Oracle Channel Rebates and Point of Sales Management

ORACLE E-BUSINESS SUITE

Oracle® Channel Rebates and Point of Sales Management is the application that administers trade spending programs for maximum return for both direct and indirect sales (POS) data. Closed-loop planning / execution / analysis tools and solutions enable companies to optimize the execution and impact of programs and promotions across the entire demand chain. Channel Rebates and Point of Sales Management is a key component of the Oracle Customer Relationship Management solution, the integrated suite that drives profitable customer interaction.

KEY BUSINESS BENEFITS

Oracle Channel Rebates and Point of Sales enables the following business flows in various Industries:

• Closed Loop Trade Promotions Solution

• Plan and analyze Promotions effectively

• Manage and Track Complex Volume Rebates

• Control promotional expenses and liability

• Extensive ERP and CRM Integration

• Effectively manage process and analyze Point Of Sales Data.

KEY FEATURES

• Complex Volume Pricing capabilities

• Comprehensive Point of Sale Data Management

• Rebate Tracking for Direct and Indirect Sales

• Promotional Lift Prediction and Baseline Calculation

• Vendor Rebate Flows

• Multiple Organization Access Control

• Trade Planning and Execution

• Extensive integration across the E-Business Suite

Easily Manage Complex Accruals and Pricing Programs

Companies are under ever-increasing pressure to get the highest return from promotional spending. But because trade management is an enterprise-wide process, companies need more than just a standalone promotion system to effectively administer trade programs. Oracle Channel Rebates and Point of Sales Management administers the entire promotion cycle, from trade planning all the way to claim settlement. Account planning and analysis tools streamline the process. Real-time tracking and monitoring mechanisms keep trade spending in compliance with budget and regulatory constraints. As a component of Oracle's CRM and the Oracle E-Business Suite, Channel Rebates and Point of Sales Management integrates with all related processes—from order management, to receivables and payables, to general ledger.
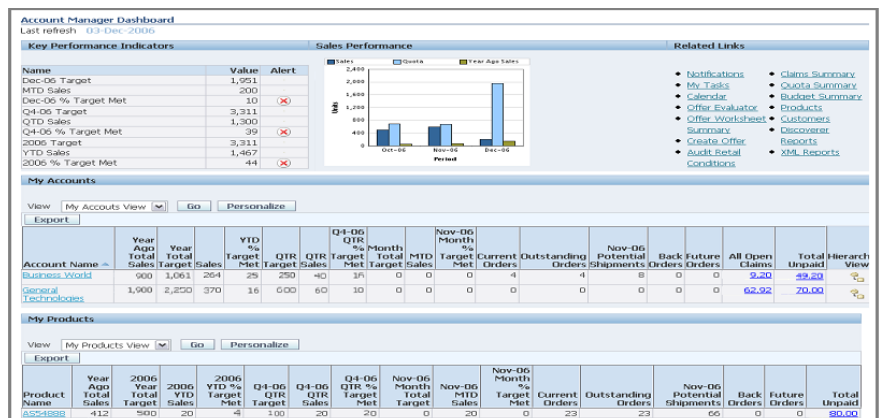

Figure 1: Oracle's Solution makes it easy to plan, monitor and settle promotions.

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Simplify Trade Planning

Oracle Rebates and Channel Point of Sales Management brings structure and visibility to the challenge of planning increasingly complex trade programs. Tight budgets and increasing compliance demands require rigorous budget processes. Oracle's Rebates and Channel Point of Sales Management solution combines powerful budget allocation with robust trade fund execution capabilities for Market Development programs (MDF), co-op advertising, and other accrual, programs or promotional activities. Organizations can control discretionary spending dollars by designating specific product, brand, and marketplace allocations, thus ensuring that promotional funds are used as intended.

Ever-increasing customer pressure on pricing and promotions often make it difficult for trade managers to develop mutually profitable business relationships. Oracle Channel Rebates and Point of Sales Management provides a robust account planner that enables building more profitable channel relationships. Establish sales targets, create comprehensive account plans, and schedule promotions for each account. Plans can be created for different calendar periods and can be detailed down to the customer, distributor, and retail store level. Plan details can be rolled up the sales hierarchy, so that sales management has visibility into all customer activities. Sales analysis, retail pricing monitors, ROI & discount calculators, and a 360-degree view of each account enable sales agents to build more profitable relationships.

Past results are one of the most reliable predictors of future success. Oracle Rebates and Channel Point of Sales Management's offer evaluator analyzes historical data to help you plan the most effective promotional offers and customer product mixes. The offer evaluator analyzes the investments and returns of past promotions. With this information, sales agents can present the ideal promotions tailored to the customer's account plan and performance requirements.

Control Promotional Spending

Oracle Rebates and Channel Point of Sales Management Solution provides real-time tools to track execution and reign in out-of-control spending. A real-time view into customer commitments and liabilities is the key to prevent overspending. With the Oracle Rebates and Channel Point of Sales Management solution, sales management can view the planned spending, committed liabilities, customer earnings, and paid levels of discretionary sales dollars. Accurately capturing promotional expenses and liabilities lets you supply timely information to your financial system, reducing the risk of accounting discrepancies or surprises. With Oracle Rebates and Channel Point of Sales Management, you always know what commitments you have made and their impact on total budget.

Effectively Process and Manage POS Data

Promotions based on indirect sales in multi-tiered distribution channels are time-consuming, expensive to process, and difficult to audit and control. Oracle Rebates and Channel Point of Sales Management Solution provides automatic import and processing of POS data. Not only does this slash the time and expense of processing distributor claims, it gives your organization a combined view of all direct and indirect rebates. Out

of the box, Oracle Rebates and Channel Point of Sale Management supports key business process flows like Chargeback common in Life Sciences industry, Deviated or Contract pricing in Consumer Goods and the Ship and Debit flow that is common in the High Tech and the Semi Conductor Industry.

The system addresses four critical areas related to the effective processing of these flows: POS data load & cleansing, data validation, dispute handling and claim settlement. At each process step, the organization has a real-time view of all relevant information that enables facts-based decision-making and collaboration resulting into reduced errors and improved efficiency.

Figure 3: Indirect inventory tracking uses POS data to provide a complete sell-through view of multi-tier trade programs

The Oracle Rebates and Channel Point of Sales Management's indirect inventory-control tool facilitates audits of customer/distributor inventory by providing data to analyze inventory and stock movement as well as promotion effectiveness by category, item and distributor.

Manage Tiered Pricing or Volume Rebates

Volume Offer Functionality allows users to establish tiered discounts by product and time periods, and automatically keep track of total accumulated volumes across orders. Price adjustments happen at each successive tier and can be made retroactive. Volume programs are supported for Direct, Indirect Sales Order (POS) data or a combination of both.

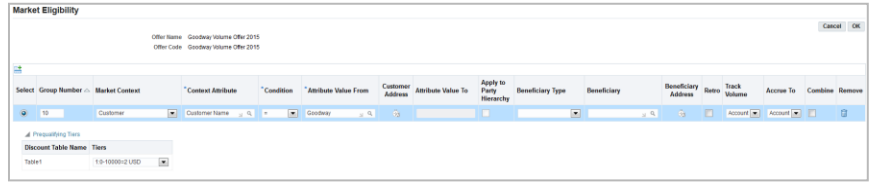Figure 4: Programs are supported for both Direct and Indirect Sales

Figure 5: Retroactive Adjustments and Prequalification Tiers

The volume offer functionality allows for real time tracking of the volumes and provides advanced functions like the ability to combine discount tables within a promotion.For the volume offers that are active, the configurations can be modified via the adjustments feature. Depending on the nature of the adjustment, system will automatically adjust volumes and accruals as necessary.

Oracle E-Business Suite -- The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, products—all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.