

IBM Advanced Deal Management for Manufacturers

Capture greater value from the online deal management experience



Highlights

- Role-based access for rapid and more effective user adoption
 - Customized item catalog for a manufacturer-centric view of the business
 - Long-term deal archive supporting regulatory requirements
 - Advanced data reporting to support better business decisions
 - Special productivity features and valuable add-on services
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Your company has likely been asked to comply with a retail-driven program to move the deal sheet communication process online. While this initiative delivers incremental value to the manufacturer and broker communities, many of the business and operational benefits are optimized for the retailer. IBM® Advanced Deal Management for Manufacturers introduces capabilities that are tailored for manufacturers and brokers to capture greater value from the online deal management experience. As an upgrade to the basic IBM Deal Management app, Advanced Deal Management offers a manufacturer-centric set of reports and workflow designed to help further reduce costs, increase user effectiveness and enhance data visibility. Advanced Deal Management subscribers also have access to add-on services that are unavailable to basic subscribers.

Role-based access for rapid and more effective user adoption

Advanced Deal Management app introduces usability features designed to help end users achieve productivity as quickly as possible. While the basic app allows single authorized user access by product line, Advanced Deal Management provides access to multiple users by product line. In addition, the user view is tailored by product line and functionality is customized by role, helping to ensure that only the most relevant reports, alerts and workflow appears to a given user.



Customized item catalog for a manufacturer-centric view of the business

As a basic Deal Management user, entering promotions requires that you select items from a retailer-centric catalog. This process can be frustrating for end users and has the potential to waste precious time. The Advanced Deal Management app offers a manufacturer-centric item catalog that is customized by promoted group, supporting a more logical way of building and entering promotions. In addition, items selected from the catalog are automatically matched against the retailer item file, in order to highlight any product attribute discrepancies.

Long-term deal archive supports regulatory requirements

The basic Deal Management app provides 120-day access to deal data, after which deal history visibility will be removed from the manufacturer view. Advanced Deal Management subscribers enjoy access to a full seven-year history of deal data, including full documentation of offer versions and written negotiations between trading partners. Among other potential benefits, this long-term deal archive supports compliance with regulatory requirements such as Sarbanes-Oxley control.

Advanced data reporting to support better business decisions

Access to detailed reporting and data export features are hallmarks of the Advanced Deal Management app. While the reporting capability for basic Deal Management subscribers is thin, Advanced Deal Management users will have access to robust item, deal, billing and invoice reports on demand. Where available by program, incoming invoices submitted by retailers will be auto-matched against the original deal offer, thus saving time, frustration and budget in the deduction clearing process.

As an added value, Advanced Deal Management subscribers can download virtually any report into a spreadsheet for deeper offline analysis.

Special productivity features and valuable add-on services

The Advanced Deal Management app offers additional productivity features and add-on capabilities. The deal copy feature, which offers convenient one-click access to reuse existing deals as a baseline for future plans, can potentially save countless hours by reducing manual data reentry. Notification enhancements include email alerts corresponding with deal status changes, while extended workflow visibility provides status updates throughout the negotiation and upon acceptance of a proposal. The funds tracker feature adds a checkbooking capability to provide an ongoing accounting of one or more trade fund balances.

A series of separate add-on features accessible only to Advanced Deal Management users is also available. One such feature is Deal/Billing Data Export, which provides an integration path for key deal data to work with other enterprise systems, including finance, inventory planning and supply chain planning software applications.

Advanced deal management: more features, more value

Upgrading to Advanced Deal Management can help your organization derive more value from your customer's online deal management initiative. For a relatively small investment, your company and user base will gain access to features that can help further reduce costs, increase user effectiveness and enhance data visibility.

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