IBM Software Group
Trade Promotion Management Performance Blueprint

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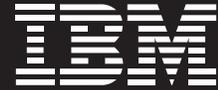
Solution Description

The IBM Cognos Trade Promotion Management (TPM) Performance Blueprint provides a performance management framework—including planning, metrics, and reporting—that enables manufacturers to optimize trade promotion effectiveness and return on investment. The TPM Performance Blueprint lets brand managers and sales executives evaluate multiple scenarios and plan the mix of promotional activity that will yield the greatest return on investment. Monitoring how a given promotion is performing allows a change of course mid-stream, if necessary. Additionally, the TPM Performance Blueprint enables analysis and evaluation of trade promotions effectiveness, so that lessons learned from one cycle can be applied to future planning.

Features & Benefits

The Trade Promotion Management Performance Blueprint:

- Allows promotion modeling of multiple brands, categories, and products across multiple retail customers

- Enables planning of corporate, as well as customer specific promotions

- Helps plan the mix across all types of promotions, such as slotting, market development, coupons, rebates, or circular placements

- Considers sales volume, discounts, and promotions to drive revenue and demand volume plans

- Provides reporting and analysis at enterprise, category, brand, regional, product, customer, and promotion levels

- Delivers ROI for promotion activities, allowing manufacturers to optimize TPM performance

Value Proposition

The TPM Performance Blueprint integrates the planning process between primary areas—finance, sales, and marketing—to ensure all departments are working in concert to optimize promotion profitability. The rapid plan consolidation streamlines planning cycles and allows companies to move to forecasts and promotional plans better suited to the dynamic nature of manufacturing. Timely re-forecasting allows companies to adjust to external factors such as business or supply chain disruption, consumer demand, competition, or economic change.

IBM Segment
- Cognos

Business Function
- Performance Management

Target Industry
- Aerospace and Defense
- Automotive
- Chemical and Petroleum
- Electronics
- Industrial Products

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