

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO
Retail Execution Journey



*Launching a Predictive Analytics Solution
Why, When, How, Who and What to Avoid*

Chuck Scott – Ainsworth Pet Nutrition

Jon Vasatka – T-Pro Solutions



Q & A session for

**Small to Medium size companies
that are considering implementing
Trade Promotion Optimization
with Predictive Analytics to their
Organizations**

Ask Questions at Any Time!!



“If I knew then, what I know now”!

A candid discussion...



How do I get started with the Business Case to my Company?

***I already have a TPM system in place
and understand TPO with Predictive
Analytics is a Solution to improve our
Trade Promotion Situation.***



Understand the Benefits of TPO:

- 1. Simplify your Post Promotion Analytics by integrating all of your Key Data silos into one Solution.**
- 2. Significantly reduce the time to compile Key KPI's such as Incremental Revenue, Profit and ROI for each Event.**
- 3. Utilize historical and/or predictive analytics that will improve the forecast accuracy of your promotions and business plans.**



Understand the Benefits of TPO:

- 4. Build Annual Business Plan that best meets your company and brand objectives.**
- 5. Opportunity for Collaborative Business Planning with your Retail Trading Partners Versus a Transactional role.**
- 6. Easily track and evaluate your Spending Effectiveness and Efficiencies by Customer and Brand in one Tool.**
- 7. Opportunity to Optimize your Trade Promotion Investments to the Companies Strategic Goals.**



Build the Foundation of your Business Case:

1. **Assess your situation, pain points and current needs of the Trade and Sales Team. Ask these questions.**
 - **What is the current Process to inform the Sales Manager on the results of a Promotion. Monthly, Quarterly, as needed or never?**
 - **How many promotions does your company run in a year and what % are evaluated?**
 - **How much does your company spend on Trade?**



Build the Foundation of your Business Case:

- **What is the financial opportunity of generating 2-3% in Promotion Efficiencies for your Company?**
- **How much time does it take your Sales Team to plan all customers?**
- **Do they have the information to help them plan the right promotions? Is it easy to access?**
- **Does Sales still use Excel spread sheets for Customer Planning even with a TPM system?**



Build the Foundation of your Business Case:

2. **Develop a formal Project Charter with the potential benefits to your Organization, then present to your boss for constructive feedback.**
3. **Find 1-2 key Executives to Sponsor the Project, such as VP of Trade, Sales Operation, Sales, Finance and/or your CFO.**
4. **Designate a Project Lead who will own the project and final decision.**
5. **Create a cross-functional Team to help you evaluate the solutions (Trade, Finance, Sales and IT).**



Build a Foundation of your Business Case:

6. When is the optimal time to implement?

- **Post Promotion Analytics**
- **Customer Business Planning**

7. What type of training would you need for your Corporate Users?

8. What type of training would you for your Sales or Customer Planning Teams?

9. What are the estimated costs of the Solution and potential payback to your company?



Build a Foundation of your Business Case:

10. Is there funding available in this year's budget or do I need to wait until the next fiscal year to implement?



When did Ainsworth implement Trade Promotion Optimization and did you have a TPM system or Plan on Excel Spreadsheets?



Why did Ainsworth decide to select a Trade Promotion Optimization Solution?





Key Issues at Ainsworth before TPO

- **Manually compiling Post Promotion Results.**
- **Planning on Excel Spreadsheets with TPM.**
- **No formal monthly process to update Customer Promotion Results to Sales or Senior Management.**
- **Limited number of Top Customers reviewed annually.**
- **No Visibility to Promotion Results Incremental Revenue, Profit or ROI.**



What Barriers will the Audience have in Front of them and how did you overcome them?





Real or Perceived Barriers To Overcome

- **CFO already Invested in a TPM system. Why is there an issue?**
- **TPO was new, expensive with no visible payback to communicate to our Executive Team.**
- **Sales never likes change and not excited about having to learn a new Planning system.**
- **Issues getting Sales off Excel Spread Sheets.**
- **Limited Resources – One Trade guy to evaluate Promotions.**



Real or Perceived Barriers To Overcome

- **Limited IT Resources to implement.**
- **IT will request a formal RFP and control the whole process.**
- **Inaccurate or inconsistent data in your TPM system. Sales doesn't put in the right forecast or promotion dates. Why Bother?**



How did you sell TPO to the Ainsworth's Executive Team?





What were the Benefits of TPO to Ainsworth?





Benefits of TPO to Ainsworth

- **Over \$1.2 million in Incremental Profit in first year.**
- **12 times ROI in first year.**
- **Expanded Post Promotion Event Analytics from 5 Customers once a year to 20 each month.**
- **Eliminated the task of manually compiling critical data, which freed up over 30% of my time.**



How did your Sales Team accept another Planning system and how are they utilizing Predictive Analytics with your Trading Partners?





Change Management

Sales

- **Planning will change from managing to a Trade Rate/Case Volume to Profit/Revenue that achieves Brand & Company strategies.**
- **Opportunity for a Collaborative Joint Business Planning with your Trading Partner Vs Transactional Role**
- **Accountability - Promotions Results – Good & Bad**
- **Trust Predictive Analytics – Think outside of the Box.**



Change Management

Trade Marketing

- **Job will change from compiling/integrating data on Excel Spreadsheets to providing Promotional Insights.**
- **Ability to provide valuable Financial Insights to Sales & Senior Management.**
- **Consultative Role to Sales in Customer Planning.**
- **Expose promotions with Bad Returns or ones that did not run at all.**
- **Provide Solutions using Predictive Analytics.**



Chuck

Jon

Ainsworth
AINSWORTH PET NUTRITION

T-Pro Solutions
Optimizing Promotion Return