

iTPM

Integrated Trade Promotion Management



BUILT FOR
ORACLE®
+
NETSUITE

NATIVE SUITEAPP

March 15, 2019

Agenda

- NetSuite Value Chain Assessment
- iTPM Overview
 - Promotion Planning
 - Settlements & Deductions
- Why iTPM ?
- The iTPM advantage
- Implementation timeline
- Next steps



Safe Harbor Statement:

Statements contained on this web page and with words "**product road map**" are **forward-looking statements**. Words such as "believe," "estimate," "intend," "will," "expect," "project," and similar expressions, as they relate to our future plans, are intended to identify such forward-looking statements. **All forward-looking statements are subject to various risks** and uncertainties that could cause actual results to differ materially from expectations. We reserve the right to adjust future plans as appropriate, based on client needs and market forces.

NetSuite Value Chain Assessment:

Trade Promotion Management



Current



NetSuite with iTPM

	PRIORITIES	MARGINAL	COMPETITIVE	BEST IN CLASS	TRANSFORMATIVE	EXAMPLE BENEFITS
Promotion Planning & Deduction Management		Basic promotion planning in Excel	Planning in Excel, with macros and data linked to NetSuite.	3 rd party hosted TPM solution integrated to NetSuite	iTPM inside NetSuite	Always know your trade spend. Financial controls and accountability.



Roles: Sales, A/P

PROMOTION PLANNING

- **Real-time visibility** for all TPM stakeholders reduces mistakes and provides a competitive advantage
- **Work flow** with financial controls with GAAP TPM best-practices
- **Always know your trade spending:**

Estimated Spend	What you think will happen .
Latest Estimate	What is most likely to happen .
Actual Spend	What has happened and been paid or resolved to date.
Expected Liability	The total deal cost so far , including paid and unpaid amounts.
Net Liability	What you owe but haven't paid .

iTPM Promotion Planning



Create & Submit



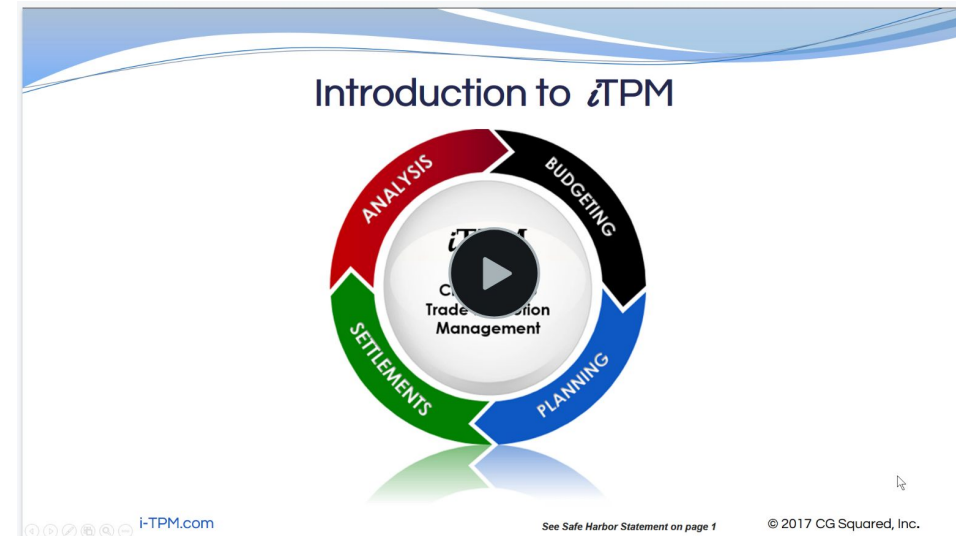
Approve



Pay



Close

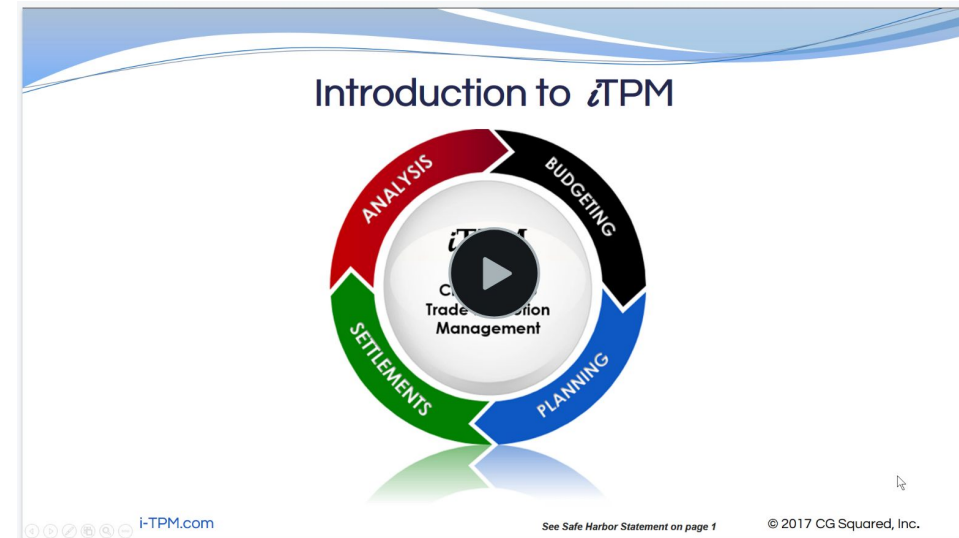


Roles: Finance, A/R, A/P

DEDUCTION RESOLUTION

- **Integrated** with NetSuite native A/P, A/R
- Manage **A/R short-pays as deductions**
- **Easily resolve deductions three ways**
 - Promotional **Settlement**
 - **Expense** to chart-of-account
 - **Dispute and Re-invoice**
- **Workflow** specifically designed for CG
 - Start on the deduction, match to a promotion
 - Start on the promotion, match to a deduction
- **Best-practices** controls and validations
- **Helps eliminate double-dipping** (paying twice for the same promotion allowance)

iTPM Deduction Resolution



Why iTPM for trade promotion management?

Trade Promotion Business challenges	iTPM Leading Practices
Deals are managed in Excel spreadsheets.	iTPM deals have full real-time visibility to all stakeholders, along with financial controls and structured workflow
Quarter and Year-end trade spending surprises	Fewer surprises when you know your net trade spend liability .
Our trade budgeting process is outside NetSuite and disconnected from our trade activities, so we never know our trade numbers .	True closed-loop provides Planned vs. Latest Estimate vs. Expected Liability vs. Actual
Deductions are time consuming to process , and aren't matched back to promotions and products.	Easier deduction resolution that supports accurate promotion, item and customer level P&Ls .
Third-party TPM solutions are expensive and difficult to implement , taking up to a year to implement.	iTPM is built inside NetSuite. Implementation, training and configuration takes 4 weeks or less!

iTPM *eliminates* integration & data synchronization:

NetSuite with iTPM

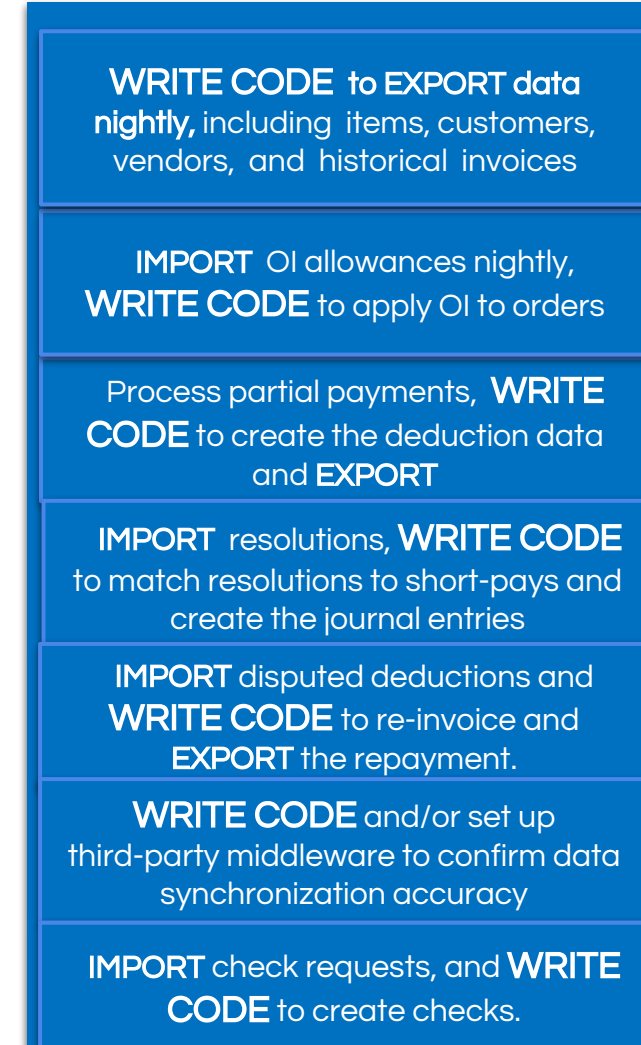


- Applies and tracks off-invoice directly on orders
- Processes short-pays directly on the invoice or credit memo
- Matches resolutions directly to your short pays and creates journal entries
- Re-invoiced deductions moved to customer statements in real time
- Creates checks, ready to be reviewed and printed

iTPM Advantages

- Eliminates complex integration design
- No technical resources required
- No more data synchronization issues to research and fix
- Real-time data
- Single sign-on
- No duplicate user IDs
- No duplication of data
- Fewer touchpoints

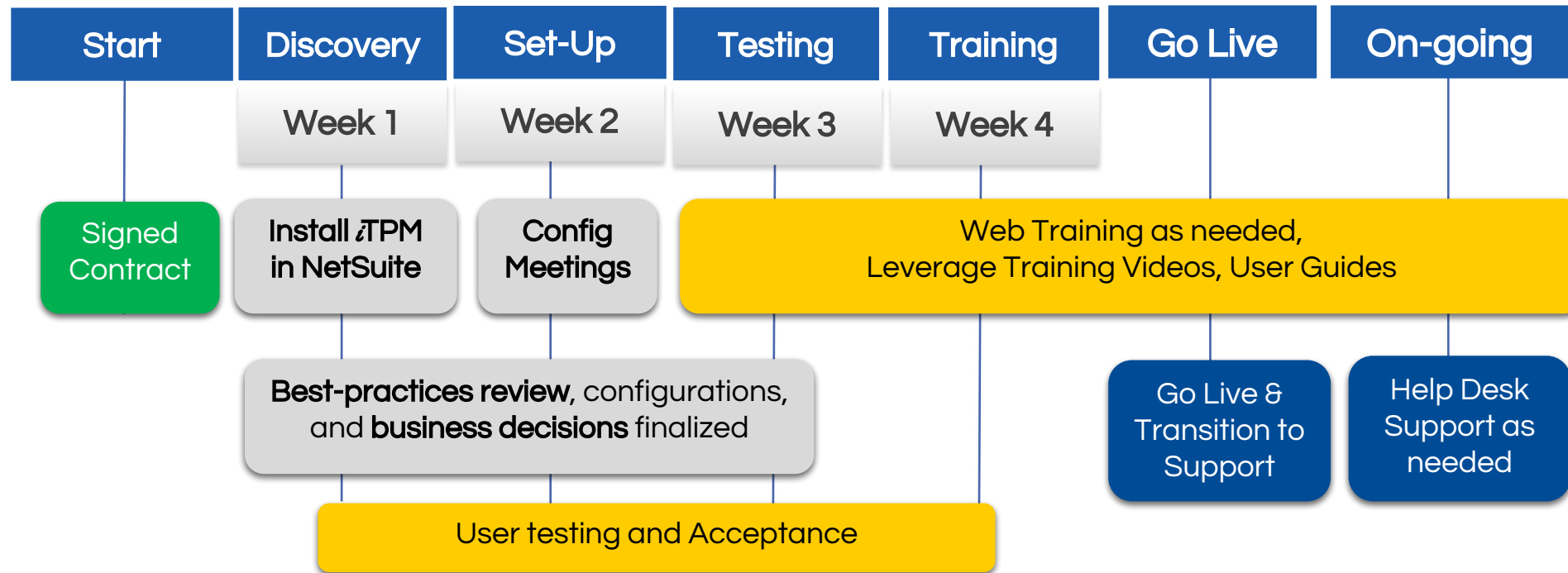
NetSuite with stand-alone TPM



TPM bolt-on



Timeline if you already use NetSuite*



* All durations are approximate & can vary based on multiple factors including, but not limited to: client resource availability and time to finalize configuration decisions.

Next Steps

- Request more information: info@CGsquared.com
- Watch our iTPM Introduction Video. www.i-TPM.com/demo
- Schedule a live web demo!
- Already use NetSuite? **Try for free in your NetSuite sandbox account!**
- Ask for a fixed-fee proposal.
 - No implementation setup fee.
 - Free access to training videos, User Guides, etc.
 - Flat monthly subscription fee based on annual trade spend.

