

ORACLE CONSUMER GOODS COMPREHENSIVE 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 Consumer Goods Comprehensive Trade Management supports the entire trade promotion process – from annual planning to account execution and settlement, with actionable insights supporting every step. It helps companies optimize account and category management, enhancing productivity and collaboration among internal and external functions.

The Trouble with Trade

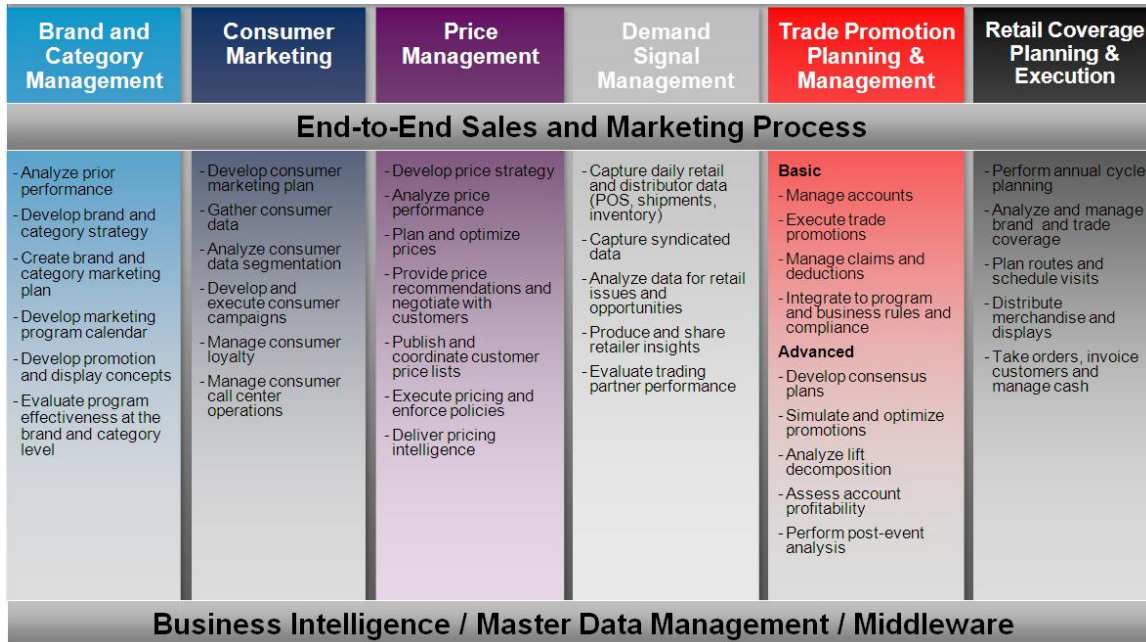
Industry studies indicate that over 80% of promotions do not provide the expected return – indeed they may not provide any return at all. What is even more concerning is that, although there is a strong desire to plan and manage trade plans based on the true drivers of retail performance, relatively few manufacturers measure the variables that actually drive return.

At the same time, business planning has continued to evolve, and today's discussions are increasingly couched not just in retail variables, but directly in retail language. The transactional "shipment" based paradigm of the past supports neither the current customer demands nor the direction of the Account Manager role moving forward. It is however vital for understanding the internal financial and demand planning implications of trade, and thus cannot simply be eliminated or disregarded.

This is one of the fundamental challenges with managing modern trade. The many sub-processes that together embody 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 Comprehensive Trade Management

Oracle Consumer Goods answered this challenge with **Oracle Comprehensive Trade Management** – the industry's most complete solution for trade management processes. This solution weaves together the many disparate process components to enable a seamless end-to-end sales and marketing process that encompasses planning, execution, and evaluation across the individual pillars, fueled by demand signal insights to empower a truly demand driven organization.



Oracle Comprehensive Trade Management enables mastery of three key objectives to elevate the business:

1. Maximize return with demand driven customer and category planning: Oracle Comprehensive Trade Management provides predictive insights driven by demand signal data to help shape trade plans and optimize price and promotion. It further enables these insights to be evaluated and performance assessed in terms of both manufacturer and customer (retailer/distributor) language, hierarchies, and metrics for a truly comprehensive view of the business.
2. Drive performance with action oriented retail execution: Oracle Comprehensive Trade Management connects in-store execution directly to planning to close the loop on retail execution. Whether tackling merchandising and up-sell or the more complex Direct Store Delivery process, the solution helps to ensure that customers will always find the right product in the right place at the right price. It then folds execution back into trade by delivering in-store performance and retail compliance checks inherently back to the trade plan, connecting performance to settlement.
3. Empower business decisions with forward looking insights & analysis: Oracle Comprehensive Trade Management embeds key customer, product and event insights directly into the process to ensure that the right information is available at the moment it is needed for decision making. This begins with leveraging demand signal data to define key segments, trends, and influences, and continues through use of that data to power predictive intelligence and insights throughout the process including trade optimization.

Providing Comprehensive Solutions for Consumer Goods

Oracle’s Consumer Goods Comprehensive Trade Management 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.

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