



Highlights

- Help maximize the value of promotions
 - More efficiently plan, execute and track integrated promotion plans
 - Boost efficiency and effectiveness across the deal management process from negotiation through invoicing
 - Manage the comprehensive promotion process
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End-to-End Promotion Management

Improve promotion efficiency and effectiveness

Managing retail promotions can be a complex, multi-departmental process, with a never-ending cycle of vendor discussions, resource allocation and budget management, offer development, creative design and layout, copy editing and performance review and analysis. It is becoming more complex as retailers are increasing targeting and ad versions and taking advantage of the wide array of new media. At the same time, competition is getting increasingly fierce, and the ability to execute promotions quickly can make the difference between winning and losing. Moreover, we have entered an era of accountability, where retailers and vendors are both under increased scrutiny regarding what they are getting for their promotional dollars.

Promotion Management can help reduce this complexity through a fully integrated promotion-planning solution designed and built for today's retail realities. Spanning the promotion process, from negotiations with vendors through planning, publication and measurement, our solution can make the promotion-planning process more accountable and efficient, helping the resulting promotion plans to become much more effective.

Collaboratively develop promotion plans with suppliers

Retailers can streamline the process of managing vendor-funded promotions by automating the deal creation, submission, negotiation, approval and invoicing process for the thousands of vendor offers received each week. With IBM® solutions, the required information exists in a single place, helping to minimize errors and eliminate redundancies. Retailers can go one step further and partner on a deeper level with suppliers by sharing analytical insights based on retailer data and collaborate on joint goals. With the help of IBM, retailers and manufacturers alike can reduce their costs of managing vendor-funded promotions.



Improve the efficiency of the planning process

Promotion Management is designed to help retailers establish a single repository for virtually all of their promotional information and content about offers and events, greatly improving visibility and accountability, reducing costly errors and increasing consistency across media channels. A centralized system accelerates the process of creating promotions and has reliably cut cycle times in most instances.

A powerful “version enabled” environment for rapidly building page-oriented promotions allows participants in the planning process to access, review, edit and approve the promotion. The solution simplifies the process of creating multiple versions, allowing retailers to provide dozens or even hundreds of targeted promotions with the same level of effort and control as had been required for a single national promotion in the past. IBM solutions can help to reduce production costs by helping users reduce the number of versions to the minimum required. At the same time, publishing targeted advertisements has been shown to increase ad response rates.

Improve the effectiveness of promotions

A more efficient process is just the beginning. Our solution incorporates a reliable analytical engine to provide recommended promotional prices optimized for user-defined goals (e.g., units, revenue, margin). Retailers benefit from more accurate forecasts of total sales, promotion lift and cannibalization across the customer base as well as individual shopper segments. With segment level insights and forecasts, retailers can execute their long-established segmentation strategies in ways previously not possible. Users can create and evaluate multiple promotion scenarios in order to fine-tune a promotion and help ensure they receive the highest possible incremental lift. Our optimization technology has a record of delivering benefits, such as increased revenues, gross margin dollars and volume — while improving competitive position.

Integrated planning for merchants

Promotion Management is designed to enable retailers to create, manage and share a single, unified calendar and financial view of merchandising activities across geographies, categories and shoppers. IBM solutions feature a single merchant calendar that shows virtually all promotional activity alongside changes to base prices and clearance pricing activities. Merchants can also view an integrated forecast based on these activities, and compare those plans to their targets. Merchants have a working area where they can collaborate with various team members to create a plan to achieve their goals. Once they decide on their choice activities, they can then share that plan with management and executives. With the help of IBM, retailers can develop the right plan so companies can be confident their decisions are on track to reach the company's overall customer, sales, volume and profit objectives.

A solution for managing the comprehensive promotion process

Promotion Management includes cloud-based apps for managing the promotion process, from collaborative promotion planning and deal management to in-store execution and post-event analysis.

- IBM® Deal Management automates and streamlines the process of presenting, negotiating and reconciling trade funds between retailers and their trading partners.
- IBM® Promotion Planning provides a centralized planning environment for retailers to define the details of their promotional offers, including localizing pricing, identifying items, tracking allowances, and assigning tactics such as ad or display.
- IBM® Promotion Execution can enable retailers to manage promotional events, including space allocation and versioning and then publish these events across media channels.
- IBM® Promotion Optimization leverages consumer-demand science to improve promotional results with planning insights into the effects of product, price and tactic decisions; retailers can further improve performance with in-flight and post-event performance reporting.

About IBM Commerce

IBM Commerce enables clients to uncover and realize new, sometimes hidden, growth and efficiency opportunities by infusing intelligence and context into key processes across the commerce cycle. Our market leading products and services help organizations orient their entire business around the customer from procurement to supply management, to marketing, merchandising, eCommerce, payments and customer analytics. Differentiated by deep industry expertise and service capabilities, we help our clients create value as they engage with their customers, partners and suppliers. This is the power of [IBM Commerce](#).

For more information

To learn more about IBM's Omni-Channel Merchandising solutions, please contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/merchandising.



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