# SYSPRO™

**Say Yes to Next**

# Trade Promotions

## SOLUTION FACTSHEET

Applications and tools for managing trade promotions have never been more important. Over the last several years, consumer packaged goods companies have spent an average of 25% of their revenues on trade promotions, and this continues to grow. However, organizations are still using basic spreadsheets and pencil-and-paper to plan, execute and assess this increasingly vital sales strategy.

SYSPRO's comprehensive Trade Promotions functionality provides increased control and efficient management of your promotions, thereby reducing time-consuming reconciliations and improving accuracy and profitability.  SYSPRO's solution gives you complete visibility across your internal and supply chain networks, enabling you to accurately target, forecast, plan, and execute successful trade promotions.

SYSPRO Trade Promotions enables quick identification of suitable items for promotion such as new, rebranded and seasonal items, slow movers, or those nearing expiry date.

## The benefits of Trade Promotions

- Streamlined promotion and deduction processing  for industries selling through retail outlets, and the consumer packaged goods industry
- Improved visibility and invoice accuracy mitigates costly errors and write-offs
- Efficient reconciliation of accounts
- Single- and multi-level credit checking, with selective inclusion of outstanding deductions
- Pricing
  - Bracket pricing and discounts based on quantity,volume or weight
  - Automatic application of bracket pricing for incoming EDI orders
  - Pricing for product groups and delivery methods
- Flexible promotions

- Promotion qualification by weight, volume or quantity
- Promotion reviews for applying paybacks by cash or credit
- Off-invoice allowances, accruals and free-goods promotions
- Price changes, line promotions or line discounts for off-invoice promotions
- Tracking of accrued promotions
- Deduction review and reconciliation
  - Resolution, write-off and matching of deductions to available accrued promotions for improved control
  - Automatic adjustments of accounts receivable invoices for streamlined processing
  - Automatic write-off of small amounts

**Product Version:**

SYSPRO 8

**Related Modules:**
- Accounts Receivable (Essential Inventory)
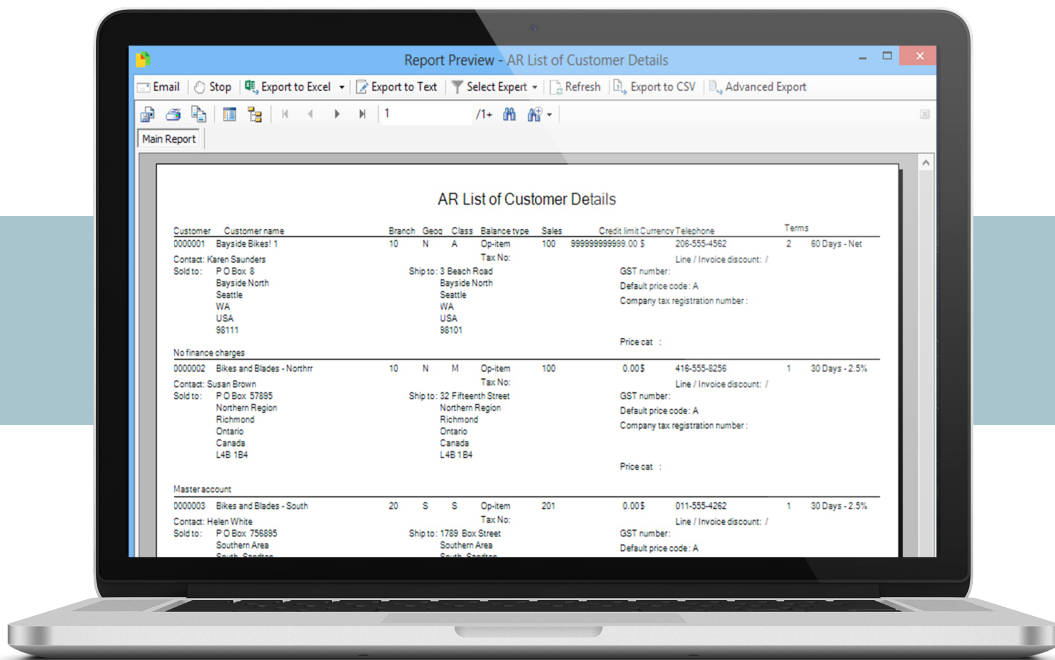- Sales Orders (Essential)

**Sectors:**
- Manufacturing
- Distribution

**Industries:**
- Automotive Parts and Accessories
- Electronics
- Fabricated Metals
- Food and Beverage
- Industrial Machinery and Equipment
- Packaging
- Plastics and Rubber

## Sample Events

- Stock on hand negative
- Stock less than safety or minimum
- Stock above maximum
- Goods receipt events
- Supplier balance greater than specified parameter
- Job costs exceed expected levels
- Lot quantity on hand falls to zero
- New stock item added
- Customer now within credit limit
- Sales order released from credit check
- Access security breach attempt

- Bank balance less than specified parameter
- Customer balance is greater than percentage of allowed credit.
- General ledger YTD actual greater than YTD budget by specific percentage
- New supplier added
- New customer added
- Requisition routed to another user
- Estimate available for use.



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