

# ORACLE TRADE MANAGEMENT

## KEY CAPABILITIES

- **Comprehensive:** Encompasses annual headquarters planning through account execution and settlement
- **Productive:** Continues to transform the role of the sales force by decreasing account and trade administration work and increasing decision insight within the trade management process
- **Collaborative:** Supports the disparate needs of marketing and brand management, sales account management, field sales management, finance, and the supply chain
- **Predictive:** Includes promotion forecasting and optimization to enable account and brand teams to create the "best possible" trade promotions
- **Real-time:** Provides real-time "in flight" alerts based on key performance metrics
- **Executable:** Supports the end-to-end retail execution process, including complex cycle and coverage planning
- **Demand-driven:** Leverages downstream retail data with other available performance sources to optimize account performance
- **Integrated:** Provides accurate and current sales volume plans into the Sales and Operations Planning process
- **Intelligent:** Organizes insights in such a way that the business intelligence leads to the appropriate action

*Oracle Trade Management for Consumer Goods is a comprehensive solution suite supporting the entire trade promotion process – from annual planning to account execution and settlement, with world-class decision support at every step. It helps companies optimize account and category management, enhancing productivity and collaboration among internal and external functions.*

### An Evolution in Managing Trade

For a number of years, consumer goods companies have expended considerable effort in capturing and tracking all sources of trade marketing spend. Whether they use a trade support platform, the back office application, or simply spreadsheets, organizations across the globe have invested in capturing their expenditures, and, with mixed results, the reasons those expenditures are being made.

This important transactional step has been successful in minimizing duplicate claims and over- and under-spent funds. It has also created a store of information that is currently underutilized - waiting to be leveraged into meaningful insights and actions.

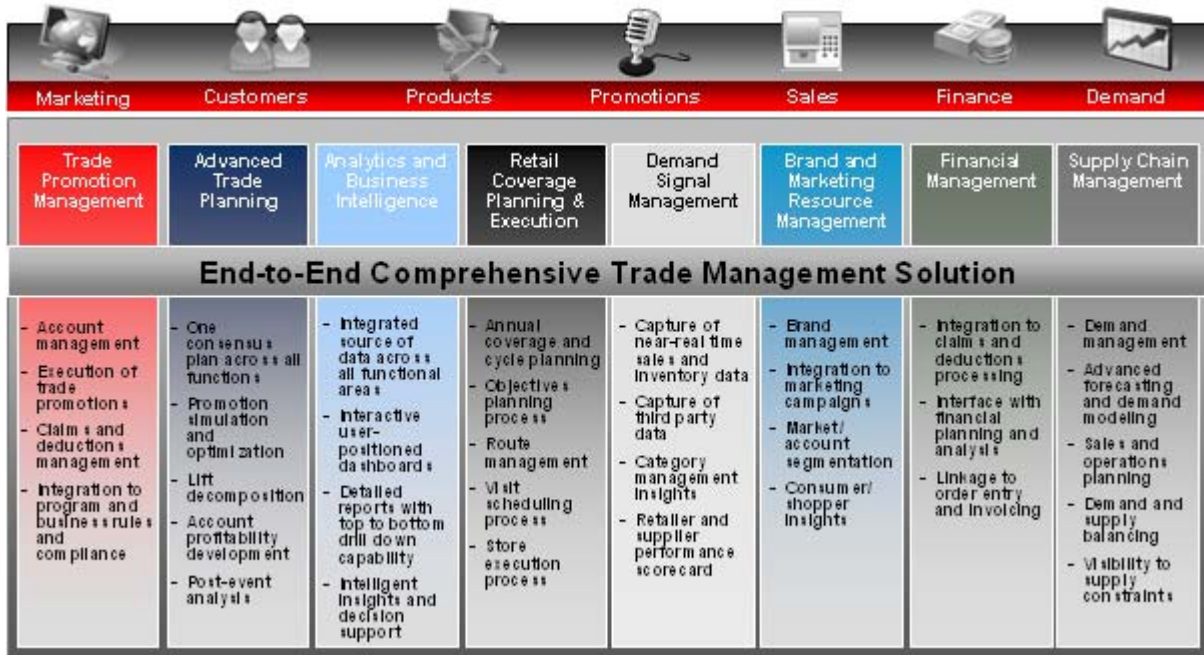
Industry studies indicate that over 80% of promotions do not provide the expected return – indeed many do not provide any return at all. What is even more shocking is that few manufacturers measure the variables that actually drive return. Historically, little progress has been made in changing these trends.

At the same time, the ongoing evolution of sales teams into account business managers continues. The transactional paradigm of the past supports neither the current customer demands nor the direction of their role objectives moving forward. A new paradigm is required, and Oracle's response is a comprehensive solution for consumer goods industry trade management processes.

The many sub-processes within comprehensive trade management must run in parallel, and intersect at many points. These processes not only cross multiple organizations within the corporation, but also reach out into partner organizations. Trade management incorporates aspects of annual financial and brand planning, marketing management, account sales and support planning and execution, retailer collaboration, demand and supply chain management, and financial settlement, as well as executive summary across the enterprise. The resulting combination of complex and ever-changing business process requirements are spread across a wide array of roles, departments, and even organizations.

### Oracle Trade Management

Oracle Consumer Goods meets the challenge of comprehensive trade management, weaving the many disparate components into a single consolidated process, supported and enabled by best in class Oracle Consumer Goods application capabilities.



This end-to-end trade management solution allows consumer goods companies to:

- Define and allocate performance targets
- Generate profitable account plans
- Use predictive modeling to optimize promotion events
- Craft efficient account coverage plans
- Execute and actualize promotions
- Seamlessly settle claims and deductions
- Manage and monitor store execution
- Capture real-time sales data
- Impact promotion results based on real-time alerts
- Accurately analyze promotion effectiveness
- Utilize the insights to continuously improve the effectiveness of trade investments.

### Providing Comprehensive Solutions for Consumer Goods

Oracle Trade Management for Consumer Goods enables sales and margin improvements for both your company and your customers, optimizes account and category management, and enhances the productivity and collaboration between all internal and external functions. Industry best practices embedded directly in the application minimize the need for customization and lead to a faster ROI and a lower total cost of ownership. And Oracle’s unparalleled range of integrated solutions for consumer goods enable support for both parallel and intersecting processes within a single integrated application environment.

### Contact Us

For more information about the Oracle Trade Management Offering, please visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

Copyright © 2008, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.