

Trade Promotion Management Application

Deloitte's Trade promotion application, built in **Anaplan**, provides companies with the ability to streamline the promotion and claims planning by providing user-centric visualization and forecasting capabilities

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Achieve enhanced insights into the impact of promotion on profitability



Identify Challenges

Lack of visibility into the impact of budget and promotion decisions on profitability

No advanced forecasting methods to aid decision making and limited flexibility around what-if analysis and errors in data analysis

No comprehensive view or summary of promotion or claim information across multiple dimensions

Inefficient processes to allocate budget, and to create, approve/reject, or reconcile promotions and claims



Drive solution using TPM

TPM provides a range of unique operational, analytical, and reporting capabilities through 8 key features:

Scenario Planning

Promotion Entry Dashboard

Budget Sales Dashboard

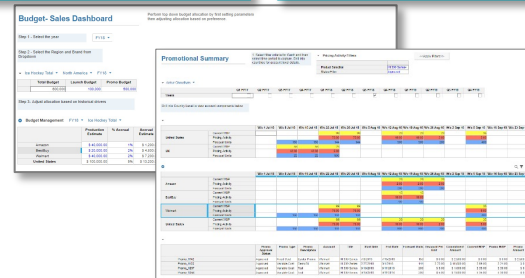
Claim Entry & Matching

Promotion Visualization

Basic Reporting

Copy Functionality

Base Vs Incremental Lift



Experience Value and Benefits

Visibility	Flexibility
Enablement	Efficiency



- ✓ **Generate insightful and customizable reports** into actual or planned promotions or claims through easy-to-use visualizations
- ✓ **Enable informed decision-making** by identifying patterns in profitability, tracking budget for variable and fixed cost promotions, and scenario planning
- ✓ **Provide a one-stop, real-time view of** Forecast Units, Promo Units, Sell Through and Claims for various products level, channels, and time periods
- ✓ **Improve the efficiency and speed** of budget allocation, and reconcile promotion and claims without manual intervention