IBM Deal Management

Automate and streamline trade funds presentations, negotiations and reconciliation processes

Highlights

- Streamline processes and reduce errors through online collaboration based on retailers' rules of engagement

- Boost efficiency by automating manual processes, saving time for manufacturers and retailers

- Help maximize trade funds availability by reducing vendor funds held in reserve

- Accelerate the reconciliation and audit process with an electronic document archive

In the face of mounting pressure to become more efficient, many retailers have re-examined the traditional, paper-based approach to deal management. They have recognized that this approach is fraught with time-consuming, manual and error-prone processes that are ripe for automation. For many of these retailers, which routinely receive thousands of new vendor deals a week, the sheer volume of deals has amplified the magnitude of the problem.

IBM® Deal Management is designed to help retailers automate and streamline presentations, negotiations, and reconciliation of trade promotions they receive from their vendors in a security-rich, Web-based environment. This IBM digital commerce solution enables retailers to quickly move from insights to actions to results with the right deal becoming the right promotion at the right time and place for customers.

Already, more than 10,000 users have negotiated over 2.5 million trade promotion deals using IBM Deal Management. With an average of 3.5 "touches" per deal, retailers are actively collaborating with their vendors, and many have reduced their cost per deal by up to 80 percent. Retailers are also experiencing reduced latency in the process, which has helped them to execute additional promotions and further increase sales.
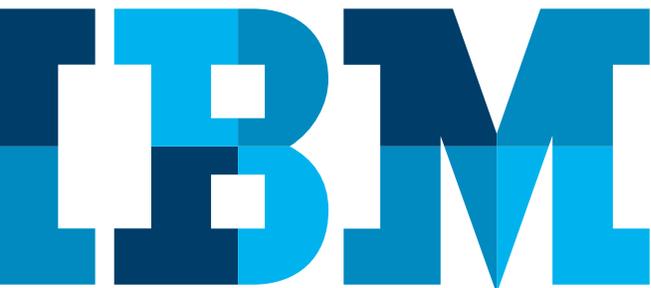
Streamline processes and reduce errors through online collaboration based on retailers' rules of engagement

IBM Deal Management helps put an end to the countless e-mails, faxes and spreadsheets that typically go back and forth between retailers and vendors, while reducing the potential for the kinds of errors often associated with unstructured communication. Deal Management allows retailers to collaborate in a security-rich, cloud-based environment based on their rules of engagement.

Boost efficiency by automating manual processes, saving time for suppliers and retailers

Most retailers simply do not have the time to manually enter every vendor deal into a system. IBM Deal Management can help retailers to dramatically boost productivity by allowing suppliers to provide deal information through a retailer-specific Web portal. Retailers that deploy the full Promotion Management solution can have deal information passed directly to other modules in order to plan promotional tactics, as well as predict the likely performance of proposed deals and the net impact on the category.

Help maximize trade funds availability by reducing vendor funds held in reserve

Vendors typically hold trade funds in reserve due to lengthy, labor-intensive settlement processes. By providing a comprehensive automated solution designed to capture the entire deal management process, and sharing key information with suppliers, retailers can cut deal cycle time while lowering their cost-to-serve. This allows vendors to clear deals faster and offer additional deals to their retailers.

Accelerate the reconciliation and audit process with an electronic document archive

IBM Deal Management's seven-year online archive virtually eliminates the need for costly post-deal audits to confirm that deductions are fairly taken and accounted for. In addition, the archive provides an electronic audit trail for regulatory compliance, such as Sarbanes-Oxley requirements.

Accelerate the accrual of trade funds

Retailers can upload their invoices into the billing center and share with vendors that subscribe to the IBM service for vendors. They can also deliver invoices more quickly and cost-effectively by distributing uploaded invoices to their vendors via e-mail and tracking deliverability.

IBM Deal Management: part of a comprehensive solution for promotion management

Deal Management is a key component included in Promotion Management, a solution that includes related modules designed to manage the promotion process, from collaborative promotion planning and deal management to post-event analysis. Each module of the Promotion Management solution resides on the cloud-based IBM network and can be accessed through a single, personalized portal.

Why IBM?

In summary, in the new era of retailing the changing market dynamics of deal management and retail promotion are very complex. It requires actionable insights, analytics, cross-organizational collaboration and transparency at every stage of the promotion planning process to deliver seamless, personalized shopper experiences across all channels. You need a solution that is based on your defined promotion objectives and can develop promotion strategies that will enable you to achieve your business objectives and meet evolving customer expectations for your digital commerce activities. With Deal Management, you can promote effectively, remain competitive, and achieve significant financial and productivity improvements.

For more than a decade, IBM solutions have helped retail organizations develop and continuously enhance their capabilities. IBM's many years of deep retail pricing experience, combined with leading optimization science and research resources, delivers true omni-channel deal management and promotion optimization capabilities that allow our retail clients to develop and manage optimal and coordinated promotions across their physical and digital channels.

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/software/products/en/ibmdeal-management.

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