

IBM Software Group

Promotion Planning Performance Blueprint



Solution Description

The IBM Cognos Promotion Performance Blueprint help retailers spend company and trade dollars more effectively and drive higher ROI by enabling retailers to have complete visibility into all promotional activities. Managers can plan promotion campaigns, model and evaluate promotion options based on costs or sales lift, monitor results, and analyze promotions for optimal return on marketing campaign investments.

Features & Benefits

Going well beyond the capabilities of a spreadsheet-based system, the Promotion Performance Blueprint offers simplified and streamlined planning, forecasting, analysis, and reporting functionality. It delivers an intuitive top-down and bottom-up planning and reporting environment.

- Allocate corporate marketing spend: Utilize built-in calendaring and historical data to pre-populate plans. Strategically apportion funds to divisions or channels, or by types of marketing activities such as circulars, TV, radio, or direct marketing. Model multiple scenarios to determine overall usage of marketing funds.
- Manage marketing campaigns: Conduct what-if analysis and determine the optimal promotion mix for individual divisions or activities. Define, plan, and model promotional campaigns including costs, margins, and expected sales lift. Measure campaign costs, results, and effectiveness versus plans. Analyze historical promotions and use results to drive future campaigns and optimal promotional mix.
- Manage vendor trade spend: Forecast trade fund receivables by vendor. Define, plan, and model vendor incentives such as trade fund receivables, types of promotional activities, margins, and expected sales lift. Monitor vendor compliance for timeliness and completeness of remittances versus plans. Measure campaign costs, results, and effectiveness versus plans.
- Rapid re-forecasting capabilities empower chains to adjust promotional mix and campaigns on-the-fly based on performance and consumer responses to date.
- Fast consolidation reduces planning cycles and allows chains to react quickly to new vendor-sponsored opportunities, address market trends, and counter competitive actions.
- Embedded workflow functionality helps drive collaboration and accountability, while streamlining the approval and monitoring process.
- Compliance-monitoring capabilities improve control over trade funds and accelerate reimbursements due from vendors.
- Visual dashboards and reports provide organization-wide visibility into promotional activities—committed, planned, and results.

Value Proposition

The Promotion Planning Performance Blueprint helps retailers increase marketing effectiveness. It provides a complete performance management framework that enables chains to accurately plan, measure, and report on marketing and promotional activities. Driving higher returns and achieving competitive advantage while protecting margins.

IBM Segment

- Cognos

Business Function

- Performance Management

Target Industry

- Retail

For more information, contact:

Kristen Meyer
(703) 889-5302
kristenmeyer@us.ibm.com
www.ibm.com/software

This brochure was developed to assist you in identifying products from select Business Partners that may be of interest to you as you consider your information technology needs. Any reliance by you on this publication is at your sole risk and will not create any liability or obligation on the part of IBM.

© Copyright IBM Corporation 2009. All Rights Reserved. IBM, the IBM logo, Cognos, FileNet, InfoSphere and Optim are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.



Let's build a smarter planet.

