

# 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

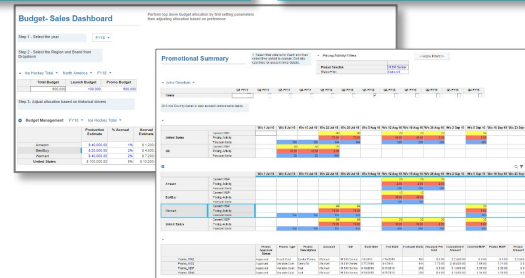
Claim Entry & Matching

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