

# COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



SPRING  
SUMMIT 2018

“Winning with TPx, Retail Execution,  
and Advanced Analytics Capabilities  
Across Channels”



unwrapping multi-market revenue  
management excellence with 2<sup>nd</sup>  
generation TPM... via SaaS

kevin massie



unwrapping multi-market revenue

management excellence with

2<sup>nd</sup> generation TPM... via SaaS

kevin massie



my background



what we wanted



how we got there

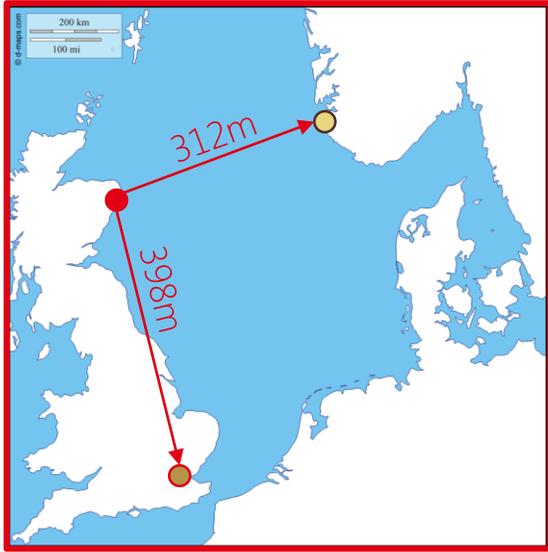


what we achieved



things that we learned

# FERRERO



PERRERO



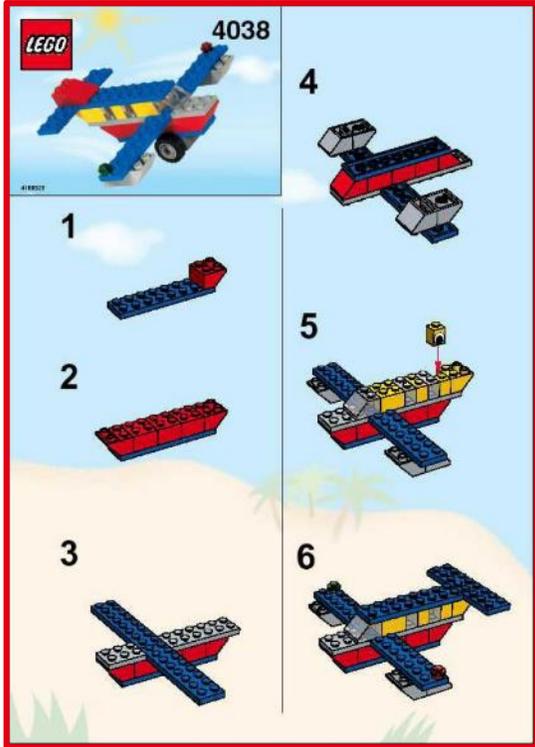
**TESCO**

*very little helps*

**DANONE**

ONE PLANET ONE HEALTH

# TESCO



DANONE  
IF PLANET ONE HEALTH





TESCO



...le helps

DANONE

...E PLANET. ONE HEALTH



# TRADER





my background



what we wanted



how we got there



what we achieved



things that we learned

# FERRERO

# FERRERO

FERRERO®

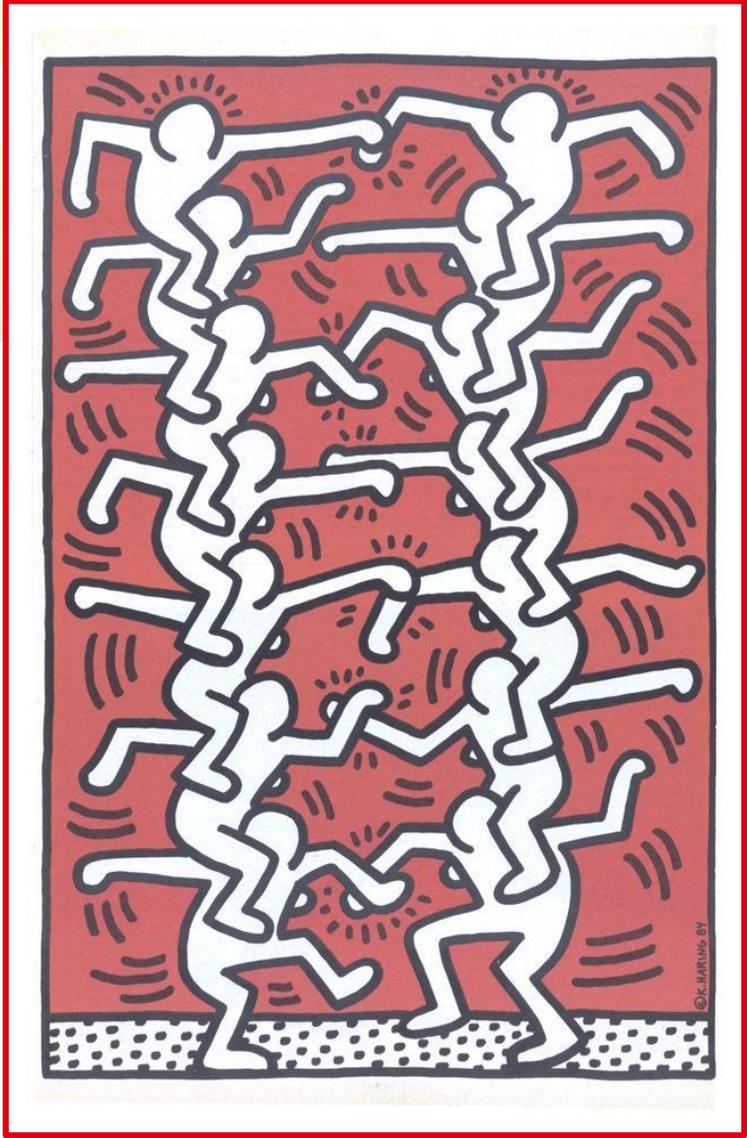


tic tac



nutella®

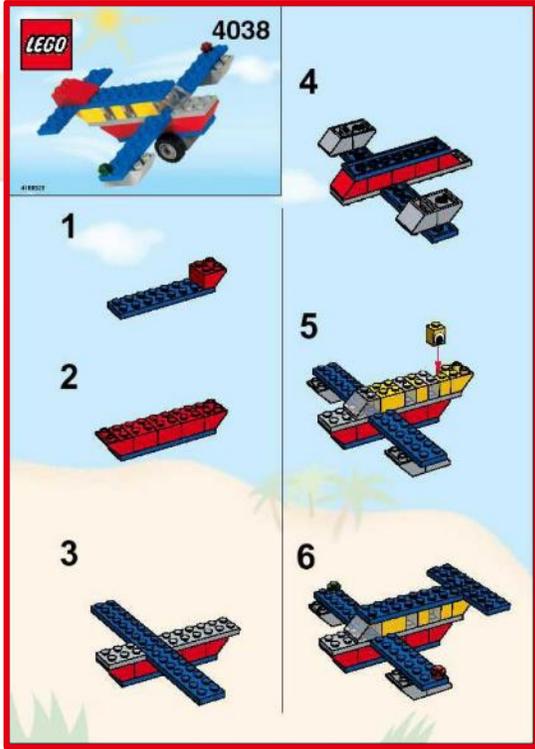




# HERB









my background



what we wanted



**how** we got there



what we achieved



things that we learned

# FERRERO

**accenture**



**MIND THE GAP**

**WORLDWIDE**

UpCl

r<sup>®</sup>

FEARFEARFEARFEAR

UpCl

r<sup>®</sup>



FERRERO

UpClear®



FREE



my background



what we wanted



how we got there

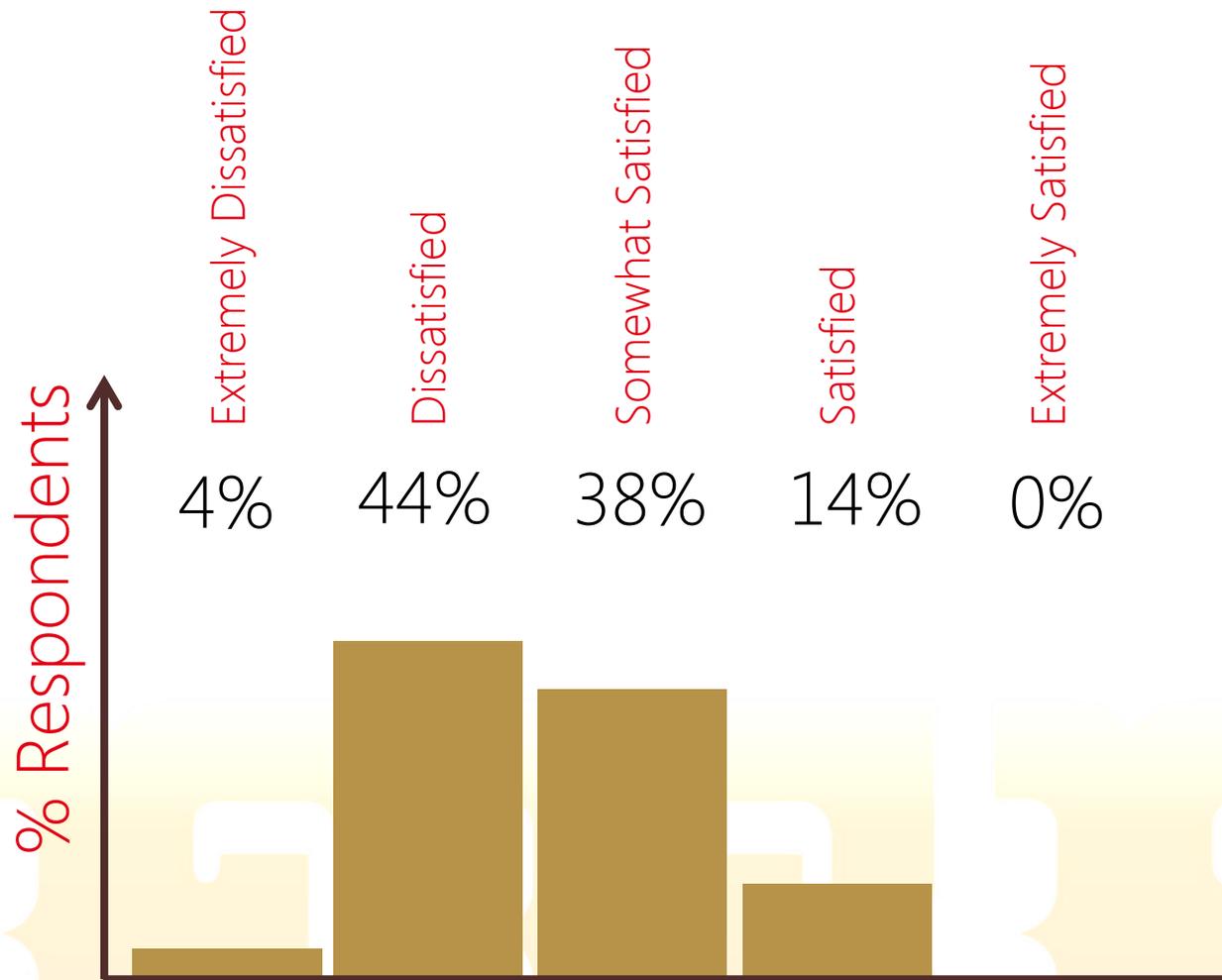


what we **achieved**

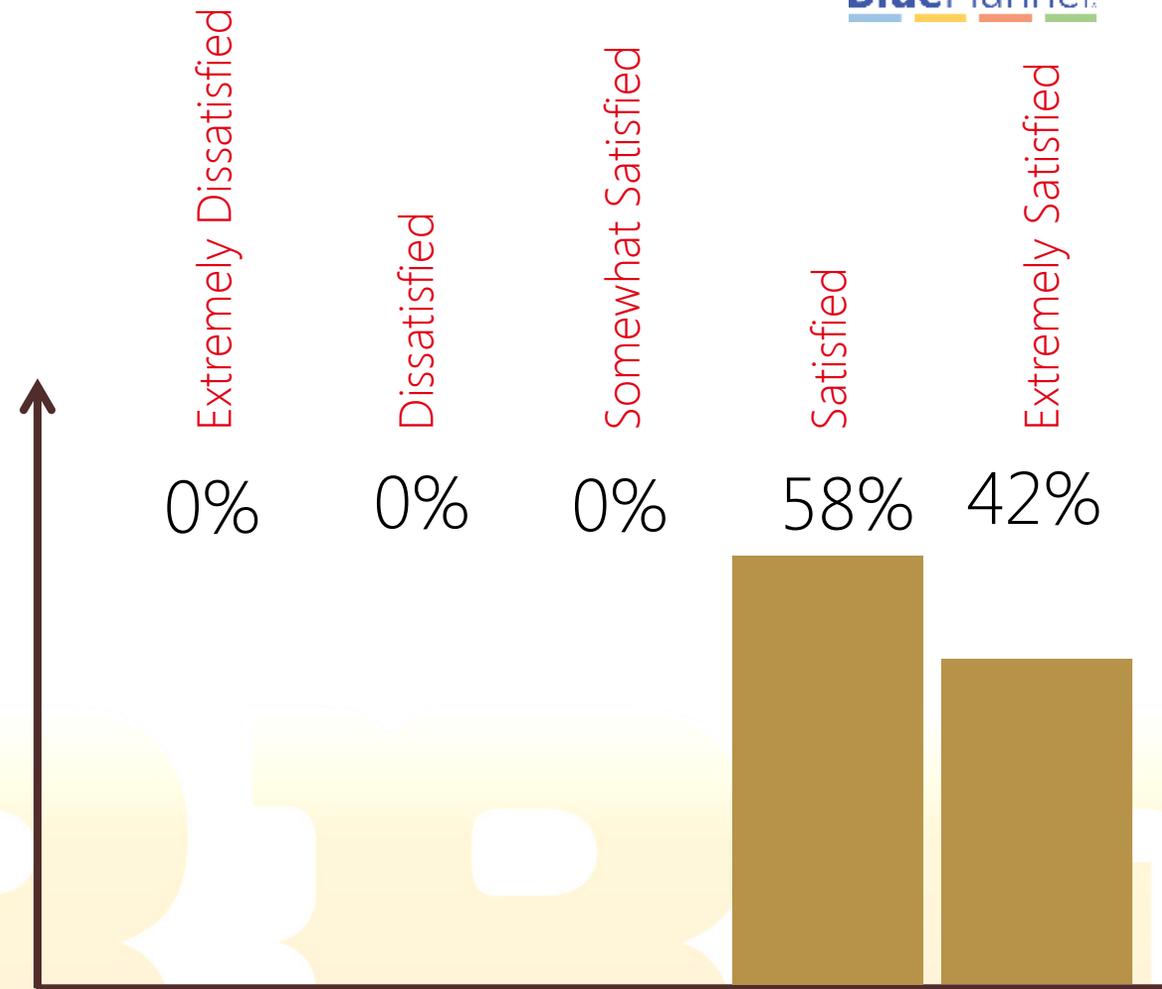


things that we learned

# FERRERO



**POI Vendor Panorama Results** –  
“You are satisfied with your ability to manage trade promotions”



**Ferrero User Survey** – “How satisfied are you with BluePlanner to [manage your promotions]”

time

previously



UpClear<sup>®</sup>





# PERIPHERALS



PERARRA



my background



what i wanted



how we got there



what we achieved



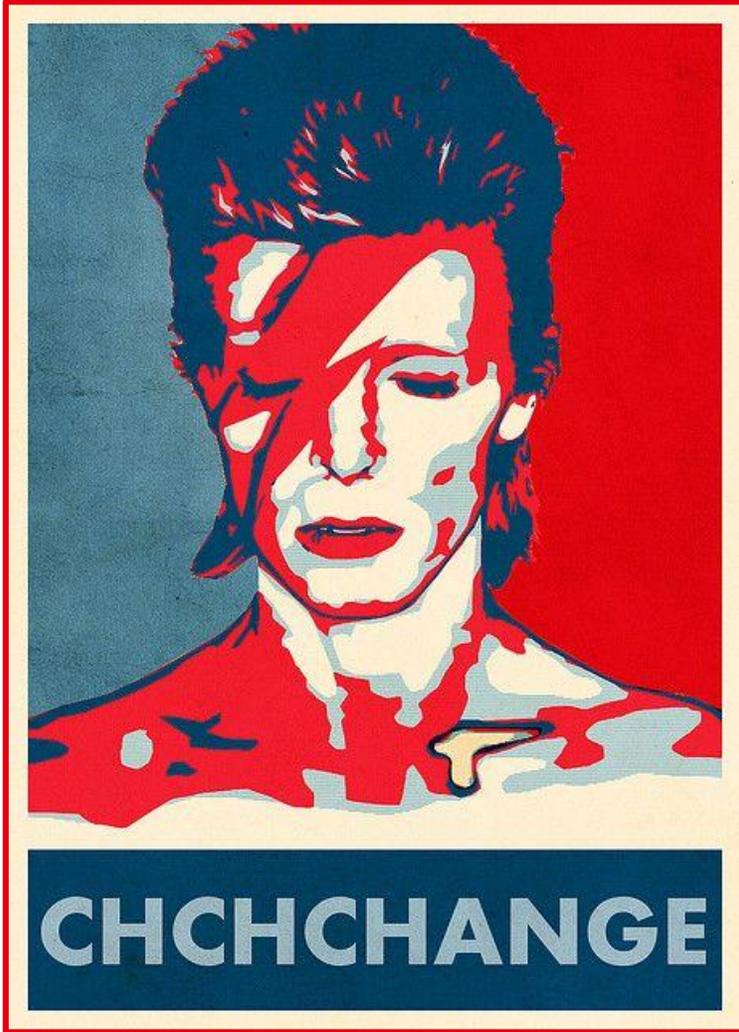
things that we **learned**

# PERRERO

# PERFECT



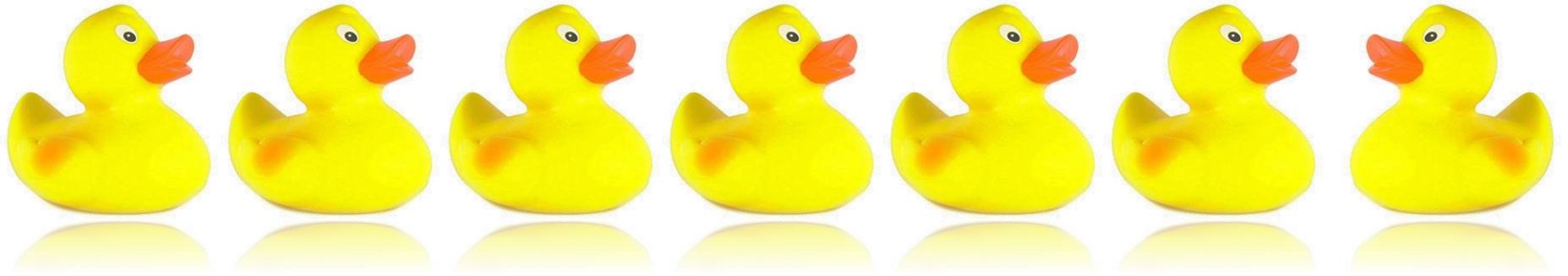
PERIPHERO



# FERRERO ROCHER



HERBERT



trade promotion management → insights → collaboration

capability ↑



trade promotions administration (TPA)



financial controlling (O2C)



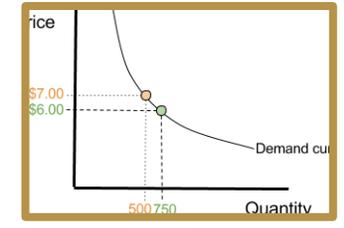
post-event analysis (PEA)



integrated business planning (IBP)

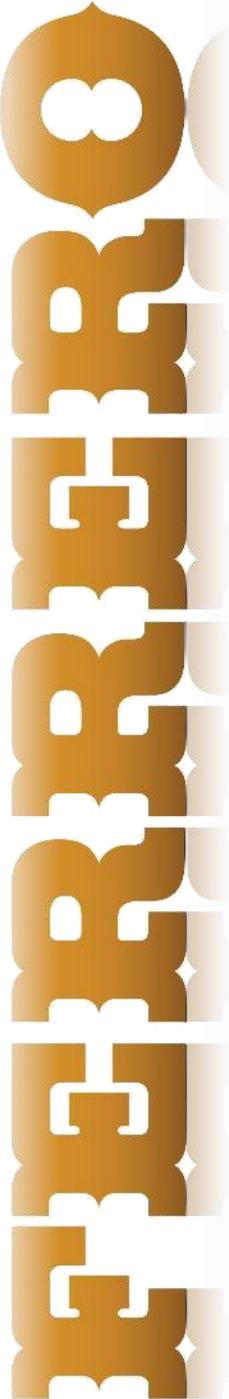


joint business planning (JBP)



modelling and optimization (TPO)

revenue growth management framework →



# thank you! any questions?

user quotes:

“one stop shop to view **promotion effectiveness**”

“i like that it is **intuitive, fast** and **user friendly**. it **saves** a lot of **time**”

“my favorite feature is that **BluePlanner ties** all of our **current systems together** and is **user friendly**”

“**uplift** of promotions as well as **cannibalization** affect as it allows us to **understand** the **impact & risk**”

“volume **forecasting** with history and ability to sync **actuals** in terms of **shipments AND consumption**”

“**ROI/impact** reports can allow us to **dig deeper** into our **spend**”

