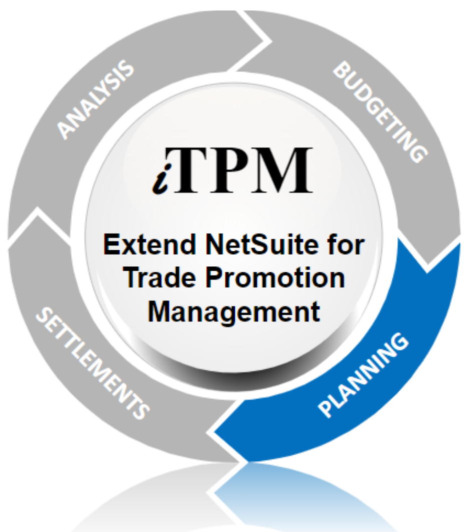
Integrated Trade Promotion Management

User Guide:
Promotion Planning

February **27**, 2019

Revised February 27, 2019



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CG Squared, Inc.

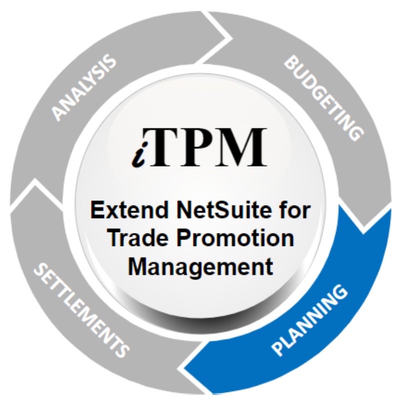
CG Squared designs, develops and supports the *i*TPM SuiteApp. CG Squared, or CG^2, is short for ***C**onsumer **G**oods **C**onsulting **G**roup*. Our passion and 100% focus is trade promotion for the CG industry. We have more than 30 years experience delivering closed-loop, trade promotion management solutions. CG^2 is committed to providing you world-class software and services:

- **Implementation services** to get *i*TPM configured, installed and ready for live production.
- **Training**, so your staff can efficiently use *i*TPM for trade promotion management.
- **Help Desk** support to answer your questions and help solve any issues.
- **Ongoing software enhancements**, with two new releases scheduled every year.
- Optional **TPM best-practices consulting**.

Learn more and follow our TPM blog at www.CGsquared.com.

CG^2 services are bound to terms of service of the Professional Services Agreement between the parties.

*i*TPM Promotion Planning



*i*TPM is a native SuiteApp built for NetSuite. *i*TPM is published and installed into your NetSuite account as a managed bundle. .

This User Guide is written for *i*TPM users that create and manage trade promotions. Promotion planning is one of four integrated *i*TPM modules. There is a separate User Guide for Administrators.

This manual has been designed for two-sided printing to save paper!

We invite you to follow our *i*TPM blog at www.i-TPM.com.

Because we publish updates to *i*TPM at least twice each year, features and screenshots in this User Guide may not exactly match what you see in *i*TPM. This document is not intended to be a reference for NetSuite features, functionality and version releases.

The *i*TPM Subscription is bound to terms of service of the *i*TPM License Agreement between the parties.

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Table of Contents

Helpful Hint: When viewing this as a PDF, click on the topic or page number to go directly to that section. To get back to the Table of Contents, click on *User Guide: Promotion Planning* at the top of the page. Also available at the bottom of each page: *Quick Reference: iTPM PROMOTIONS*

Helpful hint: Get a summary of what's new in this version of *i*TPM. A PowerPoint and video are available at www.i-TPM.com/training-resources

Quick Reference: iTPM PROMOTIONS

HELP! Email questions & issues to support@cgsquared.com

FIRST TIME NETSUITE USER? Read **NetSuite Basics User Guide** at www.i-TPM.com/training-resources.com.

Promotion CONDITION based on dates	Promotion Workflow: *YOU control Deal STATUS*	Method of Payment (MOP)
Future: Promotion hasn't started. **Active**: Promotion is running. **Completed**: Promotion is over. You don't control this. **Condition is calculated** using ship dates.	**Draft**: Submit *Drafts* for approval. **Pending** Approval: Deal waiting for approval. **Approved** Official promotion. **Rejected**: Deal wasn't approved. **Voided**: Stop this promotion. **Closed**: No more settlements expected.	**Billback**: Allowances paid sometime AFTER the transaction. **Off-invoice**: Allowances applied AND visible on the order. **Net-bill**: Allowances applied but NOT visible on the order.

Steps to create and submit a NEW promotion for approval: COPY PROMOTIONS to save time. (*ACTIONS-> MAKE COPY*)

1. New Promotion: Click on ***iTPM -> Promotions -> List -> New***
2. Who gets this promotion? Under Promotion Information, select **Customer** & More:

   A: Correct **Subsidiary**? **B**: Select **promotion type**: **C**: **What customer**? Enter the first few letters of customer name
   D: Select **price leveL** **E**: **Enter a title** / reference code
3. When is this promotion? Under Promotion Dates **Enter Start and end ship dates**. Optional: Order & Performance dates
4. Any Lump Sum? (Optional) Under Allowances A: **Enter the fixed cost and B: change the default account (optional).**
5. Allowances, how much will you sell? Planning

   A. **Select item or item group** and enter the following information:
   B: Allowance **Unit-of-Measure** **G**: **Default chart-of-account** **K**: **Everyday price**
   C: **Method of Payment** **H**: **Base** Quantity **L**: Estimated. **Merch price**
   D: **% discount**, ***--OR--*** **I**: **Incremental** Quantity **M**: Estimated **% ACV with Display**
   E: Allowance **Rate** per unit **J**: **% Redemption** **N**: Merchandising **Activity**
   F: **Additional discounts?** (Multiple allowances for the same item in this promotion?)

   ✔ Add to add an item or item group. Save ▼ when done. Edit to make changes directly in any row and cell
6. Click Process Plan when you are done adding and/or editing all your items and/or item groups to your promotion.
   PROCESS PLAN will validate your data, and expand your item groups to items. **Process Plan can take up to 15 minutes.**
7. Review Is my estimated quantity reasonable? Under Planning *Last 52 wk items,* Reports, look at *Last 52 weeks.*

   Any duplicates? Under Overlapping Promotions, confirm all overlapping allowances and promotions are correct.

   Add Notes, Attachments & More Use the Communication subtab to add comments and attach electronic documents.
8. SUBMIT for approval? If not, edit, back to #5, and PROCESS PLAN again. If the promotion is ready, click on the Submit button.

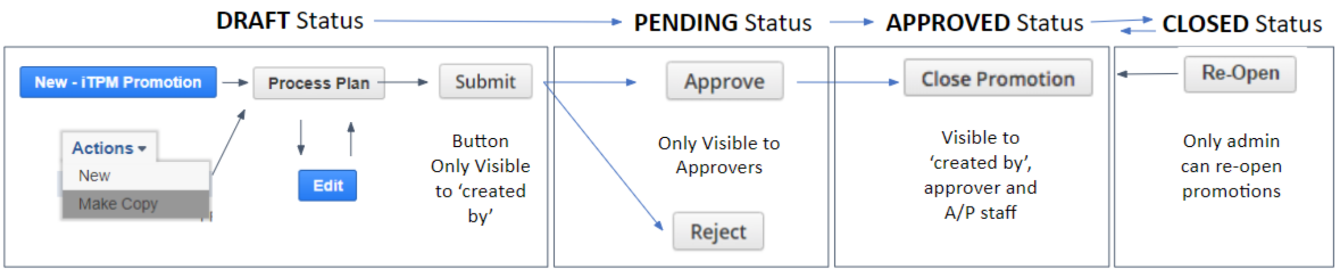
Find Promotions in a List , ***iTPM -> Promotions -> List*** Then click **VIEW** or the promotion ID to open the promotion
When **VIEWING** a promotion, workflow includes: **EDIT** SUBMIT APPROVE / REJECT VOID CLOSE REOPEN Actions-> COPY
Calendar View report : ***iTPM -> Promotions -> Calendar***

Analyse & Compare Promotions : **Go to *-iTPM -> Promotions -> Comparison Summary* or *-iTPM -> Promotions -> Comparison Detail***

Promotion Spending KPIs	Estimated	Latest Estimate	Expected Liability	Net Liability	Actual
	What you **THINK will happen.**	What is **most likely** to happen.	**Expected cost as of today**, including **paid and unpaid** amounts.	**What you owe** but haven't paid.	What has happened that's **been paid or resolved as of today**.

1.0 Get Started

Below is an overview of *i*TPM promotion workflow:



DRAFT Status:

- **1a. Create a new promotion** using ***iTPM -> Promotions -> List -> New***
- 2a. Type in the details of your promotion on one page, then **SAVE**

  ----- or ------
- **1b. Create a new promotion** using ***Actions / Make Copy***
- 2b. Wait for your promotion to be copied (up to 15 minutes)

- 3. **EDIT** your promotion if necessary
- **4. PROCESS PLAN** to validate and expand your plan to allowances, estimated quantity and retail info subtabs. (This can take up to 15 minutes.)
- 5. Review your promotion KPIs. Review the estimated cost of your promotion.
- 6. **SUBMIT** your promotion for approval

PENDING Status

- 7. Someone will APPROVE or REJECT your promotion.

APPROVED status

- 9. When promotions become active or completed, promotions are available to RESOLVE DEDUCTIONS.
  Use the promotion KPIs to review deductions and claims matched to each promotion:
  - Compare your estimated promotion cost to the Latest Estimate for the promotion.
  - Review Net Liability; This is what *i*TPM thinks you owe, but haven't paid yet.
    (Net Liability = Expected Liability minus Actual Spend.)

CLOSED status

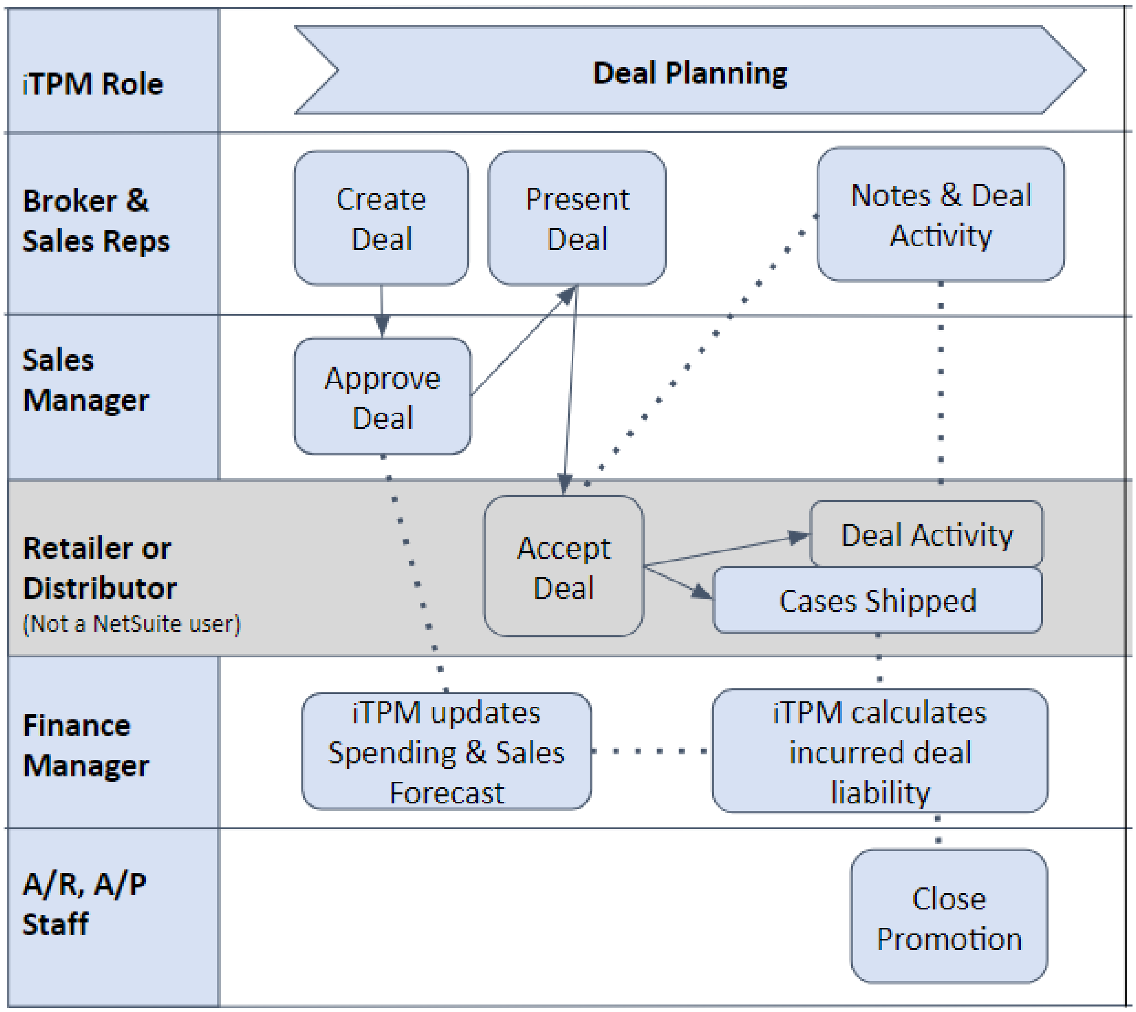
- 10. **CLOSE PROMOTION** when you think all settlements and claims have been processed. This will 'release' any unpaid Net Liability for this promotion.
- 11. Optional: REOPEN promotion if you get a claim or deduction after you closed the promotion.

User Guides are located at www.i-TPM.com/training-resources

> **Note:** This user manual is written with the assumption that *i*TPM users are already familiar with NetSuite and have received basic NetSuite training on navigation and features.
> If you are new to NetSuite, first read the ***NetSuite Basics User Guide***, located at www.i-TPM.com/training-resources

1.1 *i*TPM workflow by role

Use *i*TPM to plan and track your promotions. Below is the workflow by role for planning and managing trade promotions **where trade promotion is an expense**:



What is Your Role in Trade Promotion Management?

Account Managers:	Create and submit your promotions for approval.
	Attach electronic documentation and notes to your promotion.
Sales Managers:	Review and either reject or approve submitted promotions.
Finance Managers:	Use real-time visibility to track trade promotion spending
A/R, A/P staff:	Close promotions to ‘release’ promotion liability.

Helpful hint: If you don’t see the *i*TPM workflow buttons you need to do your job, your NetSuite role may not have the required permissions. Contact your *i*TPM administrator.

1.2 iTPM supports the following types of trade promotion spending:

Spending	Description of Trade Promotion Spending supported by iTPM
Lump Sum	This is a fixed amount that does not change, and is not dependent upon the quantity that is sold or purchased. Not all promotions have lump-sums. Lump Sum is considered incurred on the first day of the promotion. If a lump sum claimed is greater than the original amount, the overpayment does not reduce promotional liability beyond the original estimated amount. **Example Lump Sum: $2,500 Display Fee**
% Discount	A percent discount is a way of offering a discount that can be the same percentage across items or customers, but can represent a different rate per unit-of-measure (UOM). Examples of UOM = cases, pallets, eaches, gallons, etc. Price *TIMES* (Percent Discount / 100) = Rate per UOM It is important to confirm what price should be applied to the discount. iTPM gives the user the option to select the NetSuite price: customer price, base price or a price level. **Example % Discount: 10% Discount off a case with a list price of $10.00. The discount is $1.00 per case.** If the list price changes to $11.00 before the deal starts, the discount is defined as 10% of List, *NOT* $1.00 per case. Your expected liability is $1.10 per case.
Rate per Unit	An allowance can be offered as a specific rate per unit-of-measure (UOM). iTPM supports all UOMs that are in NetSuite for that specific item. i.e. Allowance per UOM of $2.50 per case. iTPM uses the item's price to also show your Allowance per UOM as a % discount: (Rate per UOM / Price) / 100 = Percent Discount **Example Rate per Unit: $1.00 per case, which is a 10% discount on a $10.00 case.** If the list price changes to $11.00 before the deal starts, the discount is defined as $1.00 per case, *NOT* 10%. Your expected liability is $1.00 per case.

1.3 Bill-back, Off-invoice and Net-Bill

Method of Payment	What is it?	When to use it?
Bill-Back (BB)	Bill-backs are allowances or fixed fees that are **paid after the transaction**.	Use this method-of-payment when you want to **hold-back payment of allowances** until the recipient qualifies for the discount. (Best Business practice)
Off-Invoice (OI)	OI allowances are **applied directly at the time of invoicing**.	Use this when you want the recipient to get the allowance **without any conditions, qualifications or restrictions.** *i*TPM off-invoice allowances can be applied directly to the order when the order is created. For EDI orders, the *i*TPM subtab is used to confirm order accuracy.
Net-Bill (NB)	**Net-bills are like OI**, as they are applied directly at the time of invoicing. However, unlike OI, net-bills adjust the price but hide the allowances to the customer.	When you want the retailer to get the **discount right on the invoice, but do not show the allowance.** Some retailers set everyday pricing based on the manufacturer's list price. Net-bill can be used to get lower everyday retail prices without making customer-specific price change, and still being able to track the cost of the price change to the trade budget. TPM net-bill allowances can be applied directly to the order when the order is created. For EDI orders, the *i*TPM subtab is used to confirm order accuracy.

Before you create a new *i*TPM promotion, prepare by considering these questions for your new promotion:

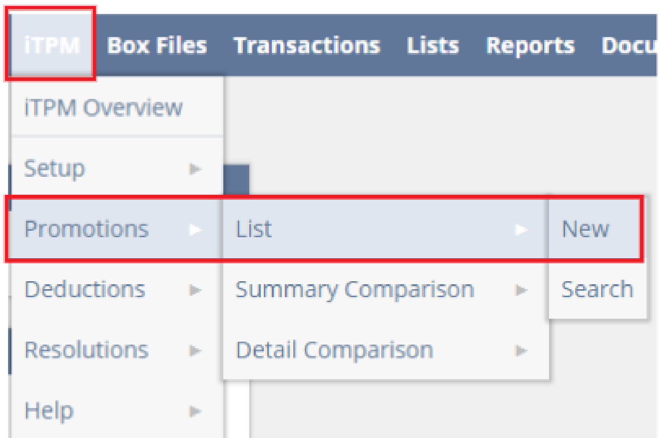
- ***Who*** will you offer this promotion? — What Customer? Example, Kroger
  Corporate level, or for a KMA or DC?
- ***When*** will you offer this promotion? — What start and ending dates?
- ***What*** discounts? — What items? Item #1001, $5.00/case bill-back
  Created for an item, or group of items?
- ***How much*** do you think you'll sell? — 250 cases of item #1001, 300 cases of #1002
- ***Why*** are you running this? What's at retail? — $1.99 Promoted price, merchandising= Display

2.0 Create a *New* Promotion

Login to NetSuite. When *i*TPM is installed, you will see *i*TPM on your control menu.

IF YOU ARE A FIRST TIME USER OF NETSUITE, STOP. Read the first three chapters of the **NetSuite Basics User Guide** found at www.i-TPM.com/training-resources.com.

The first step is to create a new promotion: ***iTPM -> Promotions -> List -> New***



Helpful hint: If you don't see the ***iTPM -> Promotions -> List -> New*** menu, or if you see it but get an error message trying to create a new promotion, your role does not have permissions to create a new promotion. Contact your *i*TPM administrator.

Helpful hint: Have you used *i*TPM before? If so, you may just need a summary to get you started? You can use the One-Page Promotion Planning Quick Reference at the beginning of this User Guide.

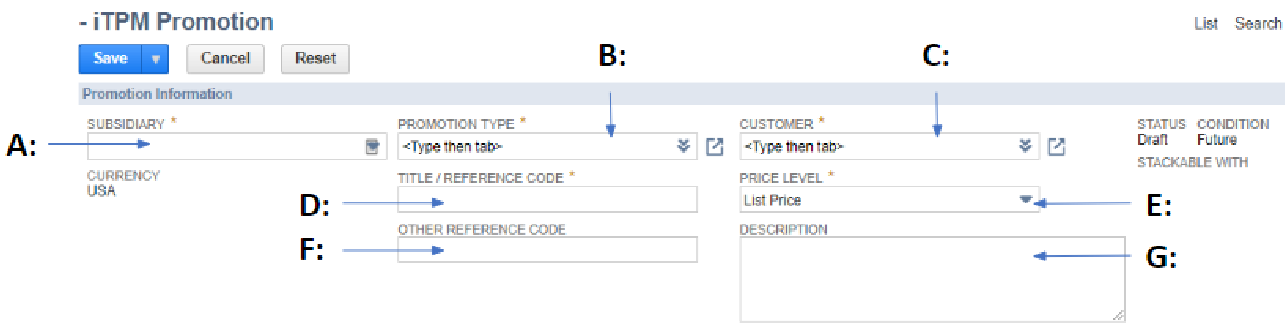
Create two promotions, or one promotion with two allowances? If both of your allowances are for the same customer with the same start and end dates, creating one promotion is better. If the two allowances have different ship and/or order dates, you should create two separate *i*TPM promotions.

Helpful Hint: You can copy-a-promotion from one customer to another to save time. See section 2.10 for more details.

2.1 *Who?* Select Customer & More…

Enter general information that defines who will get this promotion:

A: Change the default **Subsidiary** if necessary:	*Example, "Canada"*
B: Select what **type of promotion** you want to create:	*Example, "Hi / Low"*
C: **Select the customer** that will receive the discounts:	*Example, "Albertsons"*
D: Enter a **Title / Reference Code**:	*Example, "Summer Days Promotion"*
E: **Review the Price Level** used with these discounts:	*Example, "List Price"*
F: Optional: **Other Reference Code**:	*Example, "1234-ALB"*
G: Optional: **Enter a description**:	*Example, "Radio, Social Media overlay"*



Helpful Hint: Applying allowances to List Price is a best-practice for CG companies. By using *i*TPM for price changes to your customers, *i*TPM tracks how much the pricing change costs. The promotion ship dates are the effective date for the allowances. If your customer has a price level, *i*TPM will default price level to the customer's price.

Do corporate level promotions apply to all the ship-tos? Yes, if the DCs or ship-tos were created in NetSuite under the corporate parent. Contact your *i*TPM administrator to confirm your configuration.

What *Promotion Type* should I select? Select a promotion type that best matches the promotion you want to offer. Click on in the promotion type data field to see a list of available promotions types.

Why can't I find my *Customer* when creating a new promotion? If your company has multiple subsidiaries, make sure you've selected the subsidiary that contains the customer you want.

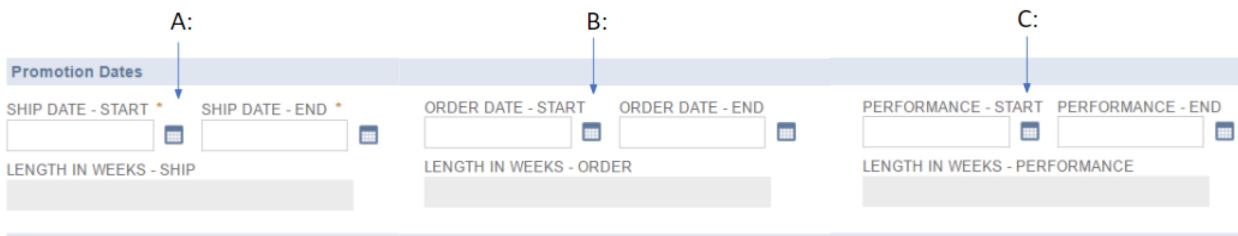
What *Price Level* should I use for my allowances? *i*TPM should default to the NetSuite Base Price or List price, or price level specific to your customer. *i*TPM uses these prices to estimate the rate per UOM for discounts entered as a percentage.

Helpful Hint: Once you click SAVE, you will **NOT** be allowed to change the subsidiary, promotion type or the customer. These fields are locked to prevent the creation of bad data. If you made a mistake, just *void* the promotion or make it inactive and start again.

2.2 *When?* Enter Dates

There are three dates:

A: Enter start and ending **ship dates**: *These are the official promotion dates.*
B: Enter start and ending **order dates**: *Order dates may be* ***optional*** *for your promotion.*
C: Enter start and ending **retail performance dates**: *Retail Performance dates may be* ***optional****.*



If you see any of these three promotion dates on your promotion, you must enter dates.

Helpful Hint: You can use *Length In Weeks* as a quick check to confirm your dates are correct. Length will be calculated and shown after you enter your lump sum and save your promotion.

Sometimes I see one, two or three sets of dates. Why? Your *i*TPM administrator has configured your promotion types to only prompt for the dates that your company needs. Start and end ship dates will always be visible. Order and performance dates are optional.

How are dates used? For bill-backs, *i*TPM uses your ship dates to calculate *expected liability*, which is an estimate of how much you will owe for the promotion.

For off-invoice, *i*TPM uses your ship dates to determine which orders qualify, and can apply your allowances directly to the order. *i*TPM also uses ship dates to show you promotions that are layered with this promotion. After you save this promotion you can go to the Overlapping Deals subtab to see what other promotions overlap this promotion.

Only your Netsuite or *i*TPM Administrator can *APPROVE* back-dated promotions!
*i*TPM enforces the best-business practice of requiring additional approval for promotions that are submitted after they are active or completed.

2.3 *Any Lump Sum or fixed amount?* (optional)

Enter a lump sum if you have a f**ixed fee that doesn't vary based on what you sell**, OR if you have a scan-down event and just want to enter the estimated cost as a lump sum:

Under the Allowances subtab:

A: Enter the **Lump Sum** amount: *Example, $10,000*
B: Review and select the NetSuite chart-of-**account**: *Example, 6011 Trade Promotion Fund*

Then click 

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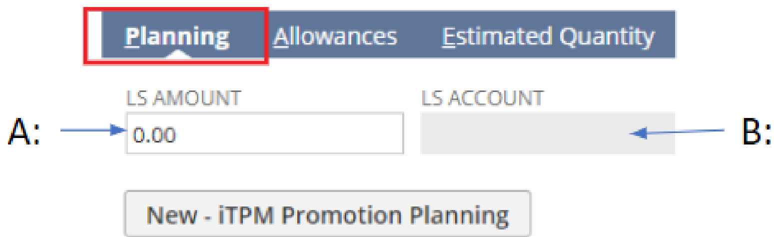


Why can't I enter the lump sum? If you clicked *SAVE* before entering your lump sum, **click *EDIT***.

What if there is no lump sum? Lump sum is optional for *i*TPM promotions. Not all promotions have a fixed-fee, also called a Lump Sum. If your promotion doesn't have a lump sum, then just skip this section and leave it blank.

What if I have more than one lump sum for my promotion? You have two options.

- **You can add up the lump sums**, and enter just the total amount into your one promotion. When you pay the lump sum, you can pay it as two or more separate settlements or as one settlement. If you use this approach, make sure to add notes to both the promotion and the settlements to document the various lump sums that you added together to arrive at the total amount.
- Alternatively, **create overlapping promotions** so you can keep the lump-sums separate and unique. Adding notes and comments to the promotions helps document your promotion.

> **Every promotion must have at least one item or item group associated with the lump-sum:** Every promotion must have at least one allowance row so the lump sum can be mapped to an item. **If you don't have any other allowances with your lump, create a allowance for one item with a 0% or $0 rate per unit.**

> **Helpful Hint for Scan-down promotions:** Your *i*TPM administrator can create a promotion type which will NOT update liability based on shipments. If your promotion type updates liability using shipments, you can still 'force' *i*TPM to not update liability using shipments. Just enter the total expected promotion cost as a lump-sum. **Then do *ONE* of the following:**
> - **Enter a zero percent or rate per unit allowance** for at least one item, **...**
> - **... OR enter the actual scan down rate** per unit as an allowance, **and enter 0% redemption** in the estimated quantity subtab.
>
> Details in the next section, 2.4.

2.4 *What discounts, how much will you sell, and what will happen at retail?*

You've identified the customer and the promotions dates. Now enter the allowances & other information:

1. Under Planning, click ✔ Add to add a new items or item groups to your promotion.
2. Enter the following information shown below **directly into the grid just like you would in Excel**.
3. **When done adding all of your items, item groups and allowances, click** Save

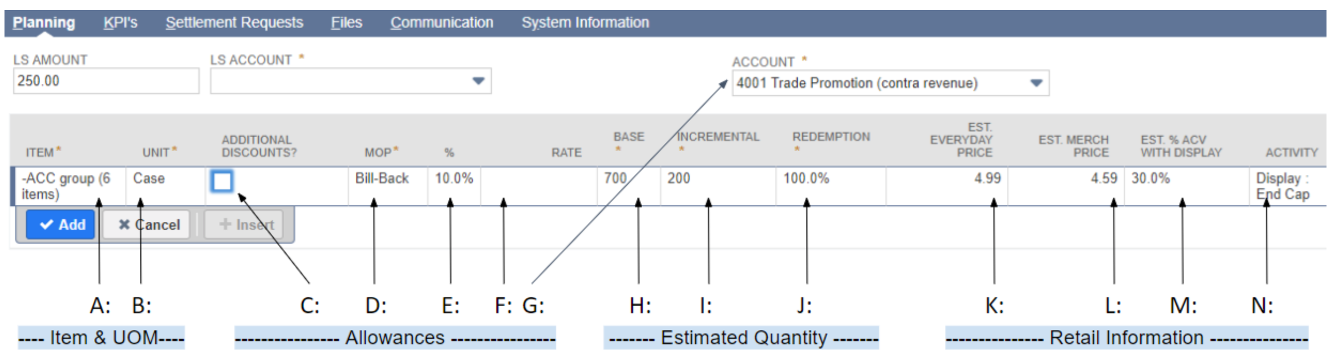
A: Select item or item group and enter the following information:

(Retail Info is Optional, columns K through N)

B: Allowance **Unit-of-Measure**
C: **Method of Payment**
D: **% discount**, ***--OR--***
E: Allowance **Rate** per unit
F: **Additional discounts?** (Check if you will enter multiple allowances for the same item in this promotion.)

G: **Account** for allowances
H: **Base** Quantity
I: **Incremental** Quantity
J: **% Redemption**

K: **Everyday price**
L: Estimated. **Merch price**
M: Estimated **% ACV with Display**
N: Merchandising **Activity**



Helpful Hint: Saved your promotion and already clicked Save?

Use Edit and click into any row and cell to change your allowances, estimated quantity and/or retail information. When done editing, click Save again.

Use "*52 Week Items*" to see what you sold to this customer.

What is "***Additional discounts?***"

This checkbox is used to allow multiple discounts in the same promotion for the same item. Example, 5% OI plus 10% bill-back. If this is not checked, *i*TPM prevents you from inadvertently creating a duplicate allowance for the item in the same promotion.

Do I have to enter my allowance as both as percent and rate per unit? No! Enter the allowance only how you will communicate the allowance to your customer. **Percent discount OR rate, NOT BOTH.**

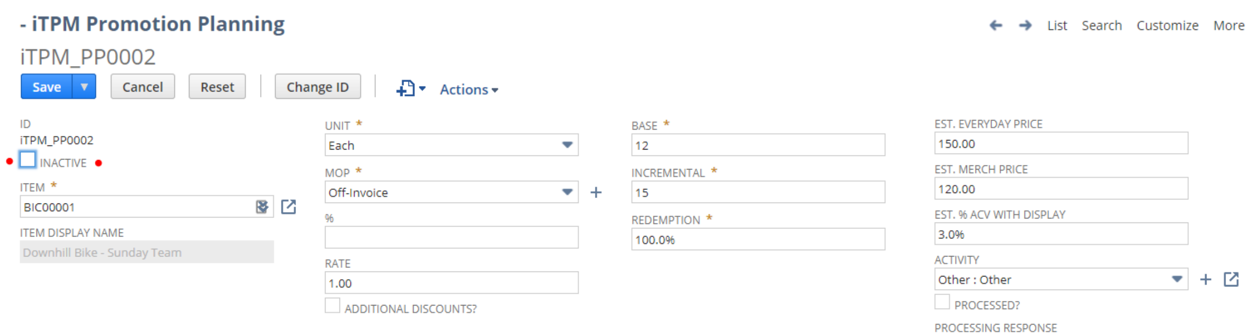
How does *i*TPM handle estimated quantity for item groups? *i*TPM spreads your estimated quantity across all the items in the group. For example, if you enter 500 estimated incremental cases for a group with 5 item, each item in that group will be allocated 100 cases.

What is %ACV? This is short for "all commodity volume'. This is number between 0% and 100%, and represents your **best guess** of the retail display execution. This is helpful for post-promotion analysis to help explain why some promotions do better than others.
What are everyday price and merch price? These are the prices a consumer will see in the store.

After you *SAVE* your promotion, want to make changes? Just EDIT your promotion and scroll down to the grid. You can click on the cell you want to edit and change the value.

How do I delete or remove an item or item group from my promotion?

1. Click on the ***PLANNING* subtab** to see a list of the items and item groups in your promotions.
2. Click on the ***EDIT*** on the item or item group row you want to remove from your promotion.
3. When viewing the item or item group, **check the box "*INACTIVE*"**
4. Click ***SAVE***.



What happens if I enter based volume twice for the same item? (I have multiple allowances for the same item in the same promotion.) The last item processed will overwrite the estimated quantities and retail info.

Why do I have to enter my estimated quantity as base and incremental? Entering the incremental quantity you expect this promotion to generate is one way for you to communicate what this promotion will do for your company. Effective promotions generate incremental quantities. When the *i*TPM forecast module is available, you will just enter incremental quantity, if any and review the default base quantity.

How does *i*TPM use percent redemption? *i*TPM multiplies your estimated quantity times your percent redemption to calculate estimated promoted quantity. This is how many units you think will qualify for your allowances.

Why should I enter retail information? It is important to document what you expect this deal to accomplish at retail:
- Communicate to the promotion approver what this promotion will do.
- Defend against post-audits claims using this information to document anticipated results at retail.
- Use this information for post-promotion analysis. What happened at retail can reveal why some promotions generate better results.

Helpful Hint: Have only one item and allowance? You have the option to directly enter your item under *ALLOWANCES* subtab, enter quantities under the *ESTIMATED QUANTITY* subtab, and merchandising information *RETAIL INFO* subtabs. The PLANNING subtab was designed to save time and mouse clicks. It is not required to use the PLANNING subtab to plan your promotions.

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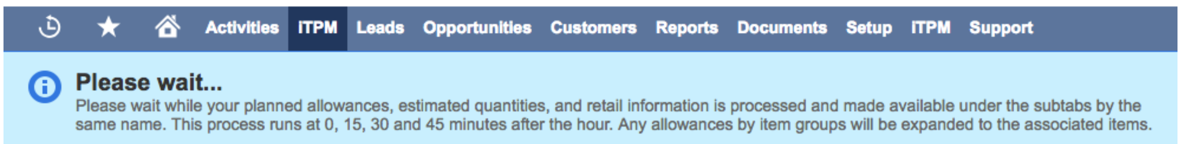
2.5 *Are you DONE PLANNING your all your allowances?*

1. **Click on** [Process Plan] when you are done entering everything about your promotion under the *PLANNING* subtab.

> **Helpful Hint:** The ***PROCESS PLAN*** button expands your promotion allowances to every item in your item groups. When processing is done, you'll see the item level data under the allowances, estimated quantity and retail information subtabs for every item in each of your NetSuite item groups.

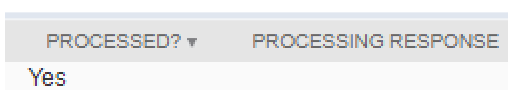
2. **Your promotion will be locked until processing is done,** and you will see a *Please Wait…* banner above the promotion**.** You can do something else in NetSuite and/or *i*TPM.



3. When **processing is done,** the promotion is unlocked and the *Please Wait banner* is gone**.**

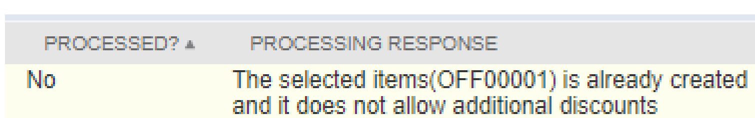
> **Note:** Could take up to 15 minutes for your allowances, etc. to be processed.

4. Review the [Planning] subtab to confirm your item and item group allowances were processed. If you see "*YES*" in the *PROCESSED*? column for EVERY item or item group in your promotion and no messages under *PROCESSING RESPONSE* column, skip ahead to 2.6 Review your promotion before submitting it for approval!.

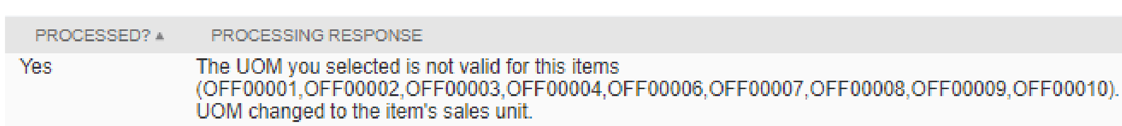


PROCESSED? ▾	PROCESSING RESPONSE
Yes	

5. **If you will see "*NO*" in the *PROCESSED?* column** for ANY item or item group in your promotion, **or if you just see any message** then:
   a. Click ***EDIT*** at the top or bottom of the page
   b. **Click into the cell and fix** any allowance that has error (That row will have a message to help you identify the issue)
   c. Click ***SAVE*** at the top or bottom of the page
   d. Go back to #1, and click ***PROCESS PLANS***



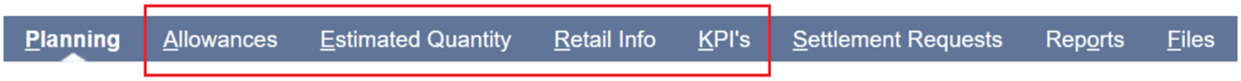
PROCESSED? ▴	PROCESSING RESPONSE
No	The selected items(OFF00001) is already created and it does not allow additional discounts



PROCESSED? ▴	PROCESSING RESPONSE
Yes	The UOM you selected is not valid for this items (OFF00001,OFF00002,OFF00003,OFF00004,OFF00006,OFF00007,OFF00008,OFF00009,OFF00010). UOM changed to the item's sales unit.

2.6 Review your promotion BEFORE submitting it for approval!

When iTPM is done expanding your promotion to item detail, your promotion is 'unlocked' and you can review your promotion before submitted it.



Note: iTPM only uses Lump Sum from the planning subtab. iTPM does NOT use allowance information under the PLANNING subtab for KPI calculations.

iTPM uses the item level data under the ALLOWANCES and ESTIMATED QUANTITY subtabs for KPIs. Make sure the Unit-of-Measure matches how you are planning your promotion.

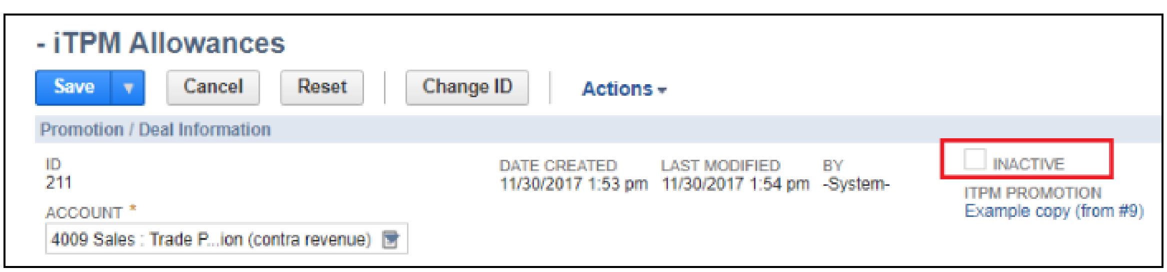
Suggestions to catch errors before you submit your promotion for approval:

- Under the ***PLANNING*** subtab, see if there were any error messages encountered when iTPM expanded your item groups to item.
- Under the ***ALLOWANCES*** subtab, make sure all the items, unit-of-measures, and discounts look correct.
- Under the ***ESTIMATED QUANTITY*** subtab, confirm your volume that was entered at a NetSuite item group level has been allocated across all the items in the group.
- Under the ***KPI*** subtab, review your estimated spending for the promotion.
- Use the ***OVERLAPPING PROMOTIONS*** subtab and the calendar view to look for overlap errors.

What if there was ONE or more items in my item group that shouldn't get the allowance. How do I delete or remove an allowance from my promotion?

5. Click on the ***ALLOWANCE* subtab** to see a list of your allowances.
6. Click on the ***EDIT*** on the allowance row, or on the ID of that allowance
7. When viewing the allowance, **check the box "*INACTIVE*"**
8. Click ***SAVE***.

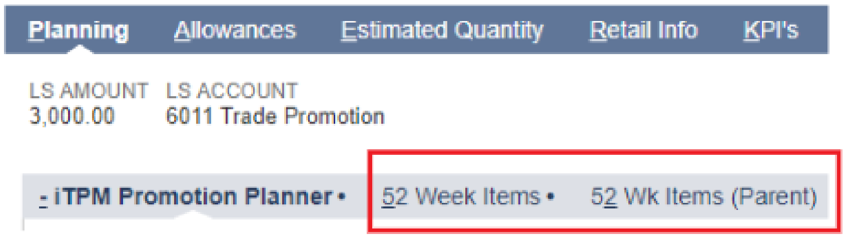
   You will no longer see this allowance in your promotion, and it will be excluded from the KPIs. If this is the only allowance for this item, the Estimated Quantity and Retail information data will automatically be marked as inactive.



2.7 Is my estimated quantity reasonable?

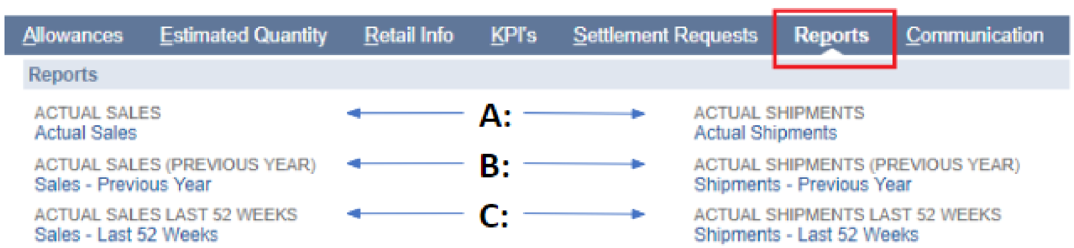
How do I know how much I will sell? Use historical sales from the same time last year to help you estimate how much you will sell. To do this, click on the reports for the previous year.

Go to the *PLANNING* subtab, under the '*52 Week Items'* sublists. To see what you sold to all of the divisions of this customer, use the (PARENT) sublist. This is available before you use *PROCESS PLAN*.

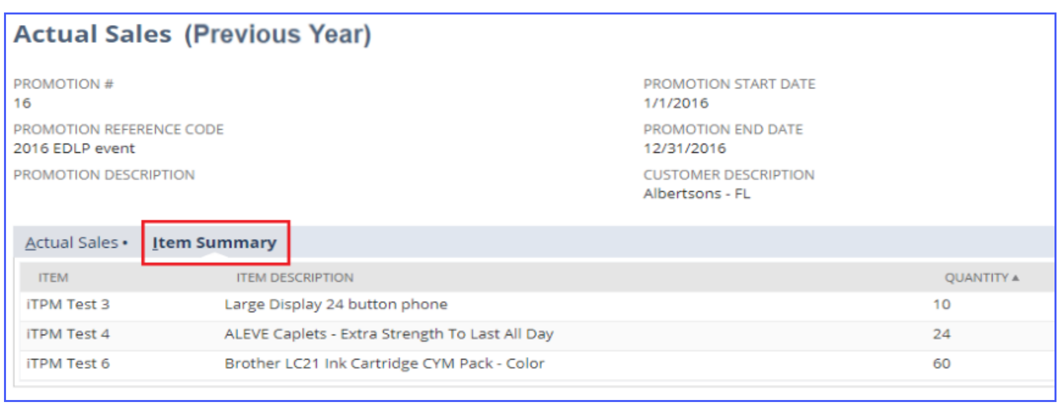


Click on the ***Reports* subtab** to see report links that show ONLY the items that are in the promotion,

A: **Actual** sales and shipments **for your promotion.** (KPIs use SHIPMENTS to calculate liability.)
(For future planning, this is only helpful if you are looking at a similar promotion that's completed.)
B: **What happened last year?** Actual sales and shipments for the same promotion dates last year.
C: **What do I typically sell?** What you actually sold over the **last 52 Weeks from today.**

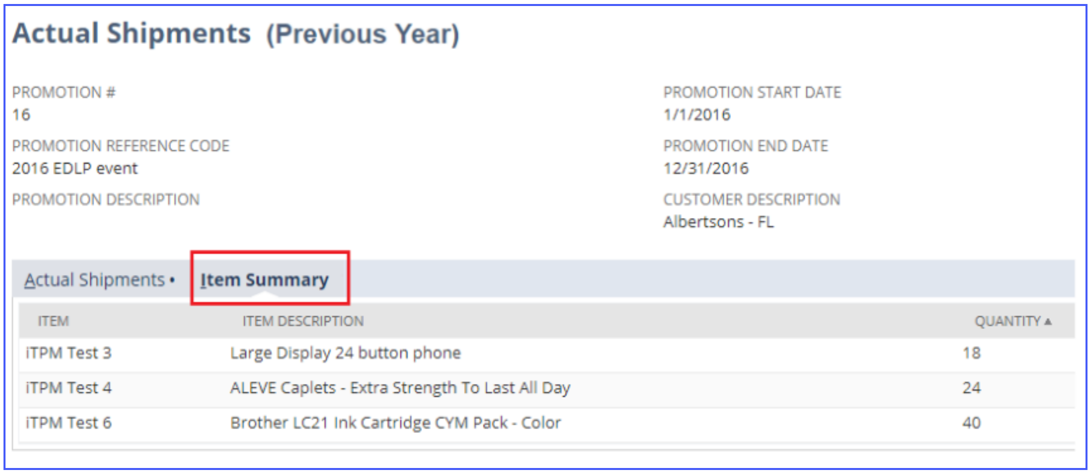


The ***Actual Sales sublist*** shows you **every transaction** from last year.
The ***Item Summary sublist*** give you a **total by item** of what you sold.



Helpful Hint: Report links under the *REPORTS* subtab are only available after *PROCESS PLAN* has completed. These reports use items under the allowances subtab.

Helpful Hint: If your promotion is at a corporate parent level, these reports will show sales and shipments for all of the ship-tos or bill-tos that are under the corporate parent in NetSuite.



Actual Shipments (Previous Year)

PROMOTION #
16

PROMOTION REFERENCE CODE
2016 EDLP event

PROMOTION DESCRIPTION

PROMOTION START DATE
1/1/2016

PROMOTION END DATE
12/31/2016

CUSTOMER DESCRIPTION
Albertsons - FL

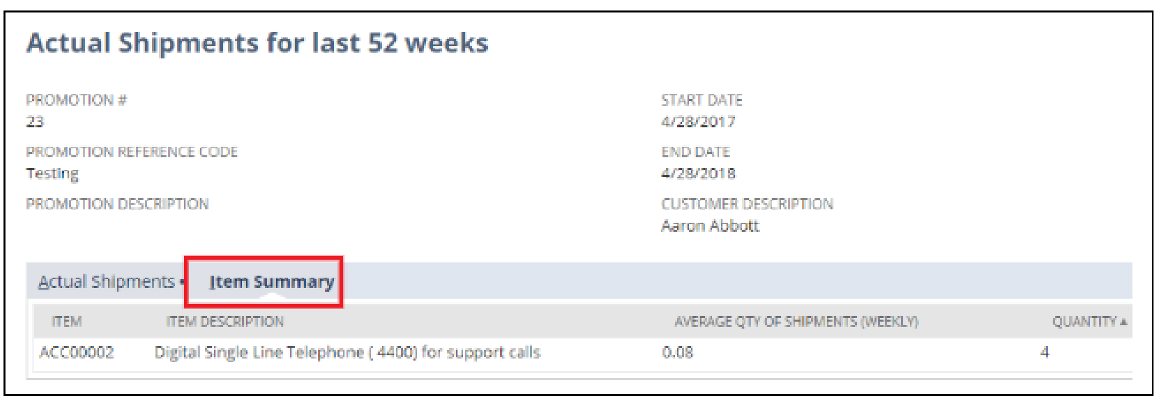
Actual Shipments • **Item Summary**

ITEM	ITEM DESCRIPTION	QUANTITY ▲
iTPM Test 3	Large Display 24 button phone	18
iTPM Test 4	ALEVE Caplets - Extra Strength To Last All Day	24
iTPM Test 6	Brother LC21 Ink Cartridge CYM Pack - Color	40

Helpful Hint: *Actual Sales* shows what was ordered. *Actual Shipments* shows what went out the door. If you short-ship, *Actual Shipments* can be less than the NetSuite *Actual Sales*. For KPI calculations, *i*TPM uses actual shipments.

Helpful Hint: Click on the hyperlink to view a specific item fulfillment shipment.

When you sell or ship products infrequently, use average sales over the last 52 weeks for a perspective on what you might sell:



Actual Shipments for last 52 weeks

PROMOTION #
23

PROMOTION REFERENCE CODE
Testing

PROMOTION DESCRIPTION

START DATE
4/28/2017

END DATE
4/28/2018

CUSTOMER DESCRIPTION
Aaron Abbott

Actual Shipments • **Item Summary**

ITEM	ITEM DESCRIPTION	AVERAGE QTY OF SHIPMENTS (WEEKLY)	QUANTITY ▲
ACC00002	Digital Single Line Telephone (4400) for support calls	0.08	4

Helpful Hint: Want to analyze the report data in EXCEL?

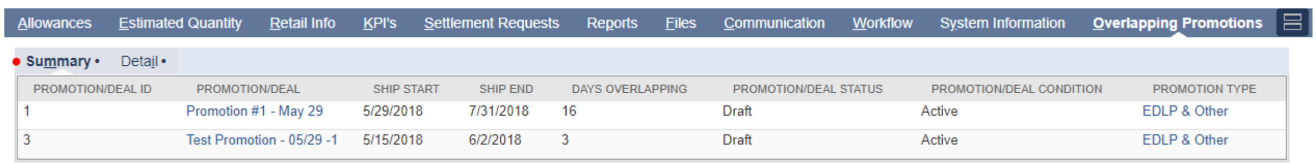
1. Highlight the all the rows you need to analyze.
2. Right click and *COPY* (or control C) to copy the text
3. Choose a cell in EXCEL or Google Sheets
4. Right click and *PASTE*, using destination formatting.

2.8 Review Overlapping Promotions & Calendar View.

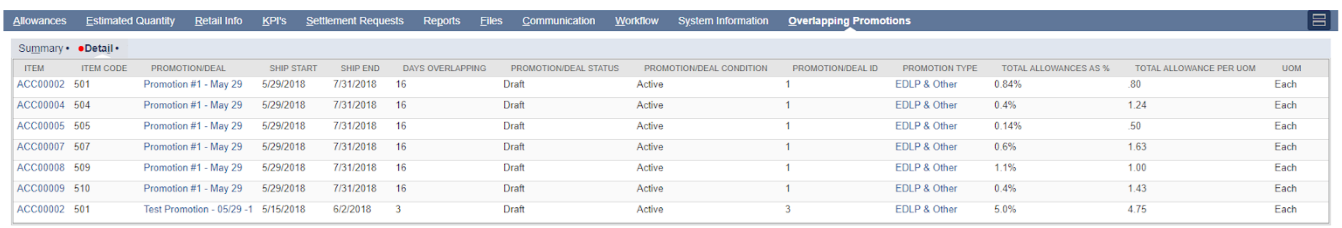
Overlapping Deals subtab in the promotion

Click on this subtab to see what other *i*TPM promotions overlap this promotion. *i*TPM will look for overlaps for every item and every allowance within the shipment start and end dates of your promotion. This sub-tab shows you all of the important information on the overlapping allowance.

- **Summary** sublist will show any promotions for the customer with overlapping start and ending ship dates.
- **Detail** sublist will show you any items within the promotions for the customer with overlapping start and ending ship dates.



PROMOTION/DEAL ID	PROMOTION/DEAL	SHIP START	SHIP END	DAYS OVERLAPPING	PROMOTION/DEAL STATUS	PROMOTION/DEAL CONDITION	PROMOTION TYPE
1	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	EDLP & Other
3	Test Promotion - 05/29 -1	5/15/2018	6/2/2018	3	Draft	Active	EDLP & Other



ITEM	ITEM CODE	PROMOTION/DEAL	SHIP START	SHIP END	DAYS OVERLAPPING	PROMOTION/DEAL STATUS	PROMOTION/DEAL CONDITION	PROMOTION/DEAL ID	PROMOTION TYPE	TOTAL ALLOWANCES AS %	TOTAL ALLOWANCE PER UOM	UOM
ACC00002	501	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	1	EDLP & Other	0.84%	.80	Each
ACC00004	504	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	1	EDLP & Other	0.4%	1.24	Each
ACC00005	505	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	1	EDLP & Other	0.14%	.50	Each
ACC00007	507	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	1	EDLP & Other	0.6%	1.63	Each
ACC00008	509	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	1	EDLP & Other	1.1%	1.00	Each
ACC00009	510	Promotion #1 - May 29	5/29/2018	7/31/2018	16	Draft	Active	1	EDLP & Other	0.4%	1.43	Each
ACC00002	501	Test Promotion - 05/29 -1	5/15/2018	6/2/2018	3	Draft	Active	3	EDLP & Other	5.0%	4.75	Each

Helpful Hint: A calendar view will show you promotions by customer, by item and by week.
iTPM-> Promotions -> Calendar

What is an Overlapping Deal? An overlap is defined as an allowance for this promotion's customer, for an item on this promotion that overlaps the start and ending ship dates of this event. An allowance will be shown on this subtab event if the overlap is only one day. Use the *Days Overlapping* column to see the how many days each allowance overlaps your promotion.

Why is it important to look for duplicates? If your company offers frequent deals and has many items to sell, it is easy to forget about a promotion among hundreds of allowances. A quick review of overlaps can prevent an accidental duplicate or unintended overlap.

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Calendar View of Trade Promotions

1. Go to ***iTPM -> Promotions -> Calendar***

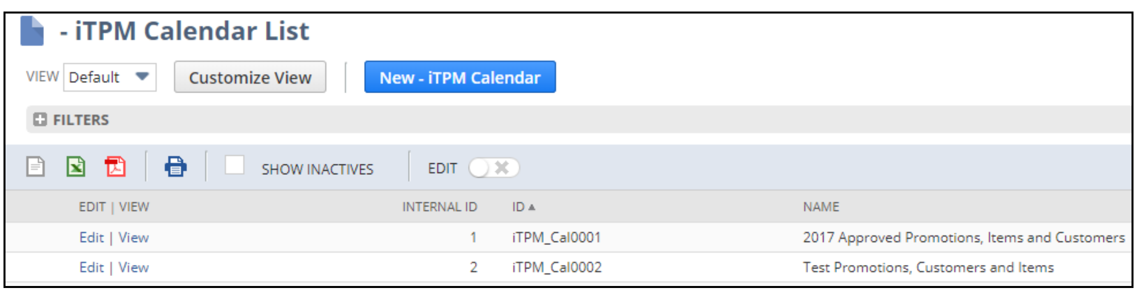
To create a NEW calendar report,

2. To create a new calendar view, click 

3. Enter a NAME for your new calendar report, select customer(s), item(s), dates, promotion types and promotion statuses.
4. Click **SAVE**
5. Click 

To view a calendar you previously created,

1. Click VIEW on the row of the calendar you want
2. Click 



Helpful Hint: *i*TPM will not show partial months on the calendar. Enter any date within a month and *i*TPM will show the entire month of the start and ending dates. You can select up to 53 weeks for your calendar view.

Helpful Hint: Your calendar report will be best viewed in Chrome. Other browsers have not been tested and may have formatting differences.

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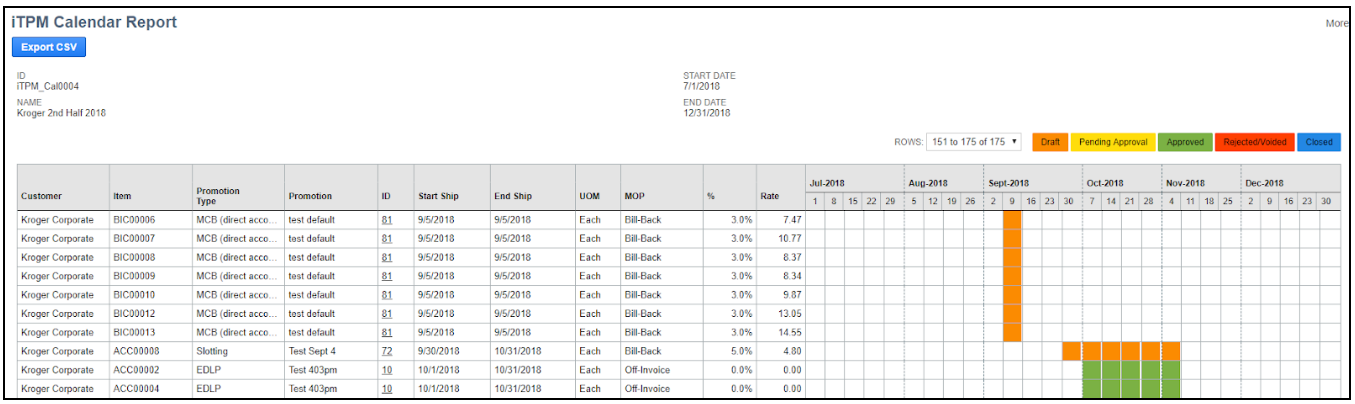
Helpful Hint: If your calendar view has an alignment issue,

- Change the browser zoom to 100% in the browser settings
- If not resolved, in Windows change the system display setting, "*Change the size of text*" to 100%.



Customer	Item	Promotion Type	Promotion	ID	Start Ship	End Ship	UOM	MOP	%	Rate
Kroger Corporate	BIC00006	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	7.47
Kroger Corporate	BIC00007	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	10.77
Kroger Corporate	BIC00008	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	8.37
Kroger Corporate	BIC00009	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	8.34
Kroger Corporate	BIC00010	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	9.87
Kroger Corporate	BIC00012	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	13.05
Kroger Corporate	BIC00013	MCB (direct acco...	test default	81	9/5/2018	9/5/2018	Each	Bill-Back	3.0%	14.55
Kroger Corporate	ACC00008	Slotting	Test Sept 4	72	9/30/2018	10/31/2018	Each	Bill-Back	5.0%	4.80
Kroger Corporate	ACC00002	EDLP	Test 403pm	10	10/1/2018	10/31/2018	Each	Off-Invoice	0.0%	0.00
Kroger Corporate	ACC00004	EDLP	Test 403pm	10	10/1/2018	10/31/2018	Each	Off-Invoice	0.0%	0.00

Select the rows you want to view: ROWS: 1 to 30 of 175 ▼

Click on the promotion **ID** to open and view the promotion.

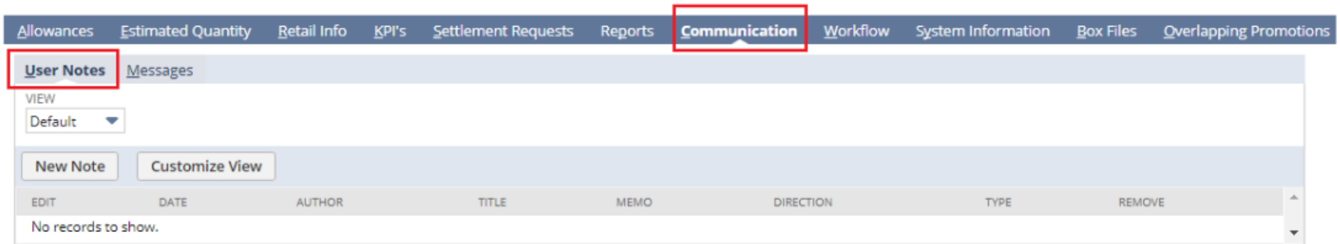
To scroll the calendar grid, click once on the grid and use your left and right arrow keys.

Helpful Hint: Want to analyze the report data in EXCEL?

Click **Export CSV** export the calendar the data to Excel.

If you don't see this button, ask your administrator to give your role the NetSuite permission to export.

2.9 *Anything Else?* Add Notes, Attachments & More



Use standard NetSuite functionality to **add notes and attach electronic documents** to your promotion.

Add notes to keep all promotion stakeholders informed on critical promotions:

- **Submitting** a promotion for approval:
  - Additional information on **promotion negotiations**, and why you need to run this deal
  - **Communication** and feedback from the retail buyer
  - **Competitive information** if you are requesting *meet-competition* discounting
- **Approving** a promotion:
  - Feedback from the approver on why a promotion is rejected
  - Suggestions for next year if this deal will be copied and repeated
- **Tracking** a promotion:
  - Updated information on a promotion from the retailer and/or broker
  - Anything that might help the settlement team confirm compliance when processing the settlement for this promotion.

Attach these documents to your promotion to help defend against post audits:

- Customer's completed promotional form(s)
- Signed promotional contract
- Retailer's email commitment
- Retailer's standard price list for merchandising vehicles
- Broker's or field sales picture confirmation of retail execution, or URL link to that information
- Anything that might be helpful if the customer disputes what you owe for this promotion.
  - Retailer's stated prices for merchandising vehicles
  - Before / after planograms for new distribution allowances

Note: While you can attach summary PDFs of movement and other POS data, this is not the recommended way to get value from your third-party data. The future *i*TPM Analysis module will provide functionality to use AC Nielsen, IRI, POS, SPINS, warehouse withdrawal and other data for post-promotion analysis. The Analysis module is on the *i*TPM product roadmap.

Note: If you are not able to add notes, attach files, and/or assign tasks to a promotion, ask your NetSuite administrator for appropriate permissions to these standard NetSuite features.

2.10 *SUBMIT* for Approval

Note: Review your ALLOWANCES and KPI subtabs BEFORE you SUBMIT your promotion!

The PLANNING subtab is **NOT** your official promotion. The Process Plan button created your **official promotion data is under the *Allowances and Estimated Quantity* subtabs**.

Validate your promotion by reviewing your data, especially the allowances and KPI subtabs..

Your promotion is in ***DRAFT*** status until you submit it for approval. When your promotion is complete, click on Submit to have a supervisor review and approve the promotion.
Your promotion will be in "***PENDING APPROVAL***" status until your supervisor approves your promotion.

Helpful Hint: The ***SUBMIT*** button will ONLY be visible when you ***VIEW*** a promotion, and not visible when you are editing the promotion. To save mouse clicks, use the ***VIEW*** link in the promotion list when selecting promotions from a list.

If you can't submit your promotion, you may get a message for one of the following:

- Promotion dates: Order dates must be equal or before the corresponding ship dates.
- Items: You have to have at least one item in your promotion under the *Allowances* subtab. If you have item rows under the planning subtab, click the PROCESS PLAN to populate the allowances.
- Estimated quantity: If volume is required, NO item can have zero estimated quantity.

Note: Don't forget to ***Submit*** your promotion!

Promotions in ***DRAFT*** and ***PENDING APPROVAL*** status are **NOT available for settlements**. Promotions in these statuses are **NOT** official promotions until they are approved. Your *draft* promotions can't be approved until you submit them.

If your Estimated Quantity is zero for any item on your promotion, and your company requires Estimated Quantity for this type of promotion, your promotion can't move to the *PENDING APPROVAL* status.

Why don't I see a *SUBMIT* button on a promotion? Two common reasons:

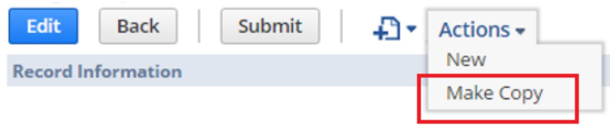
1. You will only see the SUBMIT button when you view a promotion, **not when you are editing the promotion.**
2. Only the person creating the promotion, and your *i*TPM administrator will be allowed to submit promotions for approval.

2.11 How to *COPY* a Promotion

There is an easy way to save time if you have a promotion in *i*TPM that you want to run again in the future. You can copy virtually any promotion. For example:

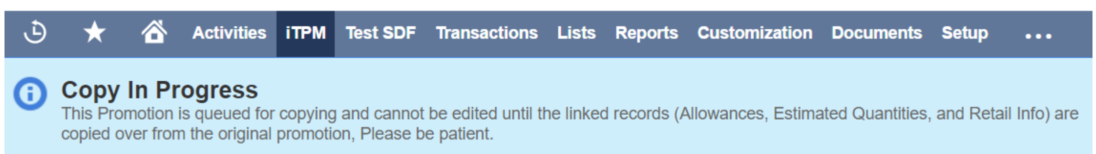
- Copy a successful promotion from last year to next year
- Copy the promotion you just created to run the same deal multiple times in the current year.
- You can copy a *REJECTED* or *VOIDED* promotion.

Find the promotion you want to copy, click on ***Actions***, and ***Make Copy***.

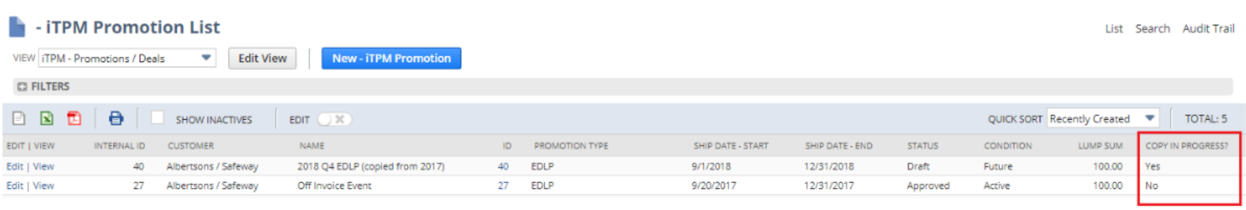


Note: If you are copying allowances, quantities and retail information, this data will not be immediately available to view. **A script runs every 15 minutes** to copy these records. (This is a standard NetSuite restriction.) The *i*TPM *EDIT* and *VOID* buttons will NOT be visible until AFTER the copy is completed.

Is my promotion copy completed? View the promotion, and view the banner at the top. If the promotion is fully copied, there is no banner. If the copy is still in progress, you'll see the message below:



You can also see the copy status on your promotion list:



Helpful Hint: If you want to use the copy feature to run a promotion multiple times this year or next, don't wait for your promotion to finish copying.

Use the  to go back to your **original promotion** and copy it multiple times.

You will not be able to copy your promotion while you see the, "*COPY IN PROGRESS*". Go back to the original promotion and to make another copy.

Note: You will NOT be able to change the CUSTOMER or the PROMOTION TYPE after you copy the promotion. Make sure the customer you select is correct BEFORE you click SAVE. If you need a different promotion type, copy a different promotion or create a new one.

You can change and edit most of the information that's copied. The following table shows what IS and IS NOT copied into your new promotion:

What is **copied**	What is ***NOT* copied**
Overall promotion information: • Customer (change the customer if copying to another customer) • Promotion type • Pricing type • Subsidiary and currency • Dates (change the dates if making a copy to run this again in the future) **Lump Sum** & related fields	**Promotion Title / Reference Code** **Other Reference Code** **Notes and electronic attachments** are not copied to the new promotion. Promotion **Status**: New promotions always start as DRAFT. Promotion **Condition**: The new promotion condition is based on the new promotion dates.

Helpful Hint! Be careful if you copy a promotion from one customer to another! There are several reasons to be very careful if you copy a promotion from one customer to another.

Copying deals from one customer to another may not save you time!

- Review and revise estimated quantities for this customer!
- Lump sums are often not the same.
- Different items may be in distribution, so the promotion may include items that are not relevant, or exclude items that should be on the promotion.
- You may choose to use a different pricing type for customer.
- Off-invoice promotions to direct customers are not valid for indirect customers.

Helpful Hint! Take extra time to review copied promotions.

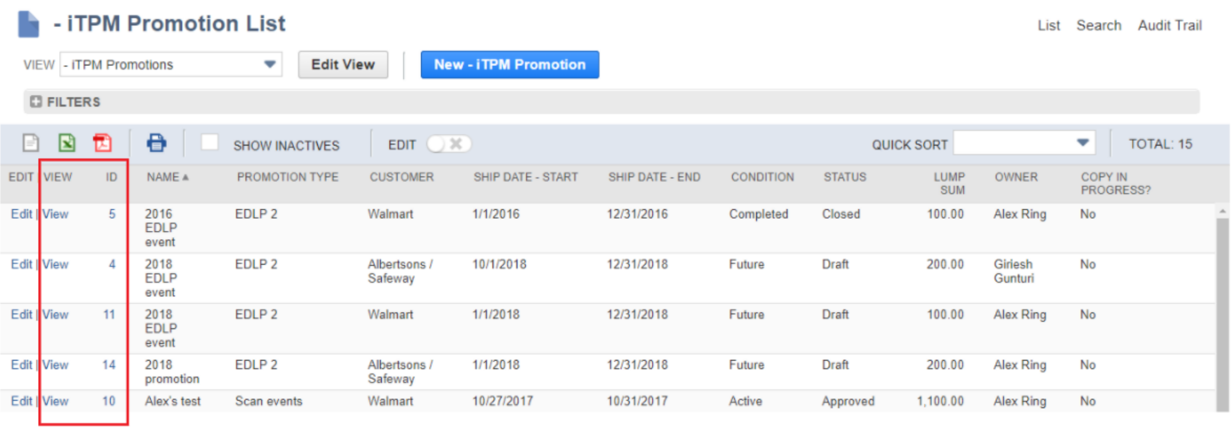
- It is easy and fast to copy promotions. Use some of the time you saved to review the promotion and confirm the promotion is accurate:
- Make sure the items are relevant. Especially make sure that new items added by new distribution allowances are in your promotion. While it is a best-business practice to remove discontinued items, keeping them in your promotion doesn't negatively affect your Estimated Spend, as-long-as you update your estimated quantity to zero or just one case!

Note: You will not be able to copy any promotion where your *i*TPM administrator has discontinued the promotion type making it unavailable for future promotions. Create a new promotion using *iTPM -> Promotions -> New.*

2.12 How to Find Promotions in a List

Here is one way to view all your promotions in a list:

- Click on ***iTPM-> List -> Promotions***
- **Find the promotion you want to view, and click on *VIEW or the promotion ID***



Helpful Hint: To see promotion workflow buttons, click *VIEW* next to the promotion.

If you click *EDIT* from this list, you will NOT see the promotion workflow buttons, including *SUBMIT, APPROVE / REJECT, CLOSE,* and *VOID*. After editing the promotion, you will return to this list of promotions. (This is standard NetSuite.)

OPTIONAL:

You can filter the list of promotions to shorten the list and save time searching for your promotion.

- Click on the "plus sign" next to filters FILTERS
- **Filter** your list to view. Example, show only promotion in Approved status.
- Find the row with your promotion and click ***VIEW***.
- Use arrows in the upper right corner to move to the next promotion on your list.

Helpful Hint: For more information on how to customize your view, add or remove filters, and other ways to save mouse clicks, read the NetSuite Basics for Brokers User Guide available at www.i-TPM.com/training-resources.

2.13 When was my promotion changed? (Change Log)

If you ever need to find out what changes were made to your promotion, ***VIEW*** a promotion and click on the ***System Information*** **subtab**.

The standard NetSuite change log will show you the following information:

- When was the change made? Date and time of the change in the time zone of Company HQ.
- Who made the change? If the computer made the change, you'll see "System"
- What was changed? You'll see the old value, and the new value.

Additional information available in this subtab:

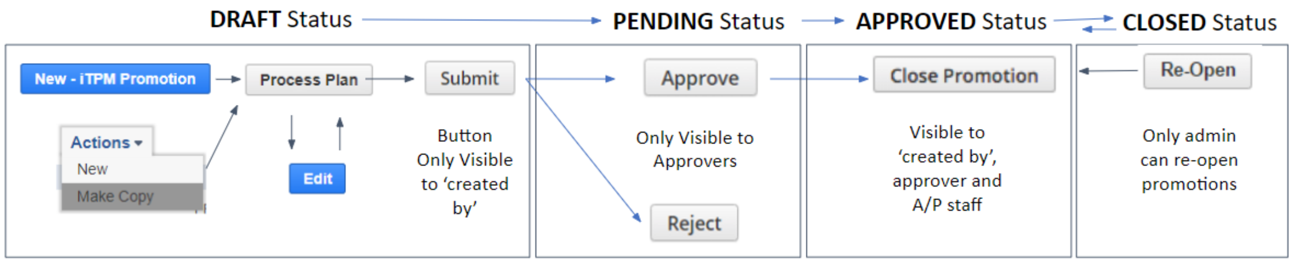
- Who owns this promotion? This is the person that can make changes.
- When was this created? Date and time of the change in the time zone of Company HQ.
- When was it last changed? Date and time of the change in the time zone of Company HQ.

Sometimes you may need to *DELETE* your promotion. The checkbox in this subtab will make the promotion *INACTIVE*. A script that runs every night will finish the process and delete all the *i*TPM inactive records.

> **Helpful Hint:** Based on your role and workflow rules, *i*TPM will prevent users from editing a promotion. If you can't EDIT the promotion, you can't mark it inactive for deletion.
>
> This is done to maintain data integrity. For example, non-admin users should never be able to delete a completed promotion. See promotion workflow for more details.

3.0 Promotion Workflow

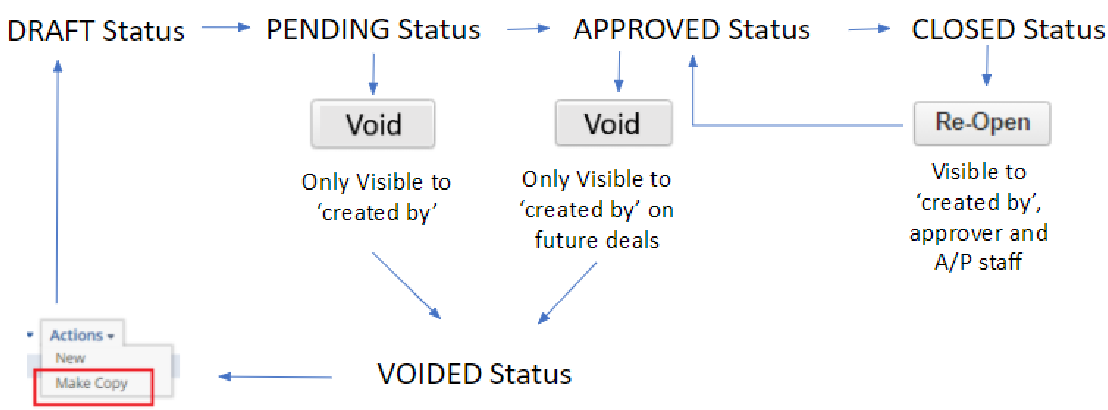
Promotion workflow in iTPM is simple. Promotions start in *DRAFT* status. Promotions are *SUBMITTED* for approval. *APPROVED* promotions are *CLOSED* when all settlements for this promotion are completed.



Why do we have to close approved promotions when they are done? Closing a promotion tells iTPM that you don't expect any more payments or settlements. If there's anything outstanding for the promotion, the unused funds are released to your trade budget.

Need to go backwards in the workflow? Use the *VOID* button for promotions that haven't started yet. For *Closed* promotions, *REOPEN* them to move them back to *APPROVE* and available for settlements. (ReOpen is only available to NetSuite and iTPM Administrators)

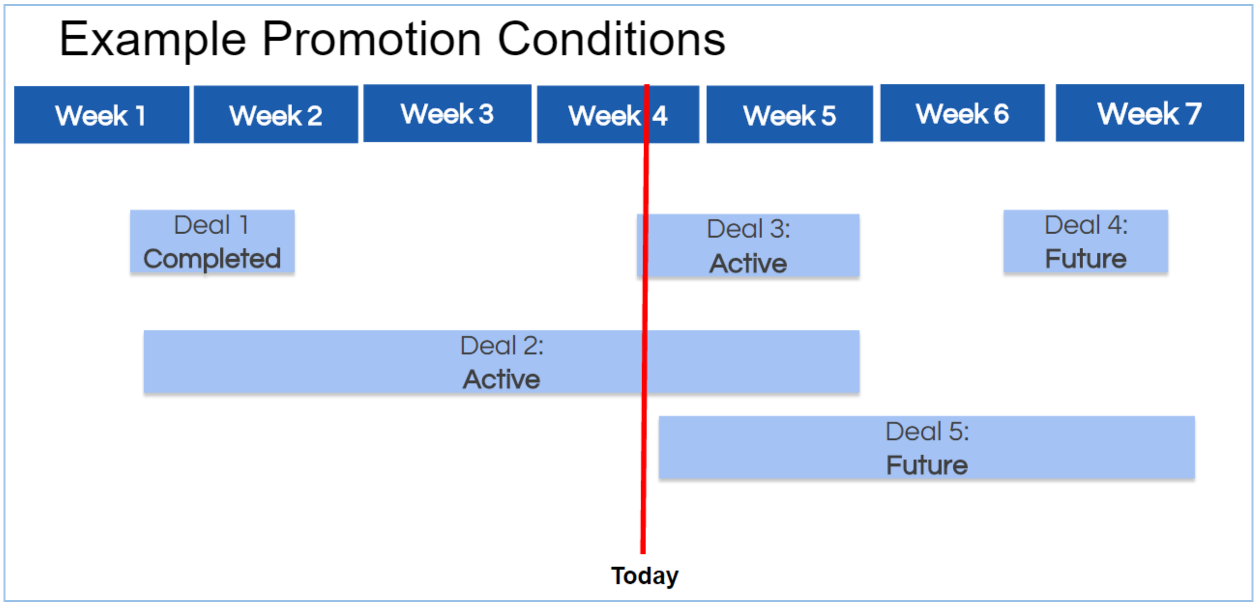
VOID / REOPEN Buttons by Promotion Status



Why isn't the void button visible? If you have settlements matched to your promotion or qualifying transactions, you will not be allowed to *void* the promotion.

3.1 Promotion Condition

Promotion condition compares today's date to your promotion's ship dates. Use promotion condition to focus your effort on the appropriate tasks as your promotion moves through its lifecycle, from start to finish:



Promotion Condition	Description	What tasks should you be doing?
Future	Deal hasn't started	• Make sure you've submitted every promotion for approval. • *Void* any promotions that will not happen. • Re-submit promotions that have changed, and submit again for approval. (To do this you can void the approved deal, copy it, make changes, and re-submit for approval.)
Active	Deal started but isn't over yet.	• Track what's happening using the KPI subtab. • Optional: Attach any retail execution pictures or other information to document your promotion results • If your promotion is not correct, you can use the *END PROMOTION* button to change the end dates to today. **To make changes to an active promotion,** contact your NetSuite or *i*TPM administrator.
Completed	Deal has ended.	• Track payments and settlements matched to your promotion using the KPI subtab. • Change the status to *CLOSED*, but only when you are certain that all payments and settlements have been processed.

Helpful Hint! Add notes to your Active and Completed promotion! Add notes to let stakeholders know more about your promotion. Did the retailer accept the deal? What type of retail execution did you see? Attach a copy of the ad and/or a picture of the display.

3.2 Promotion Status

Use promotion **status** to manage your promotions from start to finish:

Status	Promotion Status Description	What can I and can't I do?
Draft	All promotions start in *draft* status. Promotions stay in *draft* status until the user is ready to either *submit* them for approval, mark them as *inactive*, or void them.	**DO**: Submit your *draft* promotion for *approval*. **DO**: You can VOID a *draft*, future promotion.
Pending Approval	Promotions in *pending* status have been submitted for approval, but have not yet been approved or rejected. Note: Promotions in *draft* and *pending* status are still **NOT** 'official' *i*TPM promotions. These promotions don't incur promotional liability, and off-invoice allowances are **NOT** applied to orders.	**DO**: Approvers, review submitted promotions and change status to *approved* or *rejected*. **DO**: Approvers, do a timely review of submitted promotions. Promotions should only be in the *pending* status for a short time. **DO**: Approvers, use a NetSuite portlet on your dashboard to show you a list of promotions pending approval.
Approved	Promotions that are approved are available to incur promotional liability. *i*TPM keeps track of every invoice (or purchase) that may qualify for the allowances and discounts.	**DO**: When all payments and settlements are processed, change the status to *closed*. **OPTION**: You have the option to void an approved deal, but ONLY if the promotion hasn't started and there are no transactions matched to it. **OPTION**: You need to be a NetSuite or *i*TPM administrator to edit or change an approved, active promotion.
Closed	Closing a promotion tells *i*TPM that all financial settlements are complete, and that any unpaid amounts will not be paid. Closing a promotion sets its net liability to zero, resulting in additional trade monies becoming available to the trade budget.	**OPTION**: Change status back to *approved* if you have additional payments or settlements to clear. To do this, ***REOPEN*** the promotion, match the deduction to the event, and then *CLOSE* the promotion. Only *i*TPM administrators have the permissions to REOPEN a closed promotion.
Rejected	Rejected promotions do not incur any promotion liability, and are not available for settlements.	**DO**: Edit your *rejected* promotion, make appropriate changes and submit your changed promotion for approval.
Voided	Like the rejected status, voided promotions do not incur any liability, and are not available for settlements.	**OPTION**: You can void a future promotion if it's not going to happen.

3.3 Approver: Approve or Reject Deals

If you are a promotion approver in *i*TPM, you will see the Approve and Reject buttons on future promotions submitted for approval.

> **Helpful Hint:** As an approver, you may not be given permission to edit promotions. To open and view a promotion, **click on the promotion name in the list of promotions**.

You will be able to *Approve* or *Reject* promotions when:

- **The promotion has been submitted** and is in *Pending Approval* status, ***and.***
- **You are *not* the owner of the promotion**, (or you are an *i*TPM administrator) ***and***
- **You are an *i*TPM approver.**

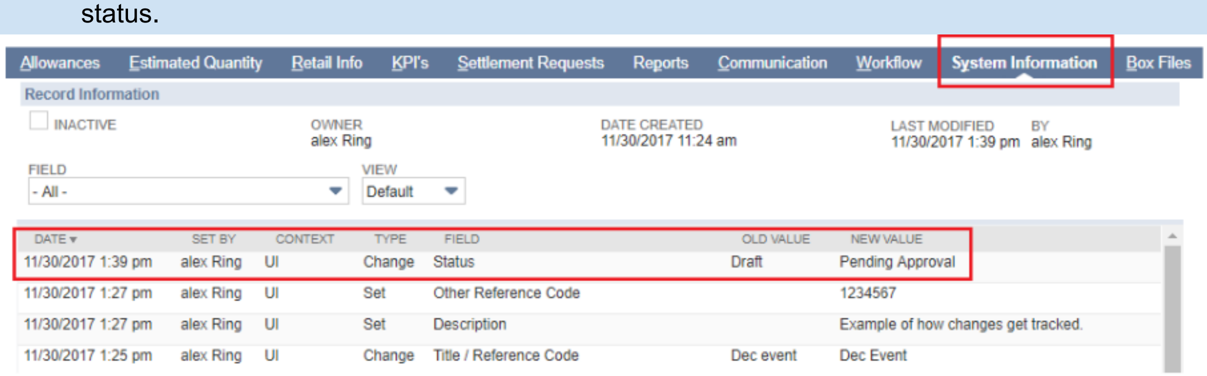
Unless you are an *i*TPM administrator, you will *NOT* be able to *Edit* or *Void* the promotions you *approve* or *reject*.

- This puts the burden of fixing or revising a rejected promotion back to the person submitting the promotion.
- The submitter is also assured that the approved promotion will be exactly what they submitted, and not changed by the approver.

> **Note: It can take 15 to 30 minutes before your *APPROVED* promotion is available for settlements.** After your promotion is approved, *i*TPM calculates allocation factors needed to spread your settlements to the items in your promotion. Your promotion is available for settlements when you see the *RESOLVE DEDUCTIONS* button on your promotion.

> **Helpful Hint:** Add notes to the promotion to document your insights for everyone that will touch this promotion throughout the promotion's life cycle.

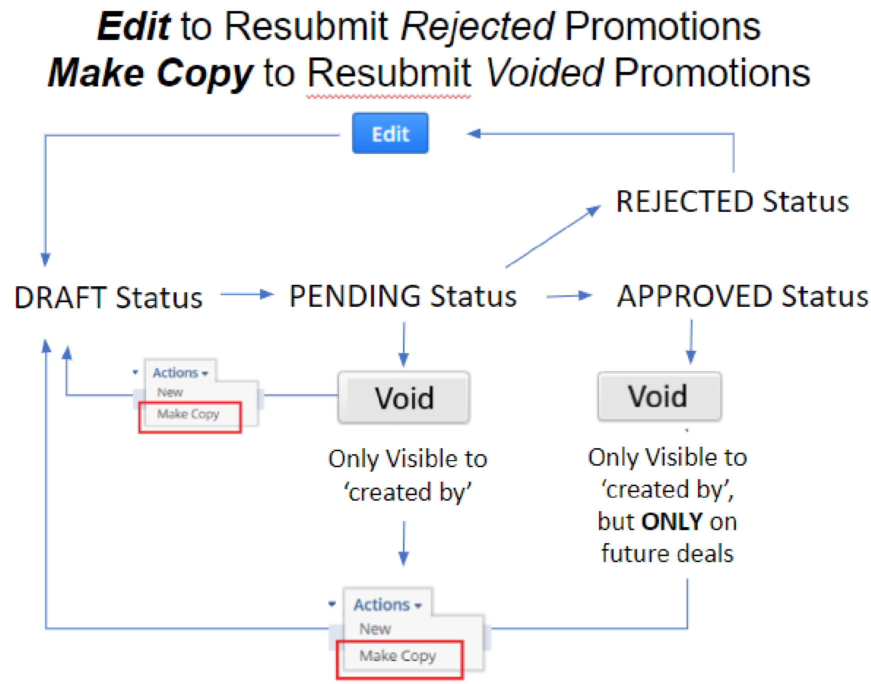
> **Helpful Hint:** Use Netsuite's change log as an **audit trail** to see the history of this promotion, including who approved or rejected the promotion. To see the audit trail, go to the *System Information* subtab. The box below highlights the change from *DRAFT* to *Pending Approval* status.



DATE ▾	SET BY	CONTEXT	TYPE	FIELD	OLD VALUE	NEW VALUE
11/30/2017 1:39 pm	alex Ring	UI	Change	Status	Draft	Pending Approval
11/30/2017 1:27 pm	alex Ring	UI	Set	Other Reference Code		1234567
11/30/2017 1:27 pm	alex Ring	UI	Set	Description		Example of how changes get tracked.
11/30/2017 1:25 pm	alex Ring	UI	Change	Title / Reference Code	Dec event	Dec Event

3.4 Resubmitting Rejected or Voided Promotions

It's easy to resubmit your *rejected* promotion. Just *EDIT* the promotion. The status will revert to *DRAFT*, which enables you to edit all fields and subtab data. If the now modified promotion is valid and is a future promotion, the *SUBMIT* button will be visible. Make a COPY of the voided promotion to make changes and submit it again for approval.



Only an NetSuite or *i*TPM administrator is allowed to *APPROVE* back-dated promotions. Backdating promotions occurs when a promotion needs to be submitted or approved that is already active or completed. Here are some of the reasons you may want to back-date a promotion:

- Your salesperson offered a deal to a customer, but forgot to create the promotion in *i*TPM.
- A promotion was submitted for approval before the promotion started, but the approver was on vacation and the deal is now active.
- A promotion was created and approved, but in the wrong subsidiary or to the wrong customer.

Why don't I see *Approve* and *Reject* buttons on my pending promotion?

- Only roles with the *i*TPM approver permission will see these buttons.
- Only NetSuite and *i*TPM administrators are allowed to *Approve* and *Reject* active or completed promotions. (example, backdated promotions)

Why can't I edit a promotion? You can't edit a promotion that you didn't create. However, you can copy the promotion, and then edit the copy. You can only edit the ending dates of an active promotion. No fields are editable for completed promotions.

ⓘ	**Helpful Hint:** Add a note to document what you changed and why you resubmitted it for approval.

3.5 Closing Promotions

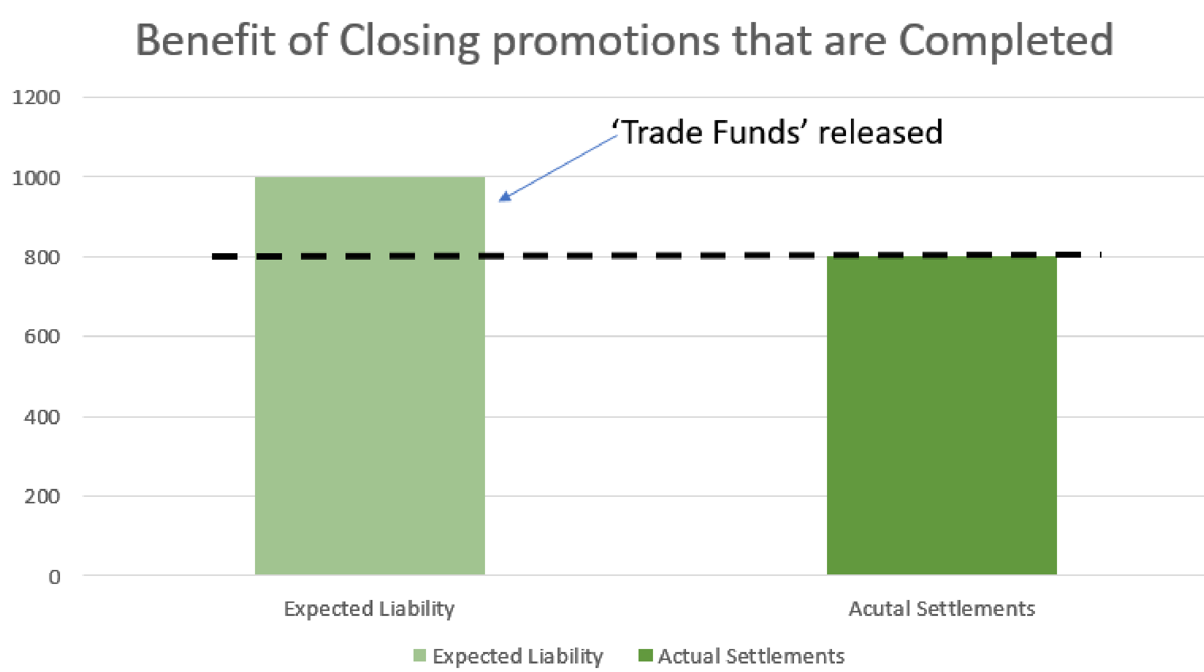
You will see the Close Promotion button when your approved deal is completed. When you know all of the settlements are done for your promotion, changing the status to closed will 'release' trade funds that you may be able to redeploy.

iTPM anticipates that you will eventually have to pay (or the customer will deduct) for any amounts that your promotion financially incurred. iTPM helps your finance team set funds aside to cover these promotional costs. Often these *reserves* are called *accruals*. Maintaining reserves for bills that aren't paid prevents financial surprises and negative impacts on your company's financial statements.

Closing the promotion tells iTPM that you don't anticipate any more settlements, and your finance team should consider this promotion's results final.

Closing promotions also makes the settlement process easier for the finance team. Closed promotions are not on the list of promotions presented to your team looking for promotions to match to open deductions.

Below is a visual example of a promotion with $800 of Actual Settlements and an Expected Liability of $1,000. Closing this promotion releases $200 of liability, which can be used for other promotions, or dropped to the bottom line as additional profitability. Closing this promotion sets Expected Liability equal to Actual Spending which in this example is $800.



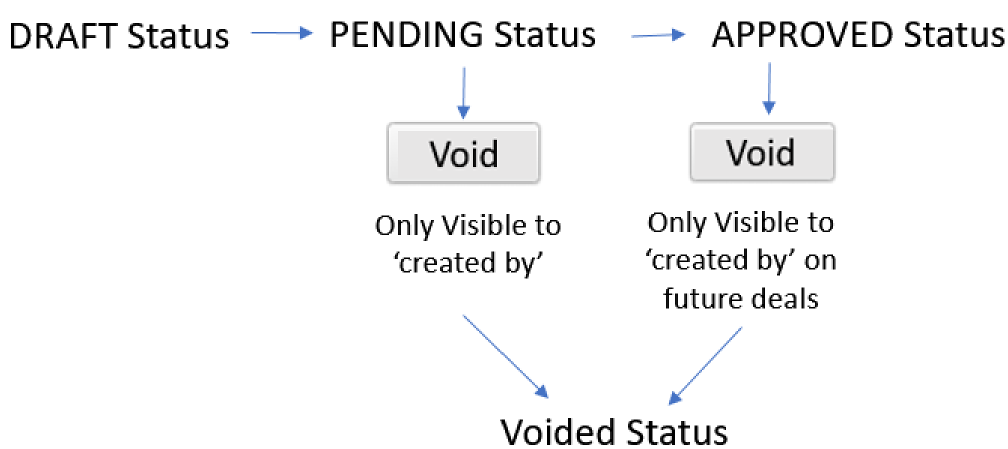
If you need to pay or resolve a promotion to a *closed* promotion, use the Re-Open button to change the status from *Closed* back to *Approved*.

> **Helpful Hint:** Add a note to the promotion to document why you do not expect any more settlements for your deal.

3.6 Voiding vs Ending promotions

You will only see the Void button when ιTPM allows you to void your promotion. ιTPM prevents you from voiding promotions that have already started and are completed. This feature enhances the accuracy of expected liability for trade promotion spending by making sure it includes every promotion that can incur liability.

To stop approved promotions that are already active, use the End Promotion button. This will change the end dates of the promotion to today's date.



To correct or change an *ACTIVE* promotion, the best business practice is to END the promotion by changing the ending dates to today's date. The END PROMOTION button is available to change the ending dates of approved, active promotions. **(NetSuite and ιTPM administrators can fix data entry errors in active, approved promotions.)**

If you need to continue the promotion but with different allowances, create a new promotion or make a copy of the formerly active deal with a starting date of tomorrow and the same end date. This enables ιTPM to accurately keep track of incurred liability for the original promotion before changes, and for your new promotion that includes your corrections and changes. The settlement module will allow you to pay or clear a deductions for any method-of-payment, including missed off-invoice allowances.

Why should I END an active promotion to make a change? Non-administrators are not allowed to simply change an active promotion, because your change would retroactively apply back to the beginning of the promotion. ιTPM calculates expected and maximum incurred liability by looking for shipments that qualify for your allowances, and it does this as soon as the promotion starts. For example, if you change an off-invoice allowance after the promotion started, you'd have missed off-invoice and incorrect calculations of incurred (maximum and expected liability) and paid promotional spending.

Why can't I edit a promotion? *EDIT* will always appear next to the promotion in a list. However, if you didn't create the promotion, you will not be able to edit the promotion unless you are an NetSuite or ιTPM administrator.

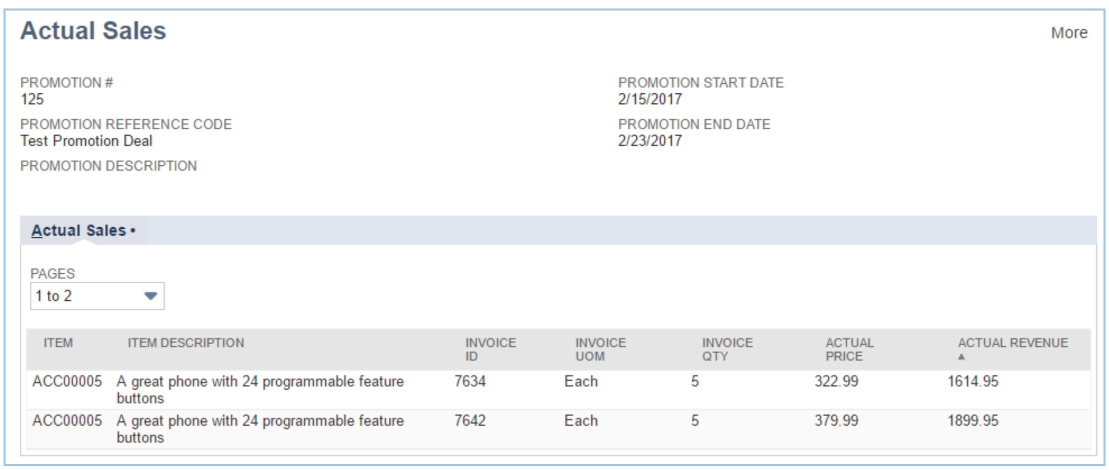
4.0 Tracking Your Promotion

4.1 Actual Sales and Shipments

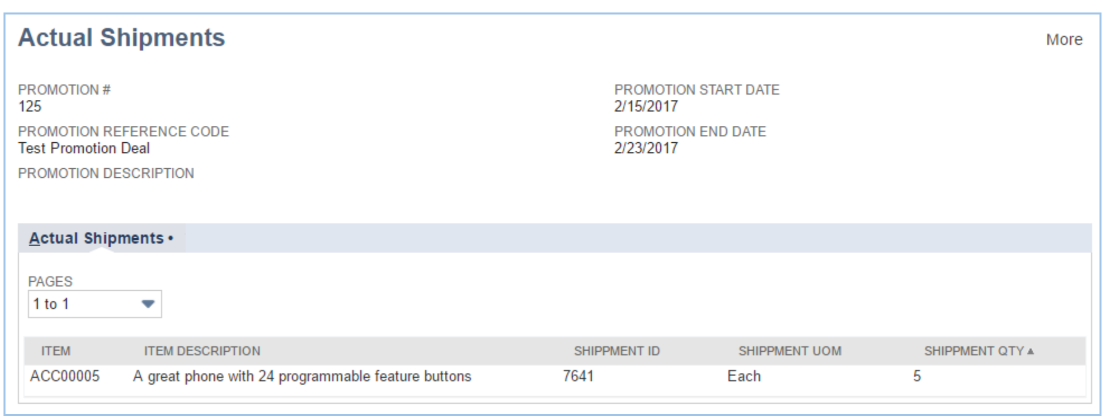
*i*TPM uses actual sales and shipments to calculate KPIs, including Expected and Net Liability. This is done automatically, so there's no need to update Excel spreadsheets or enter actual sales.

If your promotion is active, use these links in your promotion to see sales that qualify for your discounts and allowances:

Click on ***Actual Sales*** to see actual sales based on *Purchase Orders.*
Click on ***Actual Shipments*** to see actual shipments based on what has been *invoiced & shipped.*



ITEM	ITEM DESCRIPTION	INVOICE ID	INVOICE UOM	INVOICE QTY	ACTUAL PRICE	ACTUAL REVENUE ▲
ACC00005	A great phone with 24 programmable feature buttons	7634	Each	5	322.99	1614.95
ACC00005	A great phone with 24 programmable feature buttons	7642	Each	5	379.99	1899.95



ITEM	ITEM DESCRIPTION	SHIPPMENT ID	SHIPPMENT UOM	SHIPPMENT QTY ▲
ACC00005	A great phone with 24 programmable feature buttons	7641	Each	5

4.2 Promotion KPIs

Summary KPIs are at the top of the subtab. Columns show trade promotion KPIs for the total promotion, Lump Sum, and allowances per item by method of payment:

Total Promotion Spending = Lump Sum + Bill-Back + Off-Invoice + Net-Bill + Missed off-invoice

KPI **columns will only appear if your promotion type contains that type of allowance:**

KPI	Description	How to use this KPI
Estimated	What you **think will happen.**	Use this when approving or rejecting promotions. This forecasts the total cost and financial impact of your promotions based on your allowances and estimated quantities.
LE: Latest Estimate	What is **most likely to happen.**	Use LE as a real-time forecast into what the promotion will do as it moves through its lifecycle: Future, Active, Completed, and finally Closed. LE is calculated by *i*TPM.
Maximum Liability	This is the **maximum the deal should cost**.	If you anticipate redemption is less than 100%, *Expected Liability* will be less than Maximum. Maximum calculates your liability assuming 100% of all qualifying sales are eligible for your allowances.*
Expected Liability	**The total deal cost so far,** including paid and unpaid amounts.	**Use this to evaluate payments and promotional claims.** Any payment in excess of what you owe is an overpayment and doesn't reduce your promotional Net Liability.*
Actual	**What has** been paid or resolved to date.	This shows what has officially been recorded by NetSuite as of today. NetSuite keeps track of what you sell and ship. *i*TPM uses actual sales and settlements to track of promotional spending by event. Actual spend does NOT include *requested* and *pending*.
Net Liability	**What you owe but haven't paid.**	Use this to anticipate future promotional payments and deductions. iTPM event-based accruals use this amount to anticipate future claims .
Overpay	**What you paid above what you owed**	Use this measure to identify promotions where the amount claimed or deducted was greater than what *i*TPM calculated you owed.
Requested	Settlements queued up for processing	These are settlements in the queue to be processed. They could be from a CSV Bulk Settlement, or from the RESOLVE DEDUCTIONS button on a promotion.
Pending	Settlements being **Processed**	These are requested settlements that have not yet been allocated down to the items in the promotion. When processing is complete, the grid below will show this spending by item.

* For some promotion types, your *i*TPM administrator has configured liability to NOT change, and use ESTIMATED quantity as ACTUAL quantity in the calculation for Expected and Maximum Liability.

KPIs are also available for every item that's in the promotion. **(Scroll down to see this grid.)**

ID ▲	ITEM	ITEM DESCRIPTION	UOM	PROMOTED QUANTITY	ACTUAL QUANTITY	ESTIMATED SPEND	LE SPEND	MAXIMUM LIABILITY	EXPECTED LIABILITY	ACTUAL SPEND
503	ACC00004	Merlin 4412D: The most powerful features avail in a 12 button display phone	Each	100	0	245.80	245.80	243.59	145.80	243.59
504	ACC00005	A great phone with 24 programmable feature buttons	Each	200	1	540.96	540.96	285.81	341.96	284.81
505	ACC00007	50 Button Digial Console	Each	400	5	913.24	913.24	476.60	518.24	471.60

KPIs are updated by a script that runs every 15 minutes. When you edit or change the status of a promotion, or create a settlement, promotions are put into a queue that updates KPIs every 15 minutes. Active promotions are updated overnight to calculate the liability on today's new shipments. Some of the summary KPIs in the KPI subtab are updated without the script, such as pending, actual spend and net liability for bill-backs. Estimated Spending and Latest Estimate (LE) are also updated in real time when you change allowances and estimated quantity.

Look for the date and time your promotion's KPIs were last updated:

KPI Records

KPIS LAST UPDATED
6/1/2017 3:21 pm

If you feel the KPIs on your promotion have not automatically updated, or you want to force *i*TPM to update the KPIs, use the [Refresh KPIs] button to put your *Approved* or *Closed* promotion into the KPI queue. Wait about 15 minutes and you will see a new *KPI Last Updated* date and time on your promotion. You can check the status of your KPI Refresh at *iTPM -> Promotions -> KPI Refresh Queue*.

Estimated Spend and LE Spend are updated in real-time for DRAFT promotions, and will reflect the estimated cost of your promotion even before this KPIs Last-Updated date changes.

Helpful Hint: Your *i*TPM administrator has configured some promotion types to update liability using actual shipments.

- If the promotion type you selected updates liability using actual shipments, you will see Maximum and Estimated Liability increase for bill-backs and off-invoice as you ship product to your customer.
- If the promotion type you selected does NOT update liability using actual shipments, then your Maximum and Estimated Liability for bill-backs and off-invoice will ALWAYS be equal to your Estimated Spend.

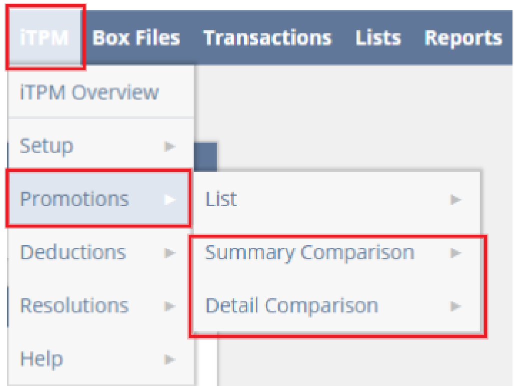
*i*TPM does all these calculations. You don't have to remember these business rules, and you don't have to update any Excel with shipments, settlements, etc. to track your promotion.

Helpful Hint: KPIs are allocated to the items on the promotion. For example, Lump Sum is entered as one amount. *i*TPM spreads the Lump Sum across all the items on the promotion. Settlements are also allocated to items on the promotion.

Note: It can take up to 15 minutes or so before VOIDED settlements are reflected in the KPIs for active and completed promotions.

4.3 Promotion Comparison List

You can use these same KPI measures to compare and manage ALL of your *i*TPM promotions. To get this list, click on ***iTPM -> Promotions -> Summary Comparison*** ***or*** ***Detail Comparison***



You will see the same KPIs measures as shown in the promotion subtab.

NET LIABILITY	OVERPAY	ESTIMATED SPEND	LE SPEND	MAX LIABILITY	EXPECTED LIABILITY	ACTUAL SPEND

Summary Comparison:

- Each row: one promotion for one customer.
- Use this to review **results by promotion**.
- To see additional KPI measures by method of payment and detail by item, click on the ID or promotion name.
- Export to Excel: Pivot table to summarize by customer across promotions

TOTAL: 11

CUSTOMER ▲	ID	NAME	PROMOTION TYPE	STATUS	CONDITION	SHIP DATE - START	SHIP DATE - END	NET LIABILITY	OVERPAY	ESTIMATED SPEND	LE SPEND	MAX LIABILITY	EXPECTED LIABILITY	ACTUAL SPEND
Aaron Abbott	1	Test Promotion 1	Test PT	Approved	Completed	2/18/2018	2/19/2018	0.00	480.33	1,066.10	600.33	120.00	120.00	600.33
Aaron Abbott	2	Promotion on 02/20 #1	PT on 02/20	Approved	Completed	2/13/2018	2/19/2018	6,249.00	0.00	6,893.62	6,660.00	6,500.00	6,500.00	251.00

Detail Comparison:

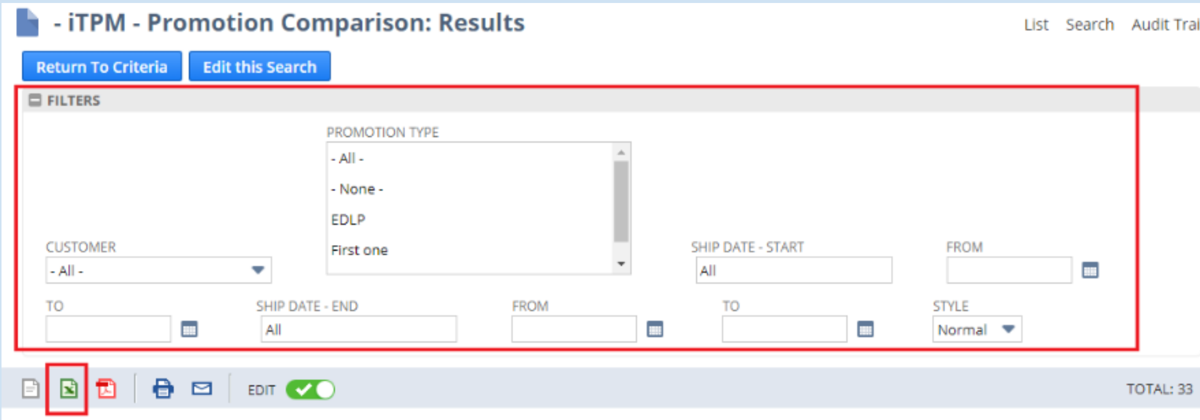
- Each row: one promotion for one customer AND one item in the promotion.
- Use this to compare **results by item by promotion.**
- Export to Excel: Pivot table to summarize by customer and by item across promotions

EDIT TOTAL: 36

EDIT | VIEW	INTERNAL ID	CUSTOMER ▲	ID	NAME	PROMOTION TYPE	STATUS	CONDITION	SHIP DATE - START	SHIP DATE - END	ITEM	ITEM DESCRIPTION	NET LIABILITY	OVERPAY	ESTIMATED SPEND
Edit | View	1	Aaron Abbott	1	Test Promotion 1	Test PT	Approved	Completed	2/18/2018	2/19/2018	ACC00002	Digital Single Line Telephone (4400) for support calls	0.00	34.80	207.68
Edit | View	1	Aaron Abbott	1	Test Promotion 1	Test PT	Approved	Completed	2/18/2018	2/19/2018	ACC00004	Merlin 4412D: The most powerful features avail in a 12 button display phone	0.00	445.53	858.42

The Promotion subtab KPI measures are described in more detail in reference section 4.2:

Helpful Hint: Use NetSuite filters and customization to show you only what you want to see, or export to Excel for additional analysis.



Note: **Settlements that are in PROCESSING or REQUESTED status are NOT included in the promotion comparison report** until the processing is complete**.** These are the settlements shown on the promotion KPI subtab as *PENDING* and as *REQUESTED*.

- The allocation process that spreads requested settlements to the items in the promotion runs every hour or so. These settlements are excluded from reporting to insure that both the detail and summary amounts reported will match. (Your NetSuite administrator can increase the frequency of the allocation process, changing to to run as often as every 15 minutes.)
- The settlement processing queue also runs every hour or so. Settlements in this queue include settlements created using the RESOLVE DEDUCTION button on a promotion, and the CSV Bulk Settlement import.

The Promotion Comparison Summary List can be used to analyze promotion results by **Event.**

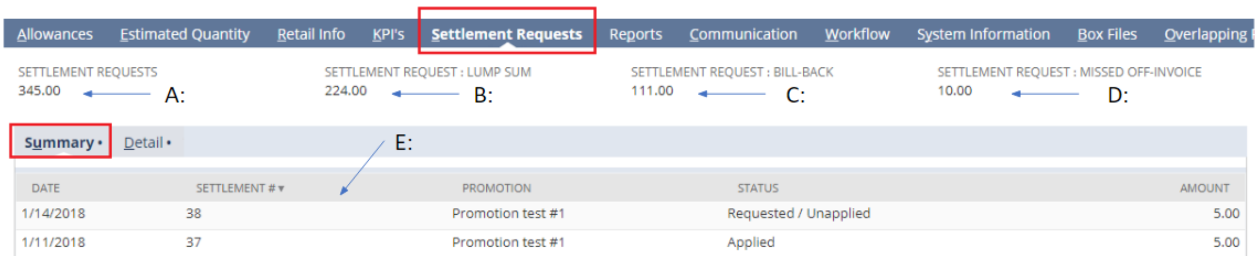
Analysis by promotional event is one of the three basic perspectives for post-promotion analysis: ***Weekly*** Trends, Comparing One ***Time Period*** versus Another, and **by *Event*** Analysis.

Example TPM issues and questions	How to use the Promotion Comparison List
What promotions are **projected to cost a lot more than you estimated?** You may need to adjust your budget, adjust future promotions to compensate for the over-spend, or take other action.	Compare *Latest Estimate* vs *Estimated Spend*. Look for promotions where the *Latest Estimated Spend* is much larger than what you estimated the spending would be.
What active promotions that are **underperforming**? If possible, can I take action while the promotion is still running?	Filter on condition=*active*, and compare *Actual Quantity* vs *Estimated Quantity*. Look for promotions where *actual sales* are far below your *estimated quantity*.
Can I free-up trade funds by closing old promotions that should be closed?	Filter on status=*approved*, condition=*completed*, and sort on date. The oldest promotions may be good candidates to be closed.
Can *i*TPM help me prepare for an **Annual Account Review** with a major customer? Can I use promotion data in my presentation to show what you've done with the customer this year? i.e., Compare this year to last year?	Filter on the customer, and export all promotions to Excel. In Excel, create pivot tables showing promotions in the current year, last year, and next year.
Can I do a Year-end review of promotional payments that will be carried forward into your next fiscal year?	Filter to show promotions in the current fiscal year, with status=*approved*. Use *Net Liability* to anticipate your promotional liability that will be paid in the next fiscal year. Note: This assumes that all promotions are completed. If not, also look at *Latest Estimate* for promotions where condition = *active* or *future*.

4.4 Settlements

The *Settlement Requests* subtab shows payments and deduction resolutions matched to the promotion:

A: **Total amount of all Settlement Requests** matched to this promotion.
B: Total amount of just the **Lump-Sum** settlements matched to this promotion
C: Total amount of just the **Bill-back** settlements matched to this promotion
D: Total amount of just the **Missed-Off-Invoice** settlements matched to this promotion
E: **List of settlements** matched to this promotion, where in the *Summary* sublist, each row represents one settlement

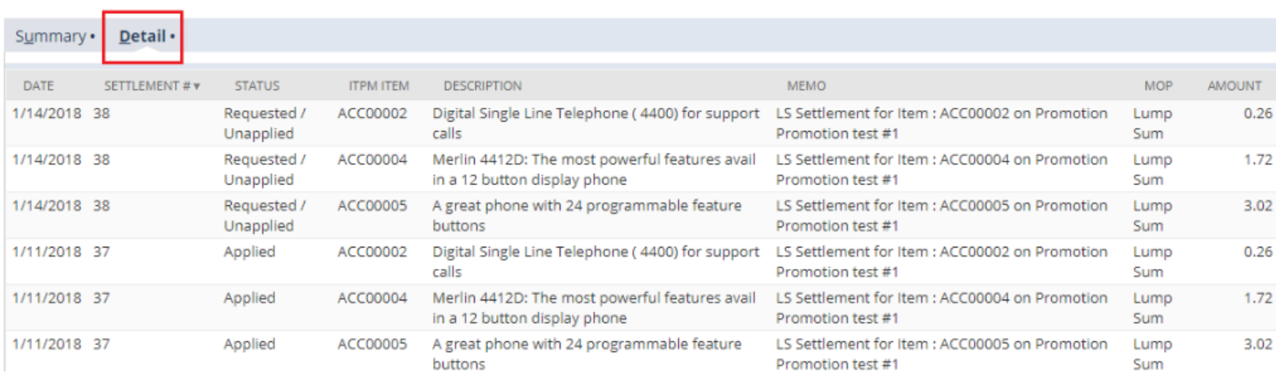


Both applied and unapplied settlements are included. *VOIDED* settlements are shown, but NOT included in the KPIs. (15 minute or so delay between the void and updated KPI)

The total amount of the settlement request is shown under the *Summary* sublist. Settlements can be proactive payments to the customer, or deductions taken by the customer and matched to the promotion.

To view any settlement in more detail, click on *Detail* sublist.

In the *detail* sublist, you can view the settlement amount that has been allocated to each item in the promotion.



Summary • Detail •

DATE	SETTLEMENT # ▾	STATUS	ITPM ITEM	DESCRIPTION	MEMO	MOP	AMOUNT
1/14/2018	38	Requested / Unapplied	ACC00002	Digital Single Line Telephone (4400) for support calls	LS Settlement for Item : ACC00002 on Promotion Promotion test #1	Lump Sum	0.26
1/14/2018	38	Requested / Unapplied	ACC00004	Merlin 4412D: The most powerful features avail in a 12 button display phone	LS Settlement for Item : ACC00004 on Promotion Promotion test #1	Lump Sum	1.72
1/14/2018	38	Requested / Unapplied	ACC00005	A great phone with 24 programmable feature buttons	LS Settlement for Item : ACC00005 on Promotion Promotion test #1	Lump Sum	3.02
1/11/2018	37	Applied	ACC00002	Digital Single Line Telephone (4400) for support calls	LS Settlement for Item : ACC00002 on Promotion Promotion test #1	Lump Sum	0.26
1/11/2018	37	Applied	ACC00004	Merlin 4412D: The most powerful features avail in a 12 button display phone	LS Settlement for Item : ACC00004 on Promotion Promotion test #1	Lump Sum	1.72
1/11/2018	37	Applied	ACC00005	A great phone with 24 programmable feature buttons	LS Settlement for Item : ACC00005 on Promotion Promotion test #1	Lump Sum	3.02

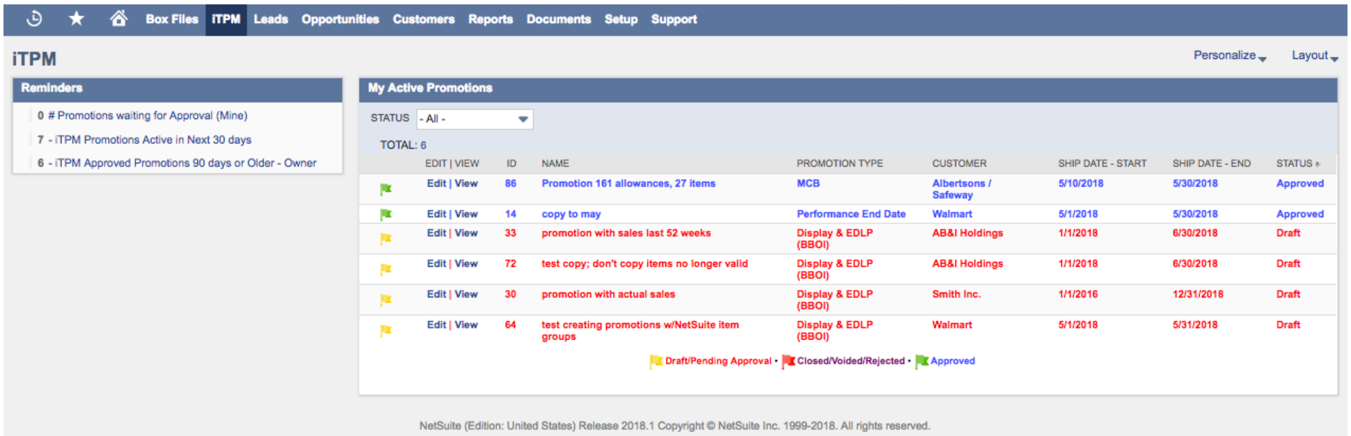
Helpful Hint: If you process and manage deductions, refer to the **iTPM User Guide for Deductions and Settlements** for more details, available at www.i-TPM.com/training-resources.

4.5 Dashboard Portlet Suggestions for Promotions

NetSuite has many standard ways to customize your dashboard. Your iTPM Administrator may make iTPM dashboard portlets available to you. These are listed and described in the iTPM Administrator User Guides. Here are a few suggestions for your iTPM dashboard using the native NetSuite functionality and pre-built iTPM saved searches:

Role	Suggested Portlets, filters and saved searches for your iTPM Dashboard
Sales: Account Managers and Reps Includes third-party brokers managing iTPM promotions	**Deals in *Draft* status.** Use this to see what deals you need to complete and submit for approval. **Deals that will start in 30 days.** Use this as a checklist to confirm all stakeholders are ready for the promotion; ● Is your customer supporting the promotion? ● Are your allowances correct and includes all items, including new ones you may have created since the promotion was created? ● (Change "30" days to a value appropriate to your lead times) **Deals in *Rejected* status.** Use this as an alert to take action. ● Void the rejected promotion to take rejected promotions off this list. ● Option: create another promotion and submit it for approval **Deals that are *Active*.** Use this list to see what promotions are running today. ● Consider documenting retail activity to support future settlements and defend against post-audits ● Look for under performing promotions, and take action to correct **Deals that were completed 90 days ago and not closed.** Use this list to proactively close promotions that you anticipate will have no more settlements, including customer deductions. ● (Change "90" days to a value appropriate to your settlement times)
Promotion Approvers	**Deals in *Pending Approval* status.** Use this to see what deals you have to approve.
Finance	**Deals that were completed 90 days ago.** Use this list to proactively close promotions that you anticipate will have no more settlements, including customer deductions. ● (Change "90" days to a value appropriate to your settlement times)
Demand Planning	**Deals that will start in 30 days.** Review total and incremental estimated volume to prepare for the anticipated demand. **Approved deals that have been voided:** Review total and incremental estimated volume to confirm the demand plan has been adjusted appropriately.

Example dashboard reminders and portlets for the standard *i*TPM role, Promotion Planner:



5.0 Reference

5.1 Help!

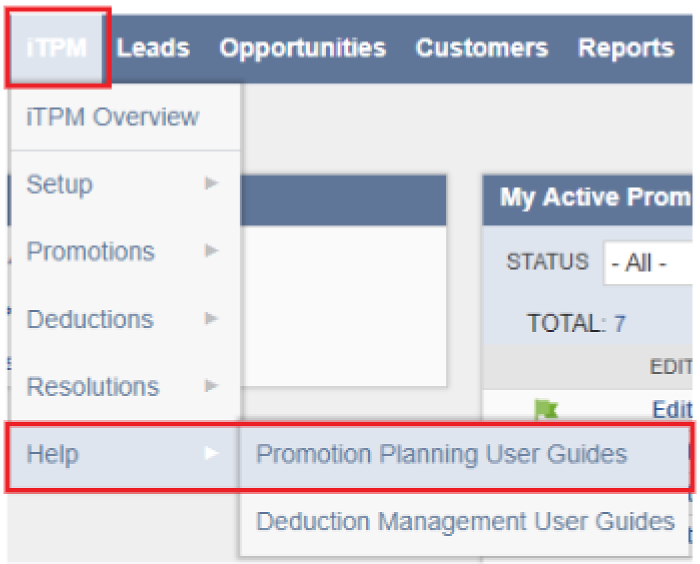
There are 2 ways for you to get **help**, report **issues**, ask **questions**, and share your enhancement **ideas**:

How to get Help!	Description
Online	Use www.i-tpm.com/promotion-planning for User Guide PDFs and Training videos specific to *i*TPM trade promotion planning.
Email	Just email your question or issue to support@cgsquared.com.

Access *i*TPM Online Documentation:

If you have appropriate permissions to see the *i*TPM menu, you also have easy access to our online documentation.

Click ***iTPM -> Help -> Promotion Planning User Guides*** to open our web page with links to our User Guides and training videos.



You can also access our online documentation by pasting this link into your browser: www.i-tpm.com/training-resources

Get Help By Email: Email your support question or issue to support@cgsquared.com.

- Your email will create a support ticket so we can answer your question or fix your issue.
- You will get an email reply with an *i*TPM support ticket number in the subject line.
- *i*TPM support staff will follow-up with you by email, and by phone if necessary
- You will receive periodic email updates on the status of your support issue