

# The POI Canadian Summit

Driving Profitable  
Growth North!



## Solving for Pain Points to Enable the Balancing of Art and Science Along the Revenue Management Journey

Moderated by: Pam Brown

Panelists: Denis Wovenden and Tara C. Scott (Shanahan)

The RGM planning diligence and profit focus has transformed episodic, once a year planning, into an ongoing and dynamic planning practice deeply rooted in advanced analytics.

RGM governs at the center of Enterprise cross-functional planning, pricing and forecasting work-- Transforming all the siloed functions into an ongoing streamlined effort of balance across the Enterprise

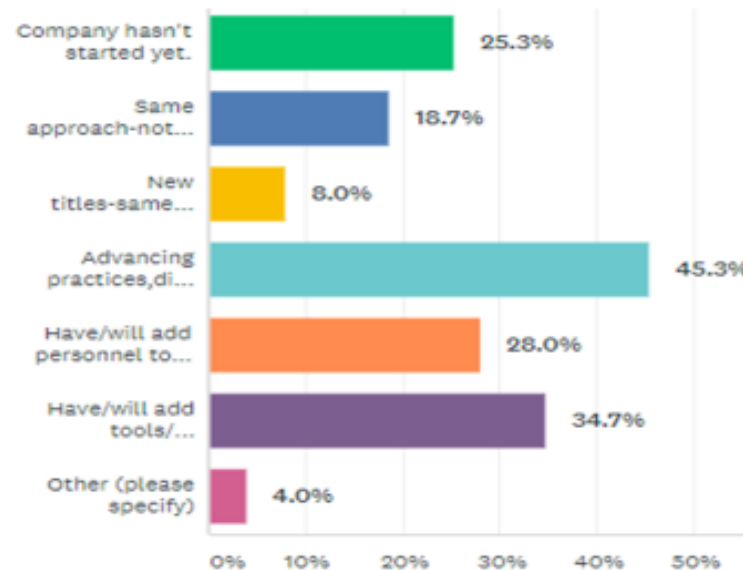


## When respondents were asked, how are you approaching RGM?

**45.3% of companies will be advancing their RGM practices (Note 25% of companies haven't started RGM practices yet)**

**28% of these companies will be adding personnel**

**34.7% will be advancing technical resources with tools and advanced capabilities**



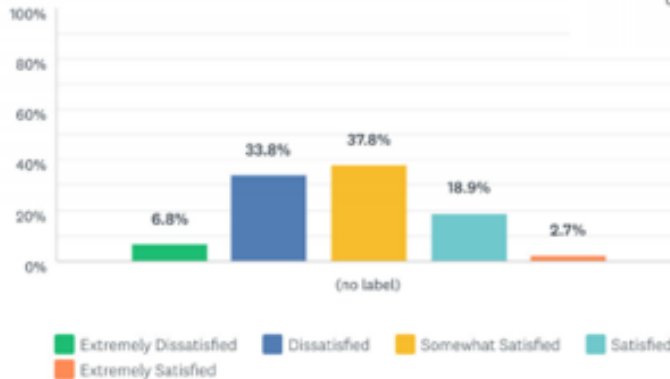
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Based on the statistics, many companies have or are going to be advancing their RGM Practices (through Training, Resourcing or Systems)

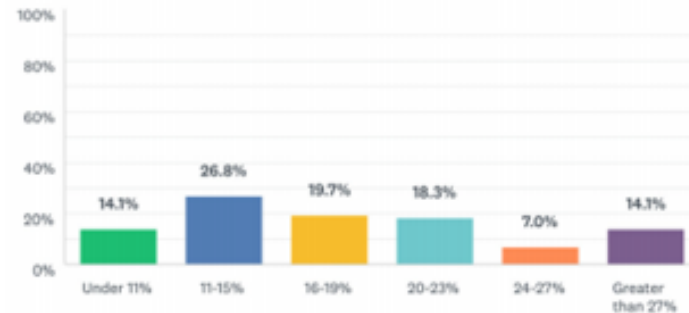
**Q: What types of challenges do you see RGTM experts facing as they try to gain internal alignment to adapt new processes and methodologies?  
What recommendations do you have for them to be successful?**

**RGM teams work with Sales teams to optimize pricing and promotions to improve ROI**

**Satisfied with ability to manage trade promotions:**



**% of Revenues Spent on Trade:**



**CPG companies spend between 11-27% of revenues on trade promotions**

**40.6% are dissatisfied, while 59.4% at least somewhat satisfied (+6% vs. YAGO)**

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There is currently some “Dis” Satisfaction with Trade Promotions and part of the RGTM journey is to improve ROI

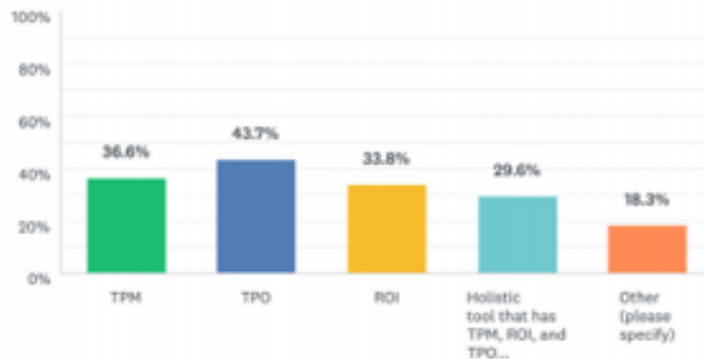
**Q: What are some of the critical areas of success from external stand point to execute with excellence and drive results? Is it all about promotions?**

Many companies are deploying new systems in 2019 to drive effectiveness

Promotion planning effectiveness (What-if & ROI), volume planning accuracy and post event analytics are top improvement categories.



TPx technologies our company will deploy in 2019:



**36.6%** New TPM Systems  
**33.8%** New Singular ROI platform  
**62%** TPO (43.7%+ 18.3% AO)  
**29.6%** Holistic planning tool (TPM/TPO/ROI)

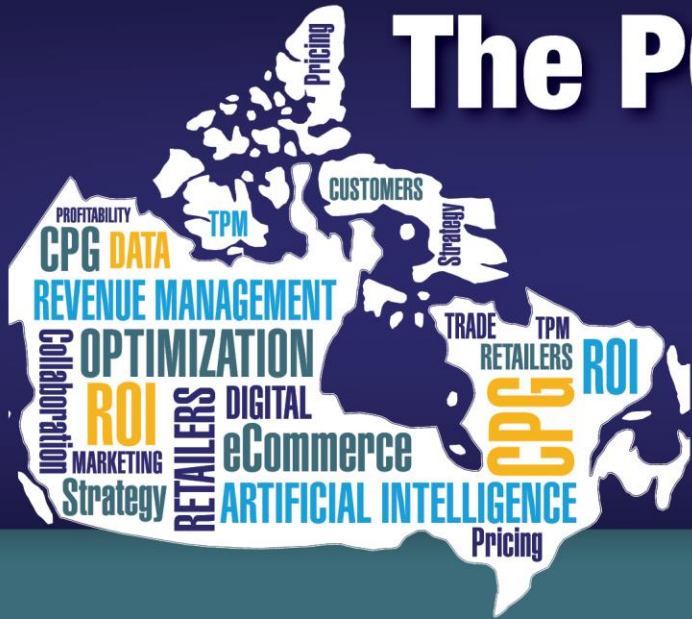
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The right Data, Inputs, Reporting, Systems and People are crucial to the RGTM Journey.

**Q: Can you give us any advice on how to move a company forward in this space?**

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Q: What does the future hold for Revenue Management?



# Q&A