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Trade Management

Earl W Eldridge
Senior Director EBS CRM Product Management

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Improve Trade Fund Ops with Release 12 Trade Management: Leveraging All the Capabilities of Oracle Trade Management

- Challenges
- Oracle's Solution
    - Budgets
    - Programs and Pricing Management
    - Settlement
- Evolution of Trade Management

Oracle At-a-Glance

Founded in 1977. Headquarters in Redwood Shores, CA with operations in 145 countries.

- 275,000 total customers
- 220,000 database customers
- 30,000 applications customers
- 19,000 SMB apps customers
- 30,000 middleware customers

- 17,700 partners
- 60,000 employees
- 14,000 developers
- 7,000 support staff

Globally…

#1 in Database

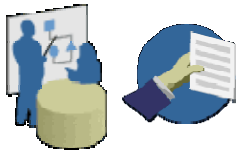**#1** in Customer Relationship Mgmt

#1 in Supply Chain Mgmt

#1 in Human Capital Mgmt

#1 in Industries

- Retail
- Communications
- Public Sector
- Professional Services
- Financial Services

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Trade Management At-a-Glance

Develop Plan

- **Define budget**
- **Create promotions**

Track Funds

- **Monitor accruals**
- **Update budget**

Settle Claims

- **Verify performance**
- **Update general ledger**

ConsumerGoods TECHNOLOGY

- Over $95B in trade funds are spent in the U.S. annually, with $18B for unidentified purposes

- Trade funds can represent 10-20% of a CPG product's revenue

Business Challenges

Customer Demands

- How can I meet customers' promotion demands while increasing sales and margins?

- How can I resolve customer claims faster?

Fierce Competition

- How can I increase my share of shelf space?

- How can I distinguish my products and pricing against competitors'?

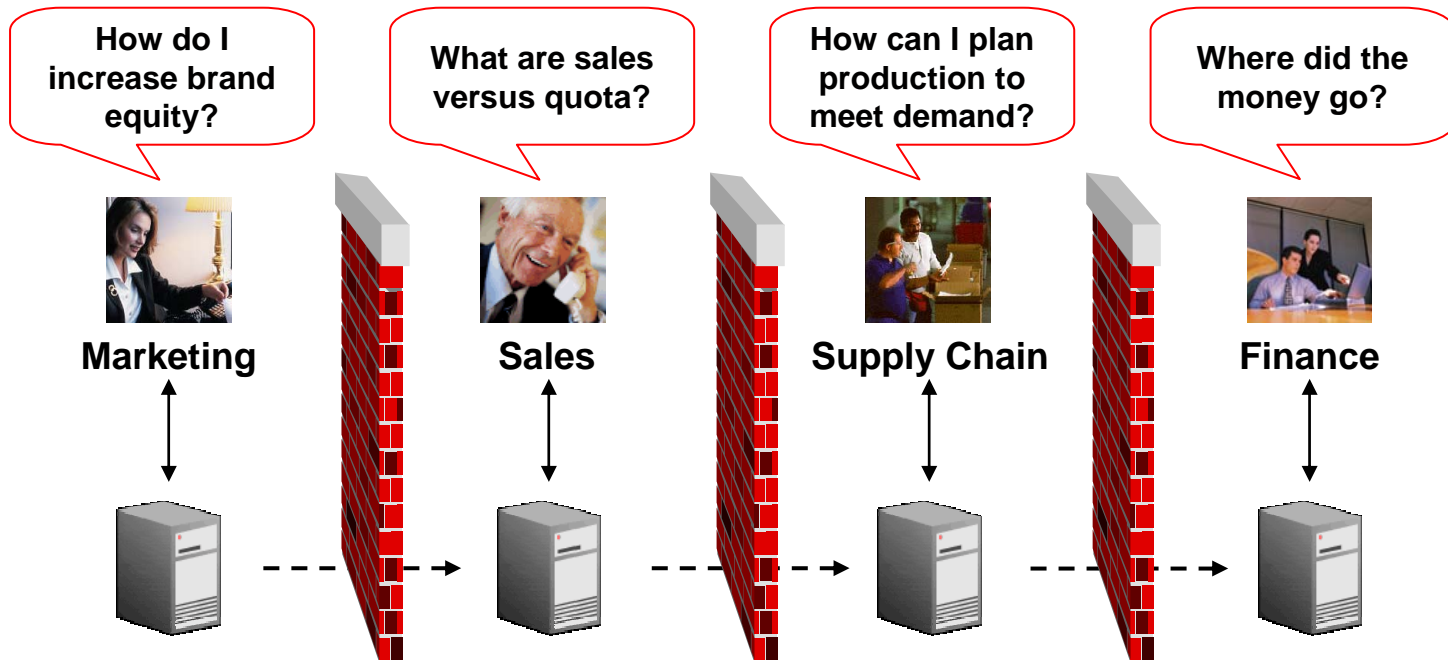**Develop Plan** → **Track Funds** → **Settle Claims**
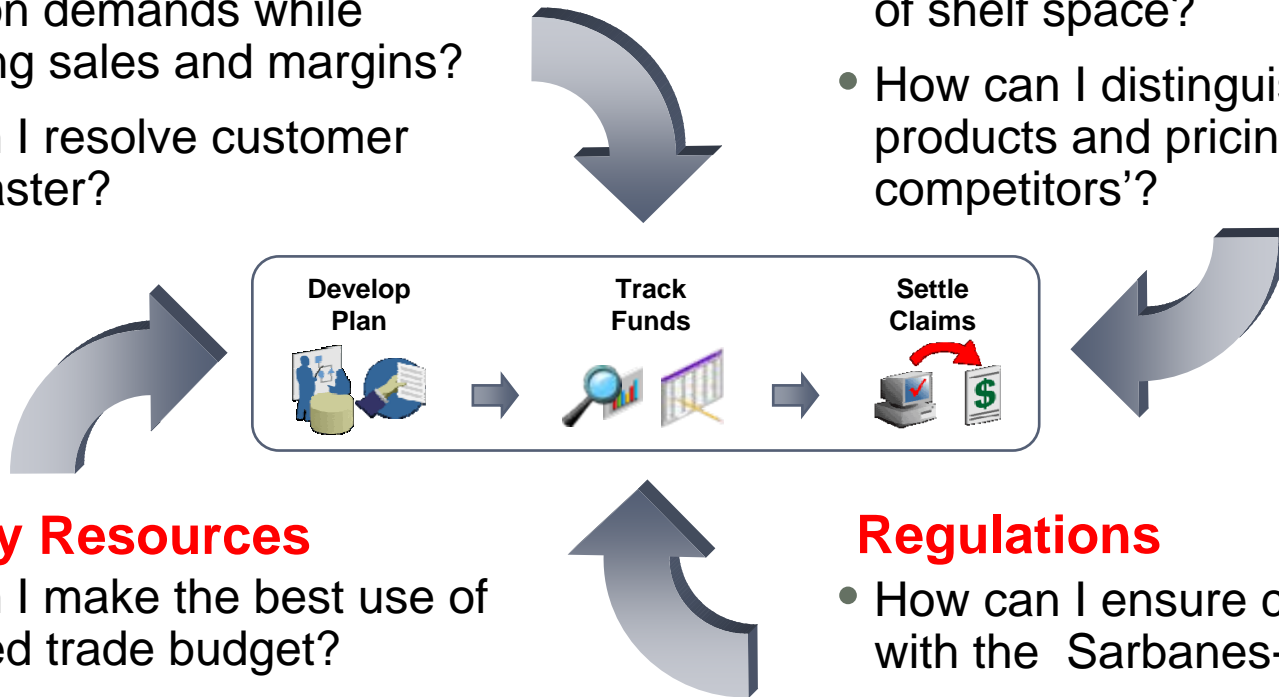
Company Resources

- How can I make the best use of my limited trade budget?

- How can I simplify management of my complex manufacturing and distribution processes?

Regulations

- How can I ensure compliance with the Sarbanes-Oxley Act?

- How do I maintain continuous accounting accuracy?

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Operational Challenges

- Inability to accurately calculate promotional ROI
- Communication gap between sales & pricing lead to invoice errors
- Low visibility into promotional liabilities
- Slow, inefficient claims resolution

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A Need for Change
Leading Business Trends

- Increasing manufacturer-channel collaboration

- Customer investments based on total cost to serve

- End-to-end solution across Finance, Supply Chain & CRM

- Strong internal controls to comply with regulations
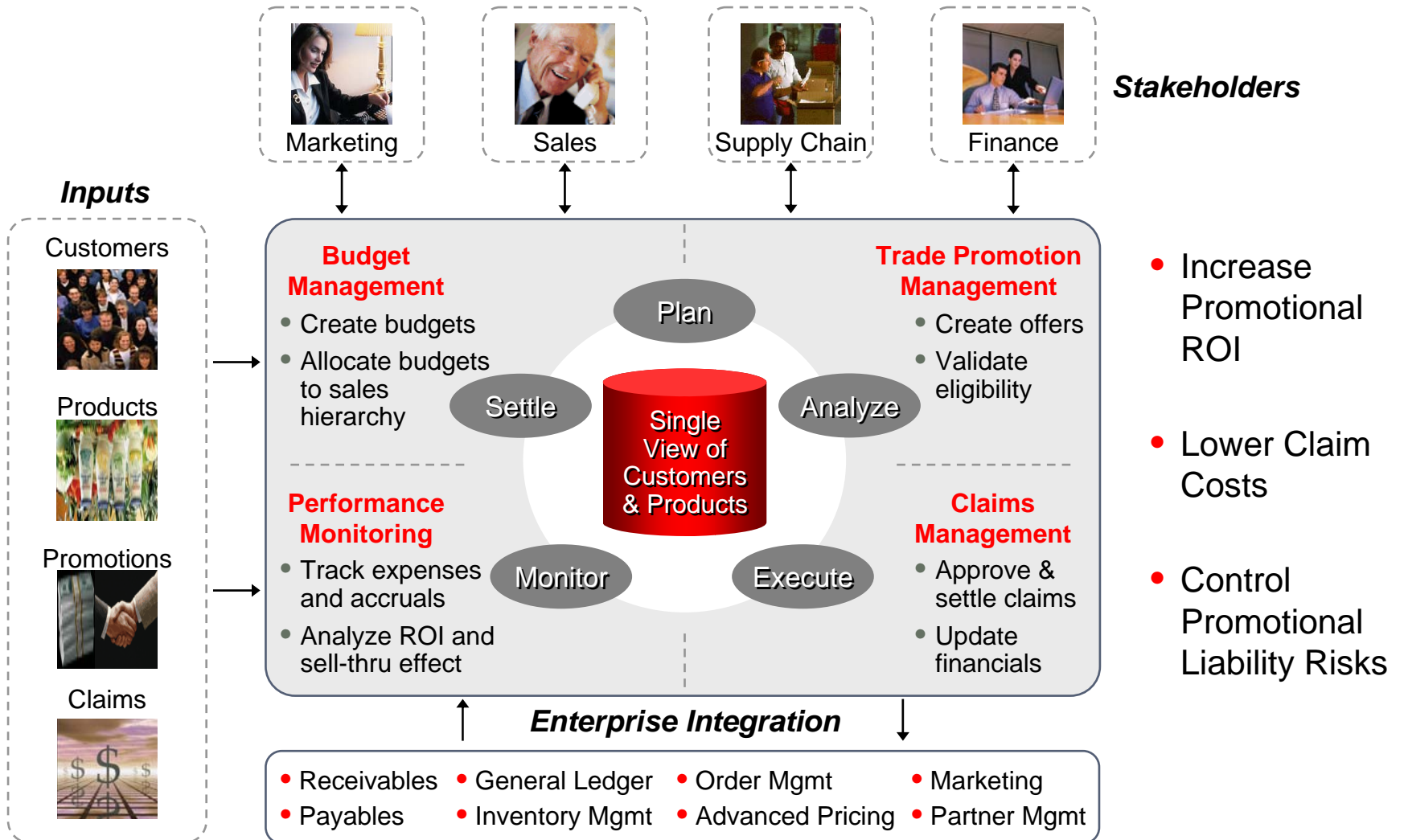
- Single, integrated view of customers & products

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How

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Delivers

Foundation:
Unified Information Architecture

- Common data model enables a single source of truth

- Comprehensive suite of applications designed to work together

- Robust set of integration services based on open standards

- Modular deployment by business flow

- Single global instance implementations

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Oracle Trade Management Solution

Stakeholders

Marketing   Sales   Supply Chain   Finance

Inputs

Customers

Products

Promotions

Claims

Budget Management
- Create budgets
- Allocate budgets to sales hierarchy

Trade Promotion Management
- Create offers
- Validate eligibility

Performance Monitoring
- Track expenses and accruals
- Analyze ROI and sell-thru effect

Claims Management
- Approve & settle claims
- Update financials

Plan

Settle

Analyze

Single View of Customers & Products

Monitor

Execute

- Increase Promotional ROI

- Lower Claim Costs

- Control Promotional Liability Risks

Enterprise Integration

- Receivables
- General Ledger
- Order Mgmt
- Marketing
- Payables
- Inventory Mgmt
- Advanced Pricing
- Partner Mgmt

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Complete Trade Management Flow
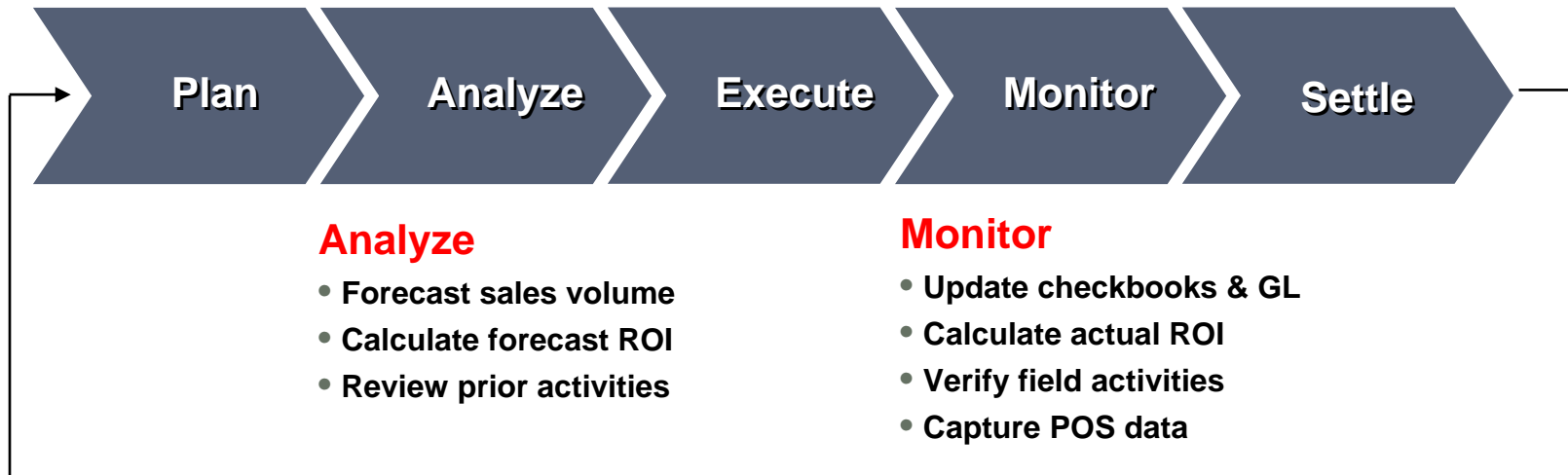*Automate End-to-End Business Process*

Plan
- **Create budget for customer / product**
- **Set budget thresholds**
- **Allocate to sales hierarchy**

Execute
- **Create offer**
- **Validate eligibility**
- **Price sales orders**
- **Calculate accruals and discounts**

Settle
- **Create check / credit**
- **Manage deductions**

Plan → **Analyze** → **Execute** → **Monitor** → **Settle**

Analyze
- **Forecast sales volume**
- **Calculate forecast ROI**
- **Review prior activities**

Monitor
- **Update checkbooks & GL**
- **Calculate actual ROI**
- **Verify field activities**
- **Capture POS data**

Workflow Driven Approval Process

Provide a Strong Internal Control System

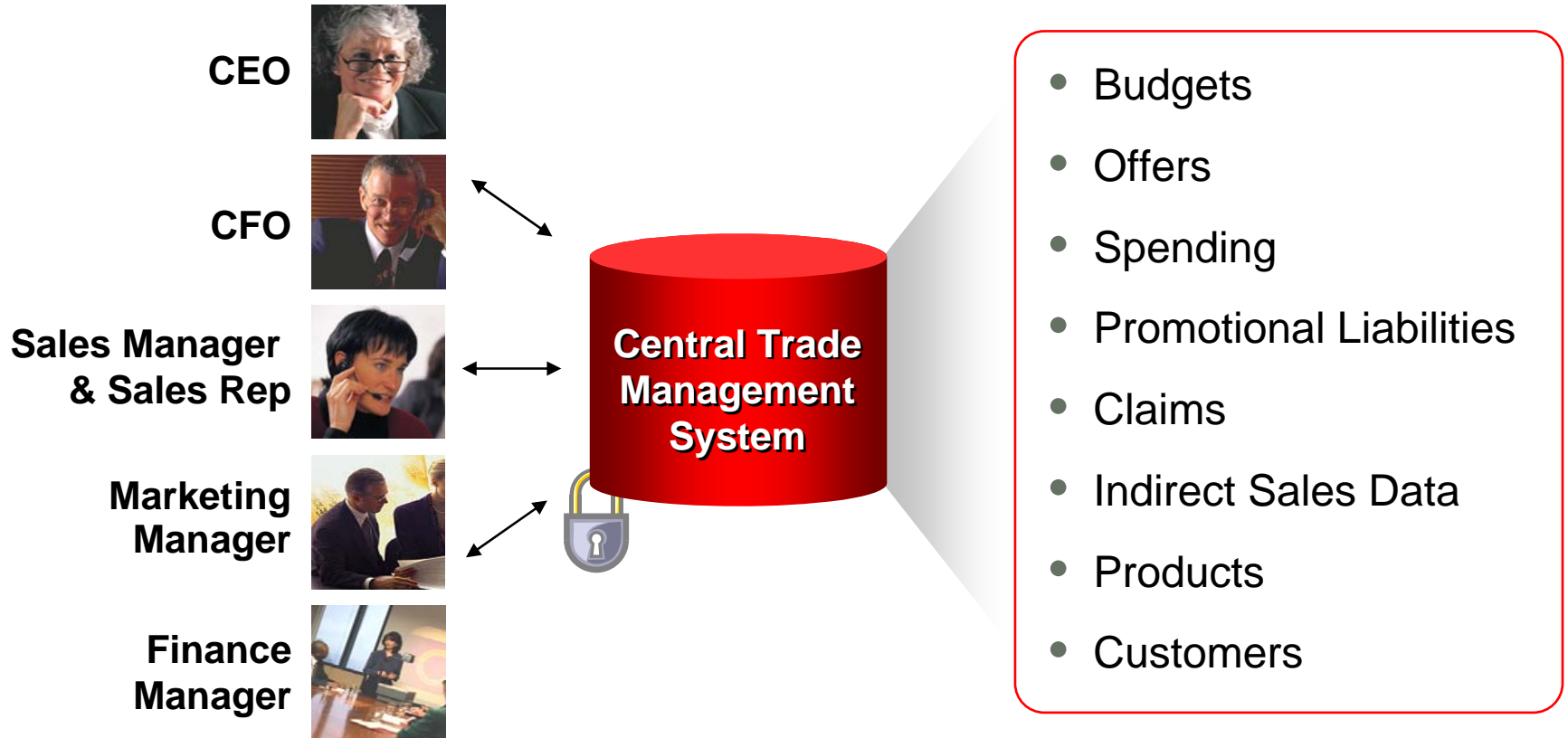**Workflow Engine**
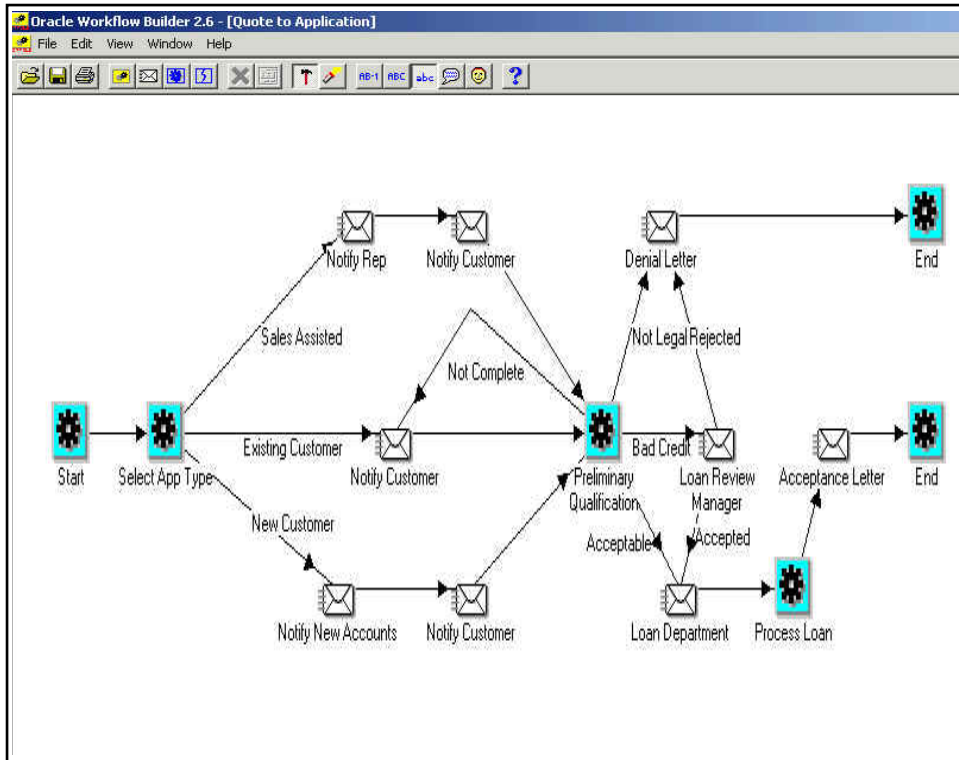
Trigger

- Budget creation
- Budget allocation
- Promotion fund request
- Promotion adjustments
- Claim settlement

Outcome

- Automated approvals
- Complete audit trail

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Responsibility-Based User Security
Enable Enterprise Collaboration

CEO

CFO

Sales Manager & Sales Rep

Marketing Manager

Finance Manager

Central Trade Management System

- Budgets
- Offers
- Spending
- Promotional Liabilities
- Claims
- Indirect Sales Data
- Products
- Customers

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Trade Management

Budgets

Oracle Trade Management Solution

Enables you to…

❶ **Streamline the Budget Allocation and Management Process**

❷ **Drive Effective Sales and Promotional Planning**

❸ **Monitor Performance and Control Promotional Exposure**

❹ **Minimize Claim Processing Costs**

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Budget Planning

Set Foundation for Tracking Spending

Business Flow

Create Budgets		Define Eligibility		Define Thresholds		Allocate
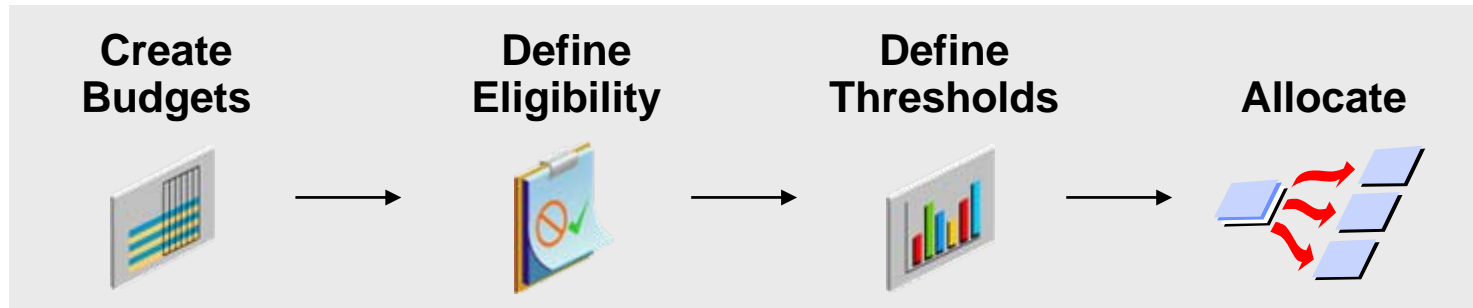
Benefits

- Centralized view of trade budgets
- Controlled trade spending
- Support for all budget processes
- Shorter time to distribute funds

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Complete Set of Budgeting Capabilities

Improve Administration Flexibility and Effectiveness

- **Support Key Budget Types**
  - Fixed
  - Fully Accrued

- **Manage Budgets at Multiple Levels**
  - Territory   - Sites
  - Buying Groups   - Product Family
  - Customers   - Products

- **Configure Alerts for Potential Overspend and Underspend**

- **Automate Allocation to Sales Hierarchy**
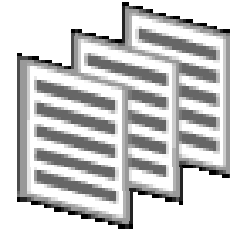
- **Enable Top-Down Bottom-Up Budgeting**

Multiple Fund Views and Drill-Downs

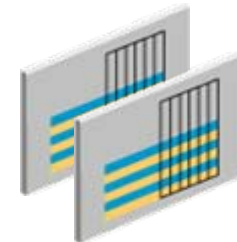*Provide Management Visibility to Budget and Usage*

Promotion Checkbook

Rollup View
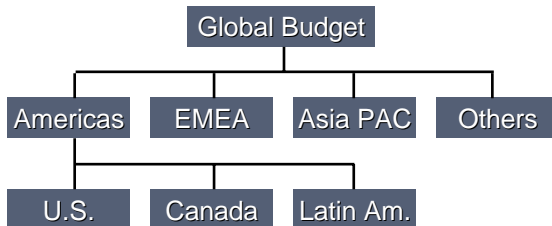
Fund Balances

- Total
- Planned
- Committed
- Utilized
- Earned
- Paid

Hierarchy Tree

Global Budget

Americas | EMEA | Asia PAC | Others

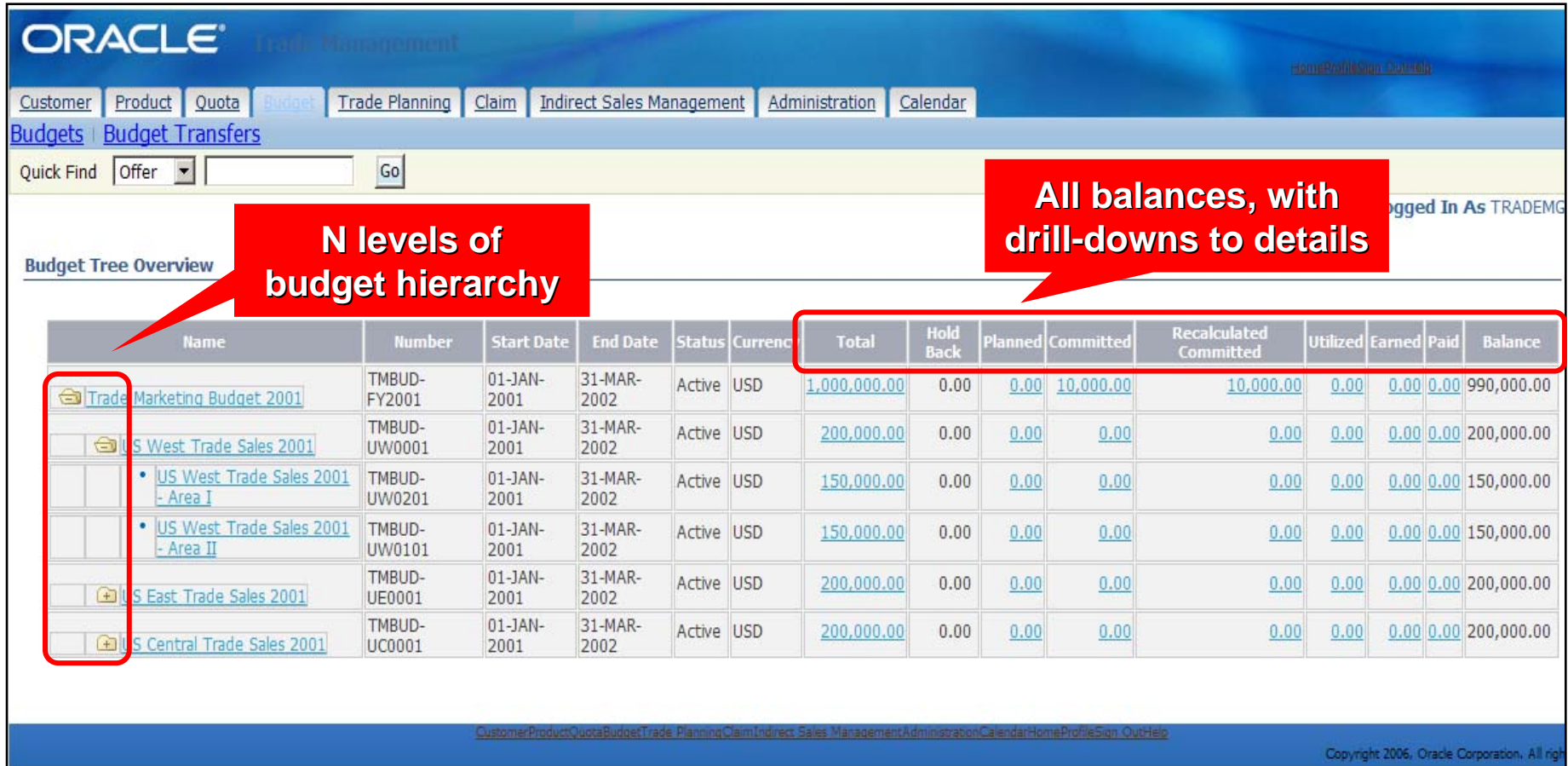U.S. | Canada | Latin Am.

Customer Checkbook

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Example: **Budget Hierarchy View**
Track Total Spending and Accrual Levels

N levels of budget hierarchy

All balances, with drill-downs to details

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Home Profile Sign Out Help

Customer | Product | Quota | Budget | Trade Planning | Claim | Indirect Sales Management | Administration | Calendar

Budgets | Budget Transfers

Quick Find Offer ▼ [   ] Go

Logged In As TRADEMG

Budget Tree Overview

Name	Number	Start Date	End Date	Status	Currency	Total	Hold Back	Planned	Committed	Recalculated Committed	Utilized	Earned	Paid	Balance
📁 Trade Marketing Budget 2001	TMBUD-FY2001	01-JAN-2001	31-MAR-2002	Active	USD	1,000,000.00	0.00	0.00	10,000.00	10,000.00	0.00	0.00	0.00	990,000.00
📁 US West Trade Sales 2001	TMBUD-UW0001	01-JAN-2001	31-MAR-2002	Active	USD	200,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200,000.00
• US West Trade Sales 2001 - Area I	TMBUD-UW0201	01-JAN-2001	31-MAR-2002	Active	USD	150,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150,000.00
• US West Trade Sales 2001 - Area II	TMBUD-UW0101	01-JAN-2001	31-MAR-2002	Active	USD	150,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150,000.00
⊞ US East Trade Sales 2001	TMBUD-UE0001	01-JAN-2001	31-MAR-2002	Active	USD	200,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200,000.00
⊞ US Central Trade Sales 2001	TMBUD-UC0001	01-JAN-2001	31-MAR-2002	Active	USD	200,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200,000.00

Customer Product Quota Budget Trade Planning Claim Indirect Sales Management Administration Calendar Home Profile Sign Out Help

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Trade Management

Programs & Pricing Management

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Oracle Trade Management Solution

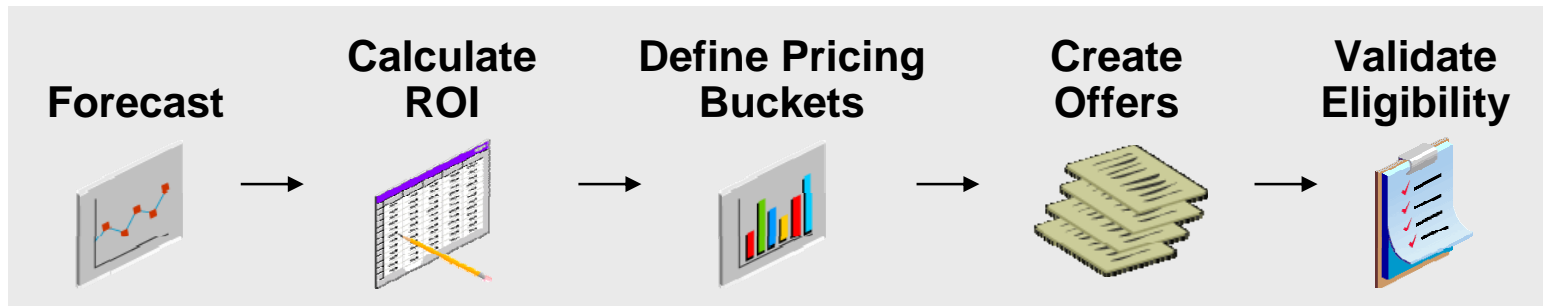*Enables you to…*

❶ Streamline the Budget Allocation and Management Process

❷ Drive Effective Sales and Promotional Planning

❸ Monitor Performance and Control Promotional Exposure

❹ Minimize Claim Processing Costs

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Promotional Planning
Plan and Analyze Before Execution

Business Flow

Forecast	Calculate ROI	Define Pricing Buckets	Create Offers	Validate Eligibility

Benefits

- Avoid unwarranted discounting
- Promote to the right customers with the right products
- Ensure effective use of budget

Account Manager Dashboard: Planning
Enable Account-Level Planning for Iterative Selling

Account Manager Dashboard >

Account Plan

Customer Name	**General Technologies**	Status	**A**
Customer Number	**1007**	~~mer~~ Category	**High Technology**
Total Employees	**5000**	~~iscal~~ Year End	**05**
Total Revenue	**100,000,0**	Web Address	**www.generaltech.com**
Email			

DUNS
Business Line
Phone **1 703 844:**

Set sales target

Activities | **Retail Conditions** | **Target Allocations** | **Notes**

Plan Period `Nov-06` 🔍

Product `▼` `_____` 🔍 `Go`

Manufacturer's Activities

View promotion gaps & overlaps

Find past offers to baseline new offers

Advanc

View `Sales Promotions ▼` `Go` `Personalize`

Select Activities: `View Gantt Chart` | `Evaluate Offers` | `Copy To Offer Worksheet` | `Offer Worksheet Summary` | `Sales Analysis` | Expr

Select All | Select None

Select	Activity Class	Activity Name	Status	Start Date	End Date	Offer Type	Forecast ROI	Actual Units	Actual ROI	Utilized	Earned	Paid	Unpaid
☐	Offers	Seasonal RampUp Promo	Active	23-Jul-2004	30-Nov-2009	Off Invoice	3.00	1106	2.00	16,996.40	16,996.40		16,996.40
☐	Offers	GT Accrual Offer	Active	23-Jul-2004	30-Sep-2009	Accruals	4.00	600:	2.20	56,207.88	56,207.88		56,207.88

View all planned and current promo activities

Forecast revenues and expected ROI
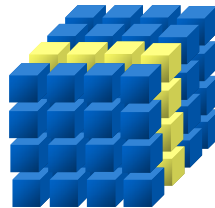
Retailers' Performance:

Sales Forecast Tools

Benchmark Promotion Impact on Sales Volume

Sales Users

- Analyze historical sales data to baseline likely sales lift for current period

- Capture Sales Forecasts for future comparison against Actuals

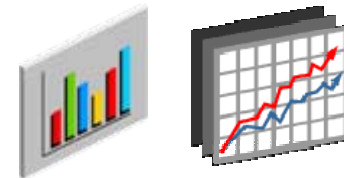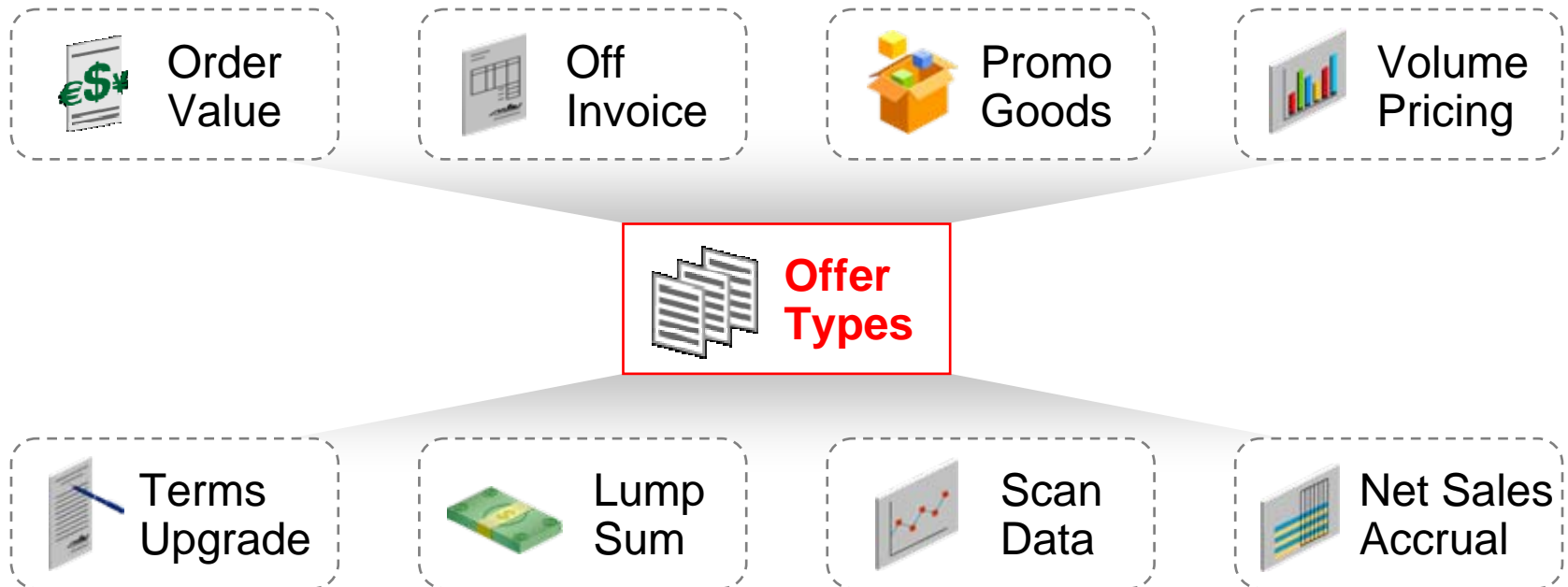**Volume Planning & Forecasting**

- Automatically calculate spread using baseline ratio

- Segment historical sales by:
  - market   - time
  - product

Historical Sales Data

Comprehensive Offer Types
Support All Promotional Activities

Order Value	Off Invoice	Promo Goods	Volume Pricing

Offer Types

Terms Upgrade	Lump Sum	Scan Data	Net Sales Accrual

Provide Multiple Promotion Options to Sales Reps and Trade Marketers

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Comprehensive Volume Pricing

Incent Customers to Purchase Higher Volumes of Products
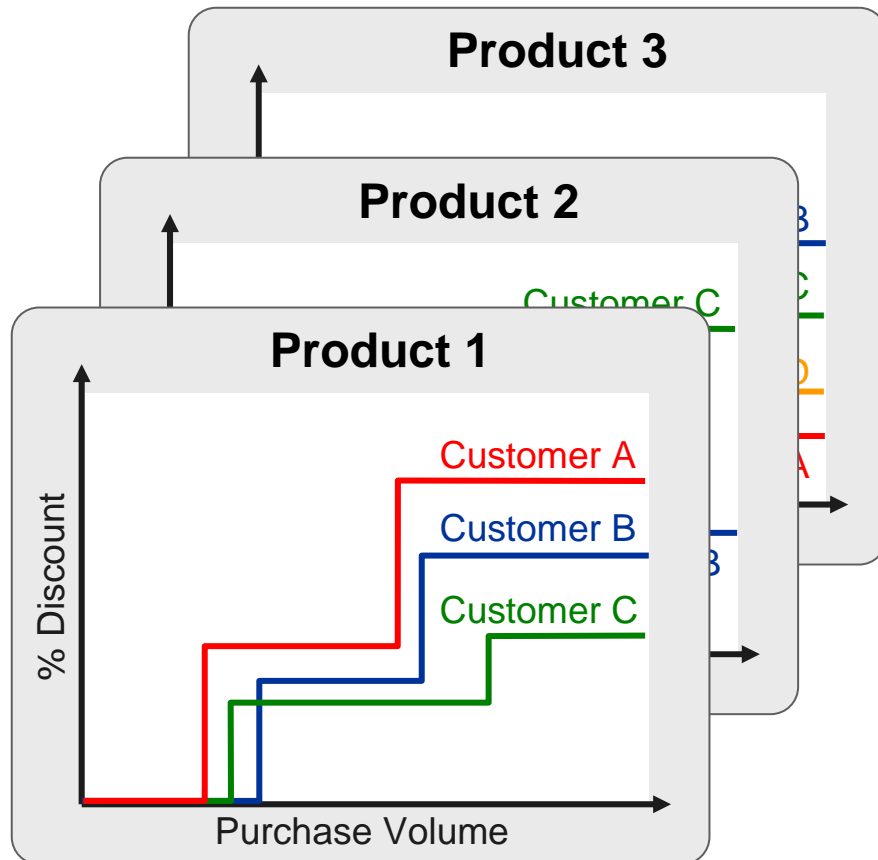
Flexibly Define Pricing Agreements

- Specify discount eligibility by customer, product, market, date
- Define discount tiers by quantity, dollar amount
- Define discount amount by percent, dollar amount
- Create combined volume offers

Simplify Administration

- Create all volume offers for customers from a single screen
- Assign a volume offer for a product to one, many, or all customers
- Support direct and indirect sales

ROI Projection
Calculate Expected Net Impact of Promotional Spend

Manufacturer's ROI Details

Offer Name : FY06-07 Desktop Promotion

Start Date : 16-OCT-2006   End Date : 31-DEC-2006

Version 1   Date Created 16-OCT-2006
UOM Each   Total Forecast 448
Price List Corporate

View

Views Forecast ▼

Changing a view will automatically refres

Impact of Discount   **Promotional ROI**

Currency US dollar

Product	Per Unit					Margin		Forecast			
Name	List Price	Discount Type	Discount Value	Selling Price	Unit Cost	Amount	%	Units	Revenue	Costs	ROI
XA5000	1,549.99	10 %	155.00	1,395.00	0.00	1,395.00	100.00	212	328,597.88	32,859.79	9.00
AS54888	1,599.00	10 %	159.90	1,439.10				236	377,364.00		

First | Previous [1 - 2 of 2 ▼] Next | Last

Sub Total	448	705,961.88	
Totals	448	705,961.88	

- Integrate with 3rd party demand forecast systems to calculate baseline sales and lift

- Automatically retrieve cost of goods from ERP system

- Calculate ROI based on Sales Forecast

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# Oracle Trade Management Solution

Enables you to…

❶ **Streamline the Budget Allocation and Management Process**

❷ **Drive Effective Sales and Promotional Planning**

❸ **Monitor Performance and Control Promotional Exposure**

❹ **Minimize Claim Processing Costs**

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Streamlined Execution and Tracking
Promote Effectively, Monitor Diligently

Business Flow

Calculate Accrual → **Validate Performance** → **Calculate ROI**

Update Financials
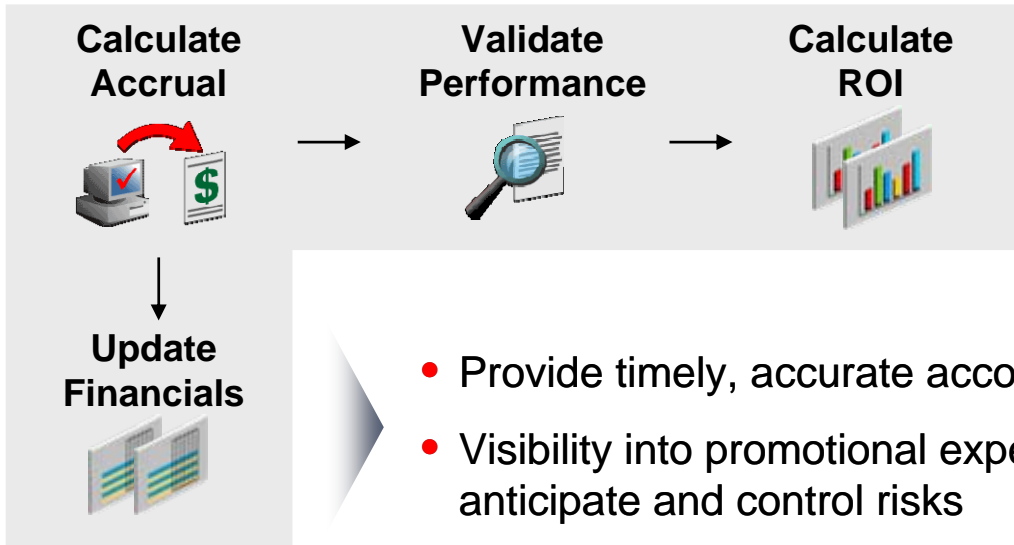
Benefits

- Streamline promotion tracking process
- Measure promotional effectiveness

- Provide timely, accurate accounting
- Visibility into promotional expenses and liabilities helps anticipate and control risks

AMR Research

Consumer goods companies spend 15-20% of their revenues on trade funds. Often times, companies neither realize a return on their investment, nor know with certainty where the money is going.

-- Kara Romanov, Sr. Research Analyst

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Account Manager Dashboard: Monitoring

Evaluate Account and Product-Level Performance

Account Manager Dashboard slide showing Key Performance Indicators, Sales Performance chart, Related Links, My Accounts, and My Products sections, with callouts:
- Sales vs. quotas across multiple timeframes
- Sales trend and year-to-year comparison
- Action alerts triggered by sales target thresholds
- Performance by account
- Performance by product

Integrated Funds Tracking Process
Provide Real-Time Visibility into Expense and Liabilities

Sales Orders → **Funds Accrual Engine**
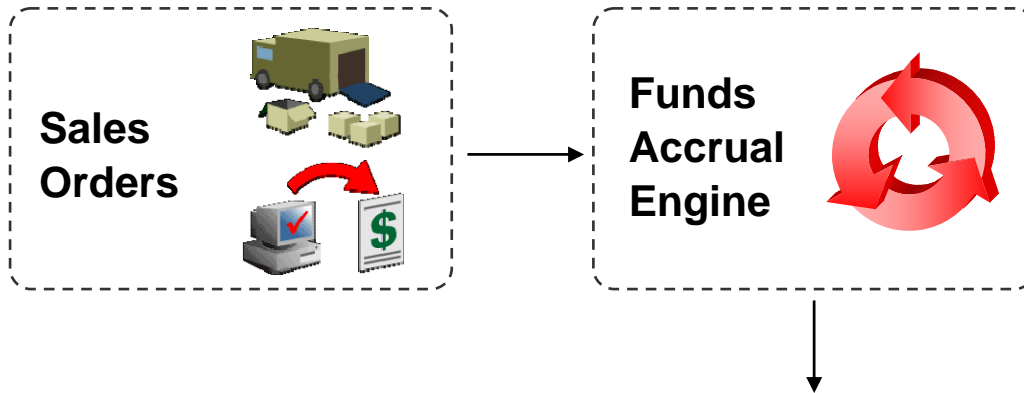
- Monitor Fund Usage
- View Committed vs. Earned vs. Paid

| Create | Copy | Customer Budget View | Self View |

Name	Type	Category	Status	Total	Planned	Committed	Utilized	Earned	Paid
Trade Program MDF	Fixed	Program MDF	Active	50,000,000.00	0.00	235,860.00	1,578,569.51	1,150,954.95	51,870.00
Special New Product Promotion Fund	Fixed	New Product Introduction	Active	5,000,000.00	0.00	0.00	0.00	0.00	0.00
Coop Advertisement	Fixed	Coop Program	Active	1,000,000.00	0.00	0.00	0.00	0.00	0.00
Sales Discretionary Fund	Fixed	Sales Budget	Active	2,000,000.00	0.00	0.00	0.00	0.00	0.00
Sales Accrual Budget	Fully Accrued	Sales Budget	Active	143,221.00	0.00	0.00	0.00	0.00	0.00
FY06-07 Sales Discretion Funds	Fully Accrued	Sales Budget	Active	0.00	0.00	0.00	0.00	0.00	0.00

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Comprehensive Adjustments
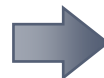*Synchronize Budget with Promotion Performance*
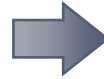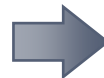
Retroactive Adjustments → Adjust promotion rate for past sales orders based on customer purchase volume
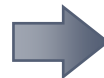
Manual Adjustments → Make ad hoc changes, e.g., for a missed activity

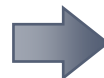**Automatic Adjustments** → Adjust promotion rate, e.g., for scan-through performance

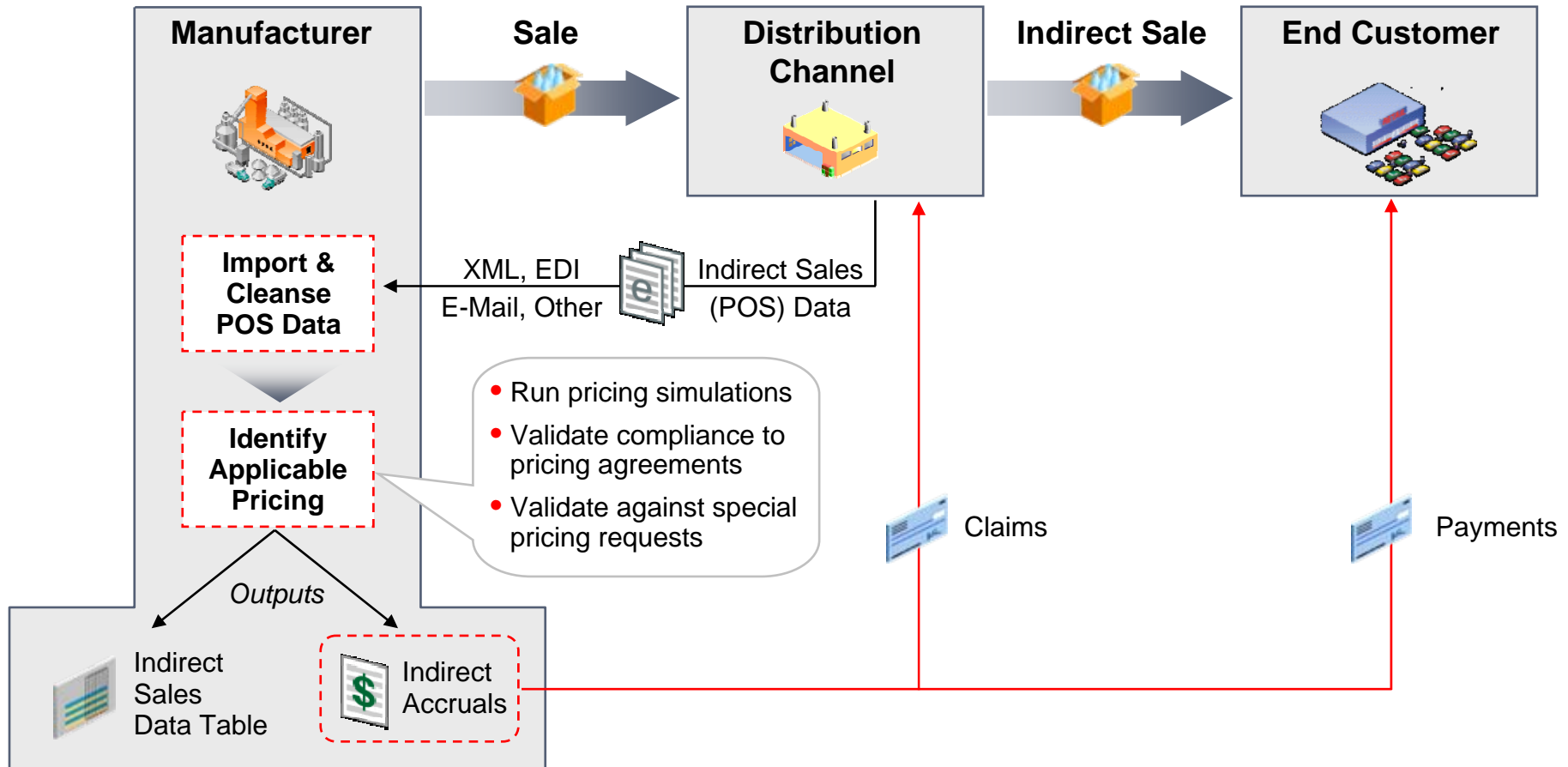**Fund Reconciliation** → Identify underspent funds and return them to available budget

Fund Transfers → Identify underspent funds and transfer them to other promotions

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Indirect Sales Accruals

Analyze Sell-Through Effect

Manufacturer	Sale	Distribution Channel	Indirect Sale	End Customer

Import & Cleanse POS Data

XML, EDI
E-Mail, Other

Indirect Sales (POS) Data

Identify Applicable Pricing

- Run pricing simulations
- Validate compliance to pricing agreements
- Validate against special pricing requests

Outputs

Indirect Sales Data Table

Indirect Accruals

Claims

Payments

Provide Incentive to Both Distribution Channel and End Customer

Channel Inventory Tracking

Gain Visibility into Channel Inventory and Throughput

Indirect Inventory Tracking
UOM = Each

Views

View [FY2004 ▼] [Go]

View channel inventory by account

Track inventory throughput

[Adjust]

◎ Previous [1-10 ▼] Next 10 ◎

Select All | Select None

Select	Customer	Start Period	End Period	Beginning Inventory ▼	Inventory In	Inventory Out	Adjustments	Ending Inventory
☐	Business World	01-Jan-2004	16-Oct-2006	135236	241928	92	10000	387872
☐	Imaging Innovations, Inc.	01-Jan-2004	16-Oct-2006	75298	249396	244	0	324450
☐	Total Internet	01-Jan-2004	16-Oct-2006	72436	72000	32	0	144404
☐	Hilman and Associates	01-Jan-2004	16-Oct-2006	71678	188052	226	0	259504
☐	SmartBuy	01-Jan-2004	16-Oct-2006	68344	273066	218	0	341192
☐	AT&T Universal Card	01-Jan-2004	16-Oct-2006	64280	101554	58	0	165776
☐	American Telephone & Telegraph	01-Jan-2004	16-Oct-2006	63684	153336	94	0	216926
☐	Modern Truck	01-Jan-2004	16-Oct-2006	63656	92346	0	0	156002
☐	A. C. Networks	01-Jan-2004	16-Oct-2006	61202	72794	78	0	133918
☐	Federal Parts	01-Jan-2004	16-Oct-2006	59494	110574	0	0	170068

[Adjust]

◎ Previous [1-10 ▼] Next 10 ◎

Grand Total

Beginning Inventory **1233742**	Inventory In **2759136**	Inventory Out **3044576**	Adjustments **10000**
Ending Inventory **958302**			

Performance Measurement
Validate Compliance and Analyze Actual Returns

Track Performance against Criteria

- Enable sales users to enter performance data (e.g., aisle display advertisement) for determining claim eligibility

- Validate compliance to performance criteria

Calculate actual ROI

- Measure financial returns

- Compare actual ROI against Forecast

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General Ledger Postings

Accurately Account for Sales / Expense and Liability

Sales Orders & Claims

Accrual Engine

General Ledger

- Direct Sales
- Indirect Sales (POS)
- Chargebacks
- Net sales calculations
- Scan data offers
- Lump sum offers
- Retroactive adjustments
- Other adjustments
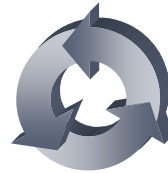
- Post accruals and claims to GL with option to post off-invoices

- Account for promotion as a reduction in revenue or as an expense

✓ *Apply Proper Accounting for any Country*

✓ *Minimize Financial Risks with Upfront Accruals*

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Trade Management

Settlement

Oracle Trade Management Solution

Enables you to…

❶ **Streamline the Budget Allocation and Management Process**

❷ **Drive Effective Sales and Promotional Planning**

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❹ **Minimize Claim Processing Costs**

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Claim and Deduction Management

End-to-End Process

Business Flow

Create Claim/DED	Assign Owner	Research	Approve & Settle	Adjust Financials
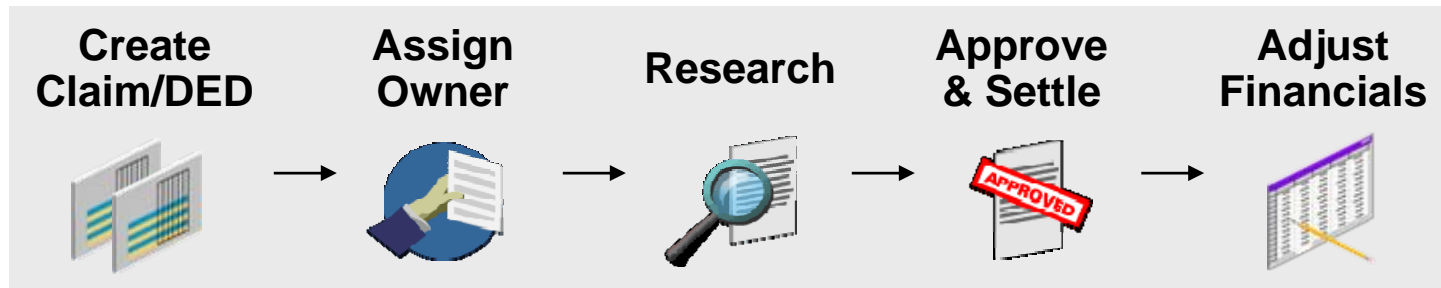
Benefits

- Minimize the cost and time required to clear claims & deductions
- Identify and collect invalid claims
- Proactively prevent deductions
- Efficiently process payments

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Central Claims Repository
Provide Control of All Customer Disputes

Other/Unknown Reasons

Trade Promotions

Post Audit Activities

Pricing Errors

Claims Repository

Various Penalty Charges

Packaging Issues

Product Quality Problems

Shipping & Dist Discrepancies
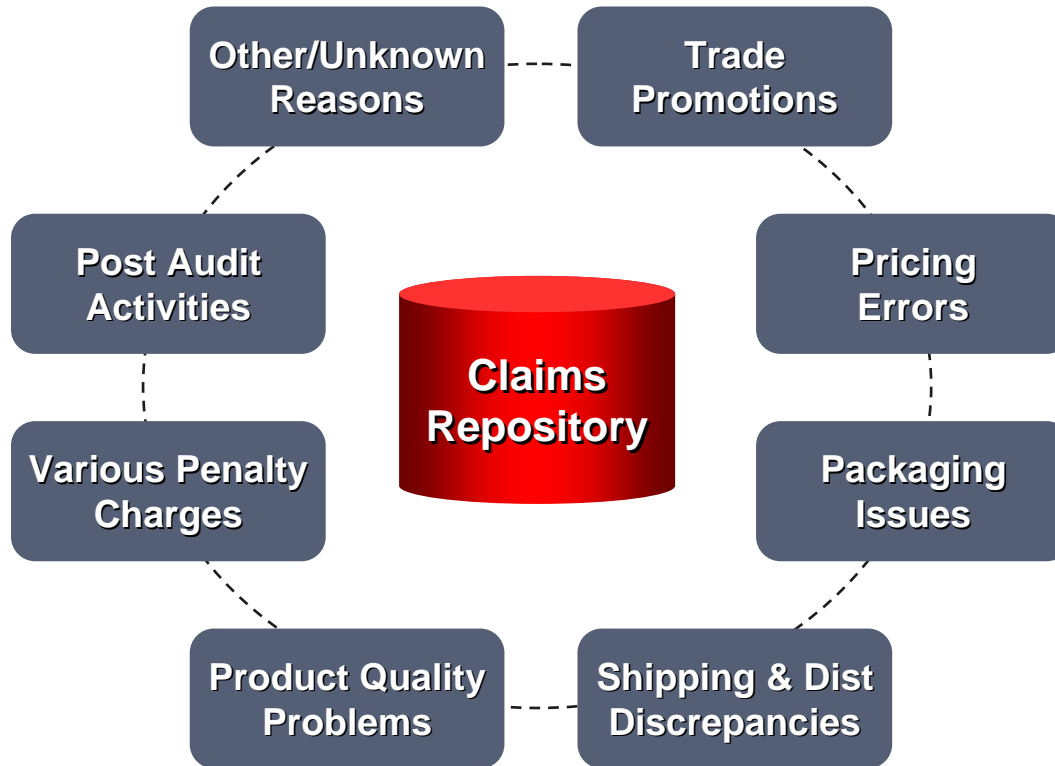
Enable Claims Analysis

- Detection of write-off threshold abuse

- Identification of process problems

- Calculation of total cost-to-serve

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Research and Administration Tools

Efficiently Investigate Claim Problems

Track Claims Aging
- Configurable aging buckets

Manage Task
- Team access
- Task assignment

Assign Owner
- Flexible assignment (by territory, other)

Categorize Issue
- By claim type
- By claim reason

Look Up Information
- Ad hoc reporting
- Promotional accruals search

Find Duplicates
- Search by customer reference number

Split Claim
- Multi-level split

Document Investigation
- Notes and attachments

Maintain Audit Trails
- Change history

Enable Shared Services With Controlled, Centralized Access to Claims Across Organizations

Integration with Receivables

Streamline Deduction Process

- Claim number - Reason
- Reference

```
Receive cash      →  Apply          →  Create and    →  Research
from customer        cash with         assign claims     and approve
                     discrepancies
```

```
Settle      →  Create         →  Adjust
Claims         and apply         Accounts
               transactions      Receivable
```

Close claims with transaction numbers

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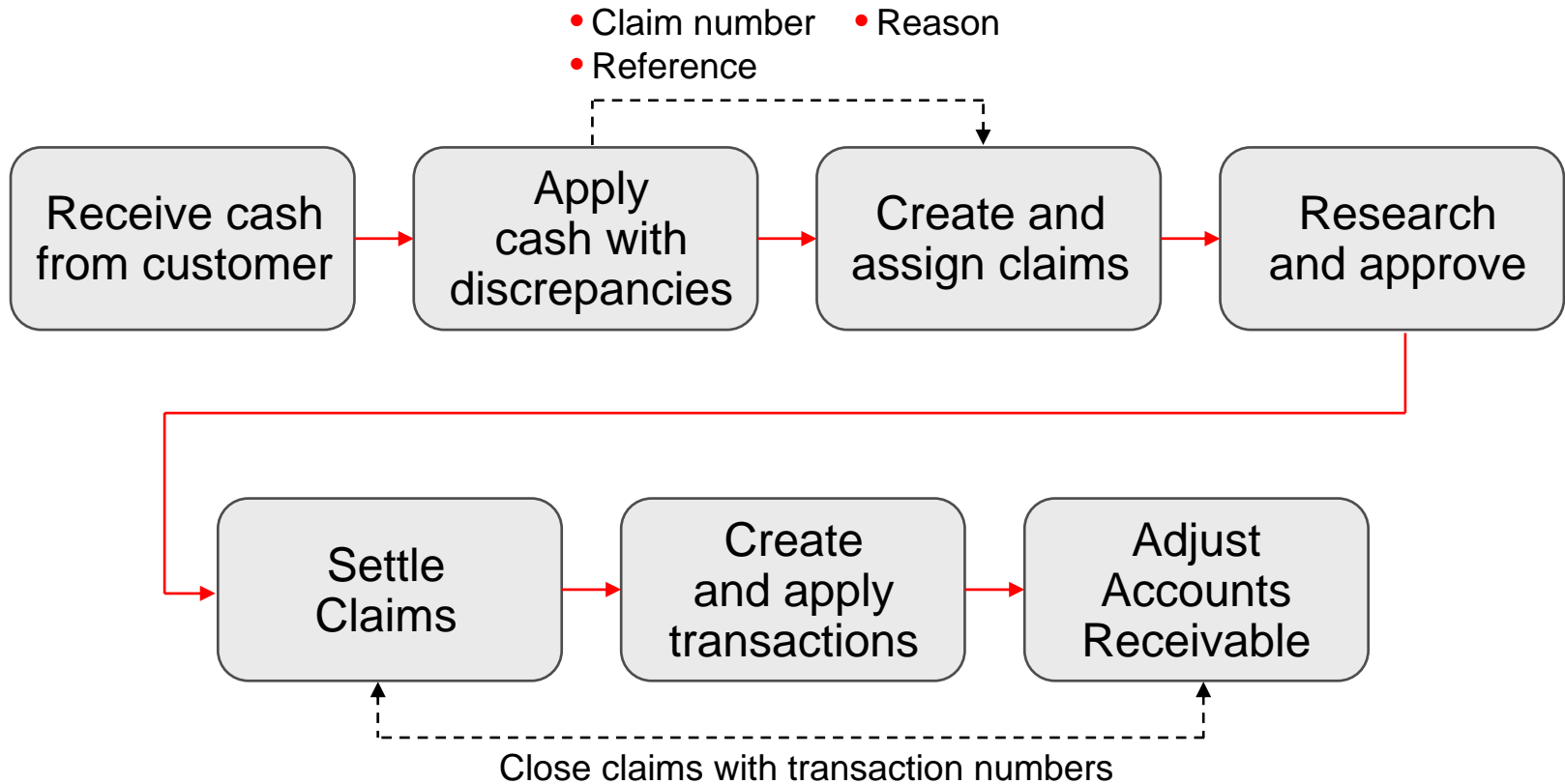
Automated Settlement

Shorten Resolution Cycle

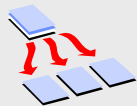|	
Auto Resolution	Automatically create Credit, Check, RMA, Write-Off, Chargeback, Debit, On Account Cash, Contra Charge for claims below set threshold amount
Auto Pay	Issue periodic payments based on customer preferences to proactively minimize deductions
Mass Settlement	Resolve multiple claims at once by offsetting deductions and overpayments

Configurable Settlement Workflow
Automate Creation and Settlement
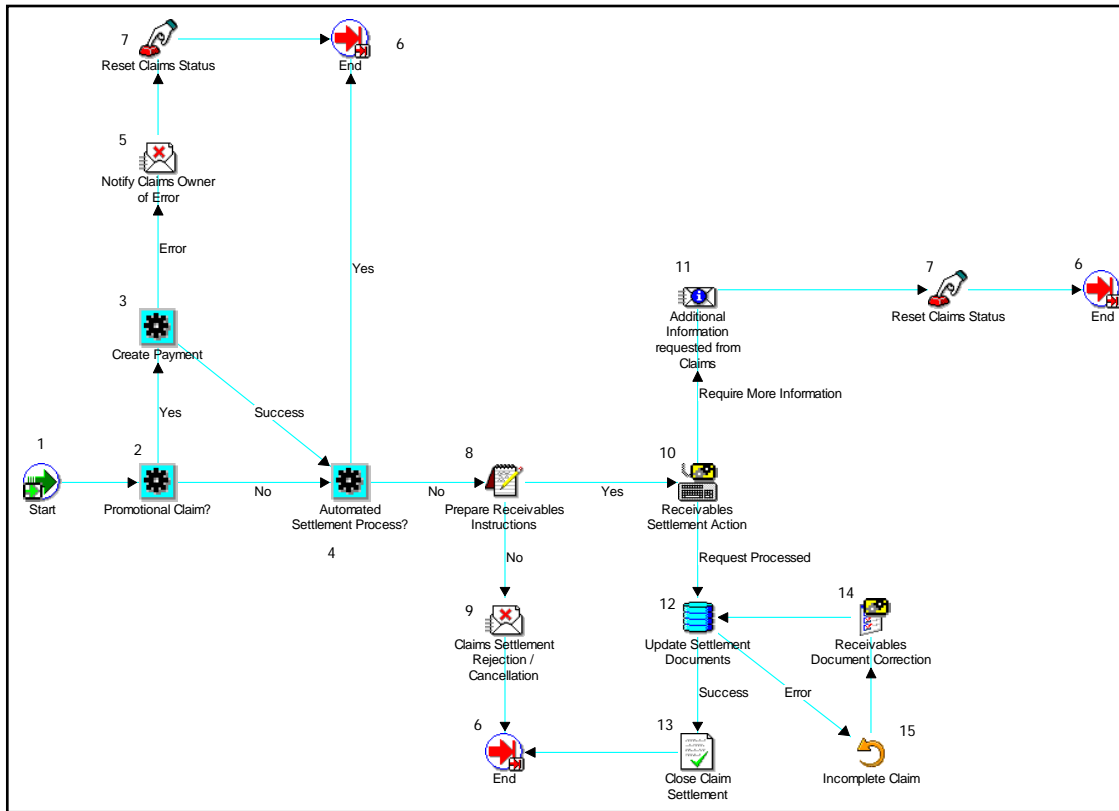
- Common workflow engine

- Drag and drop interface

- View business flow graphically

- Support approval routing

- Generate event notifications

- Extend beyond seeded settlement methods to tailor to business needs

Oracle Trade Management Solution

Comprehensive budgeting tools, multiple fund views and drill-downs	**Streamline the Budget Allocation and Management Process**
Planning dashboard, multi-dimensional Sales Forecasts, ROI calculation (projected), complete offer type support	**Drive Effective Sales and Promotional Planning**
Performance dashboard, indirect sales accruals, real-time budget updates, ROI calculation (actual), liability accounting	**Monitor Performance and Control Promotional Exposure**
Central claims repository, research and administrative tools, receivables integration, settlement workflows	**Minimize Claim Processing Costs**

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Evolution of Oracle Trade Management

Base Differentiators…

- Single Customer Definition
- Multi-channel Execution
- Budget Management
- Flexible Workflow-based Approvals
- GL Postings
- Comprehensive Deduction Management
- Settlement via RMAs
- Integration to:
  - Pricing
  - Order Management
  - Financials
  - SCM
- Volume Pricing
- Retro Pricing
- POS Accruals

New in 11i.10…

- Account Manager for Trade Planning
  - Dashboard
  - Account Planning Allocations
  - Alerts & Notifications
  - Offer Evaluator ROI Calc
  - Discount Calculator
  - Retail Monitoring
  - Sales Performance Analysis
- Auto Pay for Offers
- Net Accrual Offer
- Retro Active Offer Adjustments
- Budget ERs
  - Post Off Invoice
  - Posting based on Status
  - Drill Downs to OM Details

New in 11i.10…

- Claims
  - Lockbox Integrations
  - Customer Reason Code Mapping
  - Subsequent Receipt Handling
  - Mass Settlement
  - Automatic Write Offs
  - Pay Over Earnings By Thresholds
  - Mass Claims Updates
  - Settlement By Memo Line
  - Partner Management Flows
- POS Channel Management
  - Upload Support For Web Interface or XML Feed
  - POS Cleansing
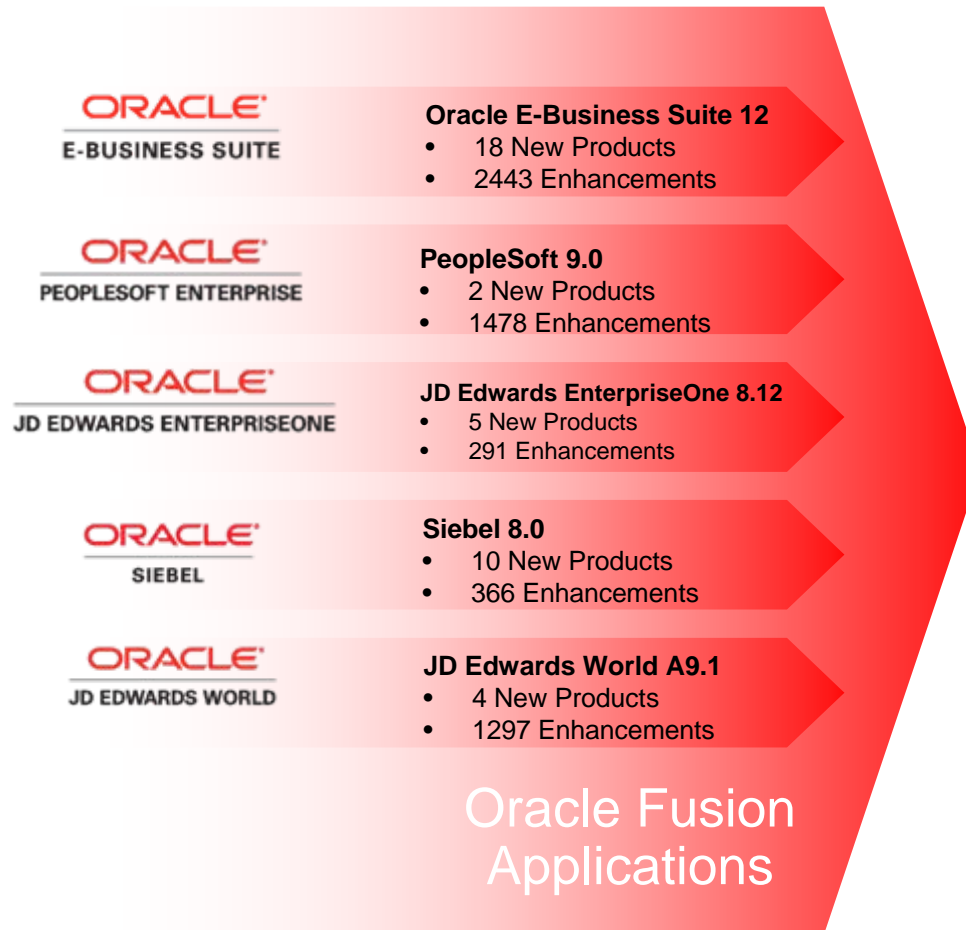 - Product Mappings
  - Industry Flow Validations

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Evolution of Oracle Trade Management

New in R12…

- Multi Org Capability
- Volume Offer Enhancements
- Promotional Lift Interface
- AR-AP Netting Settlement
- Settlement by AP Credit
- Streamlined User Interface
- Budget Checkbook View Data Collection
- Additional Public APIs & Business Events

Continued Road Map 12.1, 12.x

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Applications Unlimited

Oracle E-Business Suite 12
- 18 New Products
- 2443 Enhancements

PeopleSoft 9.0
- 2 New Products
- 1478 Enhancements

JD Edwards EnterpriseOne 8.12
- 5 New Products
- 291 Enhancements

Siebel 8.0
- 10 New Products
- 366 Enhancements

JD Edwards World A9.1
- 4 New Products
- 1297 Enhancements

Oracle Fusion Applications

- Ongoing support
- Added capabilities with 12.1, 12.2, and AIA
- No forced upgrades

Customers Can Choose Whether and When to Upgrade to Oracle Fusion Applications

Oracle Trade Management Products

Develop

Contracts

Market

Projects

Sell

HR

Order

Finance

Plan

E-Business Suite

Customers, Suppliers, Products, ...

Maintain

Procure

Service

Make

Fulfill

Trade Management

- Channel POS Management

- Advanced Rebates & Discounts Management

- Trade Promotions Management

- Deductions & Claim Management

Oracle Trade Management Solution

Streamline the Budget Allocation and Management Process

Drive Effective Sales and Promotional Planning

Monitor Performance and Control Promotional Exposure

Minimize Claim Processing Cost

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