can use social sites as an

“The way to tackle non-traditional marketing initiatives is to not take a scatter-gun approach. Signing up for every social networking program is not the way to go.” — RICK HALL, CEO, G4 ANALYTICS

additional channel for informing customers of in-store offers, discounts or other promotions. Not only can this help shape demand, it can demonstrate additional joint value to the retail partners while also taking advantage of a low-cost media format. But the key is to use social media to give consumers something tangible in return for their attention, rather than just “befriending” them.

JOSE: One of the most successful ways is to promote “word of mouth” marketing among the peer group. The digital arena provides an ample avenue for a CG organization to scale the “word of mouth” process and make it viral. For example, a large CG company in the United States created a platform where soccer moms could discuss common issues they had and advocate products that matched their interests. Another CG company created a social platform for teenage girls where they could experiment with new product launches and solicit preliminary feedback before doing a big bang launch.

NICOL: The challenges with social networking as a marketing and promotion vehicle are still huge. The opportunities and experimentation of the thought leaders in this area have yet to be able to create a usable data stream to measure the effectiveness of this media and a prioritization of expenditure on these activities has not yet risen to the fore. Linking product, route to market, social network message and the consumer in a predictable and measurable marketing strategy to drive products through the retailer supply chain is in its infancy. The data challenges to measure this process are a long way from development.

COLEMAN: In this new and rapidly evolving space, few have full command of understanding profitable utilization. With non-traditional marketing activities generally being low cost and rapid, there is a tendency towards greater experimentation. As a result, many tread cautiously as they try out any number of campaigns and methodologies with a close watch on performance.

In view of this, the key to success using non-traditional marketing methods is the ability to track campaign performance. This allows companies to quickly evaluate the impact of a given campaign and allows planners to modify, adjust or push hard on any specific program being offered to the shopper/consumer community. As historical data grows, the available analytics tools like optimization analytics, improved forecasting will evolve enabling planners to make more confident, broad impact decisions moving forward.

“The digital arena provides an ample avenue for a CG organization to scale the ‘word of mouth’ process and make it viral.”

— DERICK JOSE, VP, DATA & ANALYTICS SOLUTIONS, MINDTREE LTD.



3 Many technology projects were put on hold during the downturn, but there are now signs of renewed investment and optimism. What kinds of projects are being re-started or accelerated? What are the short-term benefits? Long-term wins?

HALL: Projects that have demonstrable ROI are definitely back on the table. TPO is a prime candidate for new investment as the ROI is clearly measurable. Being able to generate a P&L for both the manufacturer and the retailer at both pre- and post-promotion execution time points is key to getting TPO initiatives funded.

There is also a shift away from traditional, large-scale enterprise projects where the ROI takes an age to trickle through. CG companies are beginning to embrace the Software as a Service (SaaS) model where time to value is vastly improved, with projects being delivered quickly at a much-reduced cost. The reduced risk of the SaaS model is encouraging many companies to tackle complex projects (such as TPO) that they may not previously have taken on.

SCHWARTZ: MEI exclusively sells Trade Promotion Management (TPM) software, and while we did see IT budgets get constrained over the past few years, we saw consumer product companies continue to invest. They understood that by reducing or redirecting just a few percentage points of their trade dollars could result in millions of dollars either saved or reinvested in other promotions. While we are finally seeing some concrete signs of economic recovery, investments will still be made very pragmatically and where concrete returns can be demonstrated.



Unfortunately, even with economic growth, inflation will create a great deal of continued economic uncertainty. Commodity and transportation costs are on the rise while consumers have enjoyed stable prices in the stores for a prolonged period. It is likely that some costs and margin erosion will need to be absorbed along the entire demand chain. This means that manufacturers, distributors, and retailers will still need to watch the bottom line very closely and likely won't open the IT budgets too dramatically during 2011 unless they can easily pass price increases along

to the consumer — no small task given the frugality of today's shopper.

JOSE: In the CG industry we are seeing accelerated activation of investments that touch the following processes — trade promotions, digital marketing, forecasting, and sourcing/spend analysis. Each of these four areas have the potential to bring about competitive differentiation, be it in terms of optimizing the fund allocation process or reducing stock outs/non-moving items or bringing down unit price per raw material or arresting maver-



ick spend or getting early warning signals from opinion platforms on sentiments or brand health.

NICOL: There has been a reawakening of the opportunity associated with optimization of trade funds. CG companies realize that this is the last bastion for significant gain in market share and bottom-line improvement. The most active clients are those that have had an attempt before to implement TPM and now realize that the benefits really flow from optimization. They are seeking an improved and best practice process that can be implemented uniformly across all markets. The globalization of retailers and an understanding that global markets are more ‘the same’ than different are leading to the adoption of flexible TPM/TPO solutions that implement best practice in every market. This will lead to longer-term benefits as each market reports consistent KPIs on promotional performance and there is an alignment on the mechanics that work and those that don’t.

COLEMAN: Over the last three years there has been aggressive moves by leading CG companies to not only improve the administrative management of their trade promotion budgets but to significantly improve the return on every dollar spent. The driving factors behind the trade promotion capability transformations include:

Recession economy driving retailers and manufacturers alike to pump significant promotional investment to drive traffic and volume.

“The globalization of retailers and an understanding that global markets are more ‘the same’ than different are leading to the adoption of flexible TPM/TPO solutions...”

— DON NICOL, CEO, PROMAX APPLICATIONS GROUP

On average, trade promotion budgets represent 20 percent of a CG company’s sales – a minimal improvement in trade spend productivity equates to hundreds of millions in EBIT impact.

Antiquated and home-grown trade promotion management systems are driving millions of dollars in accrual and payment errors, weeks of lost sales force man hours dedicated to issue resolution and manual administrative reporting/reconciliations, and weeks of lost man hours on promotion plan development.

New technology solutions, both SaaS and on-premise solutions, have enabled advanced econometric and statistical modeling services to enable significantly improved allocation of trade dollars and planning of much more profitable events; thus, enabling significant increases in trade spend ROI. CG companies are now able to easily attain the insights that could have only been generated by full departments of PhD mathematicians and more easily understand that impact of promotional decisions on themselves, their retailers, and their competitors as well as optimize their trade spend.

NATZKE: Although companies are spending more on technology projects in recent months, they are doing so selectively. Technology investments are focused on projects that drive costs out of the organization and improve the productivity of existing resources. Examples of technology investments that encourage collaboration and improve efficiencies are document management systems, resource planning and tracking programs, and TPM planning and analysis solutions. SaaS models and cloud-based tools are at the forefront of the investments delivering cost effective, value-add solutions.

The short-term gains from the projects are easily measured by the ROI of the projects and the increase in profits delivered to the bottom line. However, the long-term rewards are much greater. Cloud-based solutions not only reduce the upfront investment required for the technology but also decrease the ongoing training costs and provide lower annual maintenance costs. As teams engage and work together efficiently using collaboration tools, delivery timelines are expedited and growth is supported with fewer resources thus delivering greater returns to the bottom line. TPM/TPO solutions allow companies to effectively manage trade budgets to ensure each dollar is fully utilized and that maximum returns are realized from promotional events to drive volume and revenue and control spending. ❖

“SaaS models and cloud-based tools are at the forefront of the investments delivering cost effective, value-add solutions.”

— JILL M. NATZKE, EVP PRODUCT MANAGEMENT, ADESSO SOLUTIONS



COMPANY/WEB SITE	CUSTOMER MANAGEMENT PRODUCT	KEY CONSUMER GOODS CUSTOMERS	MOST IMPACTED BUSINESS PROCESS
Accenture www.cas.com SEE AD ON PAGE 31	Accenture CAS	<ul style="list-style-type: none"> • Anheuser-Busch InBev • Coca-Cola • Nestlé 	Trade Promotion Management and Optimization, Retail Execution, Direct Store Delivery, Customer Service
Adesso Solutions www.AdessoSolutions.com SEE AD ON PAGE 21	TradeAdvantage for Trade Promotion Management and Settlement Solutions	<ul style="list-style-type: none"> • Pactiv Corporation • Ralcorp Holdings Inc. • Riviana Foods/ New World Pasta 	Trade budgeting, volume/revenue forecasting, trade promotion planning and execution, deduction management, field sales payments
AFS Technologies www.afsi.com	Profit Optimization Suite	<ul style="list-style-type: none"> • Barilla • Bell-Carter • Lifeway Foods 	Comprehensive package designed to address entire account profitability and trade promotion management process
DemandTec www.demandtec.com	DemandTec Decisions	<ul style="list-style-type: none"> • ConAgra Foods • General Mills • Kraft Foods 	DemandTec Decisions supports critical marketing mix planning, assortment optimization, trade planning and optimization, base and promoted price planning, and shopper analytics processes.
Flintfox www.flintfox.com	Flintfox Trade+	<ul style="list-style-type: none"> • Daisy Brand • Gorton's • Sunmaid 	Flintfox Trade+ provides complex pricing and trade promotion management, all integrated with the ERP solution.
G4 Analytics www.G4Analytics.com SEE AD ON PAGE 23	G4 Trade Promotion Optimization	<ul style="list-style-type: none"> • Tastykake • Cadbury (Kraft Foods) • Muller Dairy (Europe) 	G4 Analytics solutions for TPO and key account planning use advanced, predictive analytics to support an integrated approach to sales.
Infor www.infor.com/crm	Marketing Automation and Customer Analytics	<ul style="list-style-type: none"> • 300+ clients; contact Infor for a reference call specifically matched to you 	Sales increase due to better knowledge at the point of contact with existing customers and new prospects
JDA Software Group, Inc. www.jda.com	JDA Space and Category Management	<ul style="list-style-type: none"> • Frito-Lay • Dr Pepper Snapple Group • Tyson Foods 	Achieve precision merchandising through localized assortments and streamlined execution to optimize space and category performance
TradeInsight Powered by MEI www.tradeinsight.com SEE AD ON PAGE 29	Trade Promotion Management Software	<ul style="list-style-type: none"> • Energizer Personal Care • Pinnacle Foods • Whitewave Foods Inc 	Sales forecasting and planning, promotion management, retailer payments and deductions, and sales analytics
Microsoft Corporation www.microsoft.com/en-us/dynamics/default.aspx	Microsoft Dynamics CRM 2011	<ul style="list-style-type: none"> • Crossmark • Nestlé • Sara Lee 	Solves business process issues from supplier relationship management to quality management to sales and category management to broker relationship management and TPM
Oracle www.oracle.com	Siebel Consumer Goods	<ul style="list-style-type: none"> • Church & Dwight • JM Smucker • Procter & Gamble 	Complete customer management, providing seamless advanced process support (e.g. marketing, trade and order management)

SOLUTIONS CHART

QUANTIFIABLE BUSINESS BENEFITS	AVERAGE IMPLEMENTATION CYCLE/TIME-TO-BENEFIT
Top line revenue growth and cost reductions across the full spectrum of customer management business processes, including improved trade fund effectiveness and more	Tiered implementation approaches range from 3 to 12 months.
TradeAdvantage customers maximize returns on trade promotion investments, cost effectively process payments to customers, and realize operational efficiencies using flexible, collaborative, Web-based tools.	Modular design supports rapid time-to-benefit with expansion capabilities
Our customers realize ½ percent to 1 percent of their trade budget.	30 to 45 days for Discovery, and 120 days for the full Profit Optimization Suite
Delivers most comprehensive, science-based approach to optimizing marketing mix, trade promotion, and shopper marketing decisions: Helps customers make superior merchandising and marketing decisions	SaaS business model makes it easy for customers to buy only what they need, and users can start seeing business benefits almost immediately.
Customers achieve comprehensive improvements in both effectiveness of trade spend and efficiency of TPM operations; substantial reductions of open deduction liabilities and dispute resolution times.	Depends upon project scope; typically from 4 to 12 months
Our predictive algorithms can forecast promotional uplift to 90% accuracy resulting in an increased return on sales and marketing spending of 5% to 10% by eliminating underperforming programs.	With SaaS Web-hosted offering, sales teams can deliver improved results within 30 days through G4's TPO QuickStart program.
Increased number of sales per hour by 25%; Customer retention increase to 100%; Improved renewal offer rates to 40%; Increased offer acceptance rates by 300%	90 to 180 days
Analyze the effectiveness of category management strategies based on store-shelf performance: Evaluate factors like product trends, how closely previous forecasts were met and the productivity of the space allocated to a product or product family	Implementation cycle times vary; immediate benefit seen on several modules
Our software allows both sales and finance to quickly and accurately manage and measure trade promotions and spending. Our clients improve promotion performance and reduce wasted spending while simultaneously increasing efficiency.	Implementation in as little as 1 month; results within 3 months
Microsoft Dynamics industry solutions help companies become dynamic businesses by empowering people to be more productive, by simplifying business processes like TPM, and by enabling seamless connections with customers, partners and suppliers.	90 days to 6+ months depending on complexity level
Insight based demand driven planning and action oriented market execution, with enhanced customer collaboration driven by deep understanding of consumer, shopper, and customer	Typical project duration 9 to 12 months with 12 month time to benefit

TECHNOLOGY SOLUTIONS GUIDE



2011 CUSTOMER MANAGEMENT

COMPANY/WEB SITE	CUSTOMER MANAGEMENT PRODUCT	KEY CONSUMER GOODS CUSTOMERS	MOST IMPACTED BUSINESS PROCESS
Promax Americas LLC www.promaxtpo.com SEE AD ON PAGE 27	Promax PX	<ul style="list-style-type: none"> • Dial Corporation/Henkel • Heinz • Kimberly-Clark 	Closed-loop, integrated TPM/O, Forecasting and Volume Planning, Customer Account Planning & Budgeting, Modeling and Optimization
Quofore www.quofore.com	Quofore Mobile Retail Execution Solutions	<ul style="list-style-type: none"> • Black & Decker • Kellogg's • Procter & Gamble 	Field sales, merchandising, in-store marketing, direct store delivery and van sales
River Logic (in partnership with Synectics Group) www.riverlogic.com/ www.synecticsgroup.com	Trade Promotion Optimization (TPO) Planner	<ul style="list-style-type: none"> • Ainsworth Pet Care • Bolthouse Farms • Melitta 	The corporate trade spending budgeting process and the retailer-customer planning process (building and executing the trade calendar)
RW3 Inc. www.rw3.com	Integrated, automated, end-to-end workforce system, business solutions, reporting and analytics	<ul style="list-style-type: none"> • ConAgra • Kellogg's • Nestlé 	Sales force automation — ensure retail execution discipline in-store, articulate standards and expectations, and provide nearly instant feedback to drive KPI results
salesforce.com www.salesforce.com	Sales Cloud, Service Cloud	<ul style="list-style-type: none"> • Avon • Craft Brewers Alliance • Dr Pepper Snapple Group 	Sales, Service, TPM, Retail Execution, Social Media
StayinFront www.stayinfront.com	StayinFront Consumer Goods (CRM)	<ul style="list-style-type: none"> • Advantage Sales and Marketing • Heineken • Kimberly-Clark 	Dramatically improves the efficiency and ROI of sales, direct store delivery activities
SYSPRO www.syspro.com	SYSPRO Enterprise Resource Planning (ERP) Software	<ul style="list-style-type: none"> • Chocolate Potpourri • Honest Tea • Vanns Spices 	SYSPRO ERP software integrates the data and processes of manufacturers and distributors into a single, unified system.
ThinkVine Corporation www.thinkvine.com	Marketing Optimization Technology	<ul style="list-style-type: none"> • Kraft Foods • Schwans • Del Monte 	ThinkVine technology helps companies make smarter marketing investments across emerging and traditional media and in-store promotion.
UpClear www.upclear.com	BluePlanner, Sales Planning and Trade Promotion Management Software-as-a-Service	<ul style="list-style-type: none"> • Danone • Merisant • Orangina Schweppes International 	Sales and Account Planning, Trade Promotion Management, Deduction Reconciliation, Sales and Promotion Analytics, POS Data Integration
UPSIDE Commerce www.upsidecommerce.com	tradeUPSIDE	<ul style="list-style-type: none"> • Undisclosed 	Seamless integration of full-cycle TPM (planning, budgeting, execution, settlement, analysis) with emerging social demand channel

SOLUTIONS CHART

EDITOR'S NOTE: Solution providers were asked to identify only their primary solution to the consumer goods industry. Visit their respective Web sites for information on additional solutions/services.

QUANTIFIABLE BUSINESS BENEFITS	AVERAGE IMPLEMENTATION CYCLE/TIME-TO-BENEFIT
Advanced TPM concepts to maximize return on trade spend investment with customers reporting 2% to 3% improvement in operating margin: Benefits derived from improved forecasting methodology, business efficiencies in budgeting, account planning, promotions control and more	Predominantly out-of-box solution with live operation in 3 to 9 months; benefits flow from that point
Quofore solutions help customers optimize the efficiency of their field sales teams and provide corporate management with complete visibility and control of field sales activities.	Increases field sales efficiency while reducing costs
Increase revenues by 2% or more; Reduce cost per incremental dollar by as much as 30%	Implemented in 3 to 4 months; benefits can be realized in 6 months following implementation
ROI generated by incremental in-store sales performance as a result of improved on-shelf availability. Key areas achieved – improved in-store distribution, improved compliance on products and displays and decreased phantom inventory	30 days to 6 months
27% increase in sales productivity; 39% increase in forecast accuracy; 36% increase in collaboration	For large enterprises, the average implementation time is 70 days and time to ROI is 10 months.
Maximizes field force efficiency, increases frequency of sales call stops, improves representatives' and managers' communication, measures and drives store activity, identifies opportunities to sell more	Implementation possible in 6 to 8 weeks; benefits as soon as weeks after
Profitable growth based on ability to make more timely, accurate business decisions	From 3 weeks to 3 months
ThinkVine customers can measure the future impact of marketing on sales, demographic-specific marketing impacts and emerging media attribution on offline sales.	Up and running in 6 to 8 weeks; annual/multi-year subscription
Up to 20% improvement in volume and spend forecast accuracy; 5% trade spending waste elimination in year one; 80% efficiency gained in deduction processing	BluePlanner is deployed and configured over the Web in weeks with no deployment fee; time-to-benefit is immediate
Spend prediction is used to optimize planned ROI, and post-analysis of shipments and POS to validate tactics and improve promotion strategy across and within accounts.	4 week cloud deployment plus integration and configuration requirements