

WINNING EDGE 365 SUITE



Partner Relationship Management

www.winningedge365.com



COMPETITIVEEDGE

Competitive Edge Overview

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The **Competitive Edge** PRM module of our **Winning Edge 365 Suite** gives your accounting department unprecedented insights into the state of your special pricing arrangements, partner performance and the business exposure of the program at any point during the year.

The Competitive Edge calculation engine utilizes the same invoice/POS data used by the Loyalty Edge rewards engine, so there's no duplication of data or effort. Flexible earning rules and automated processes take away the headaches, guess-work and errors common to special pricing arrangements.

Our Competitive Edge module is a unique even among the most respected PRM systems.

Special Pricing Arrangements

Flexible Earning Rules

Track Competitor Pricing

Upload File Center

Reporting and Analytics



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Special Pricing Arrangements

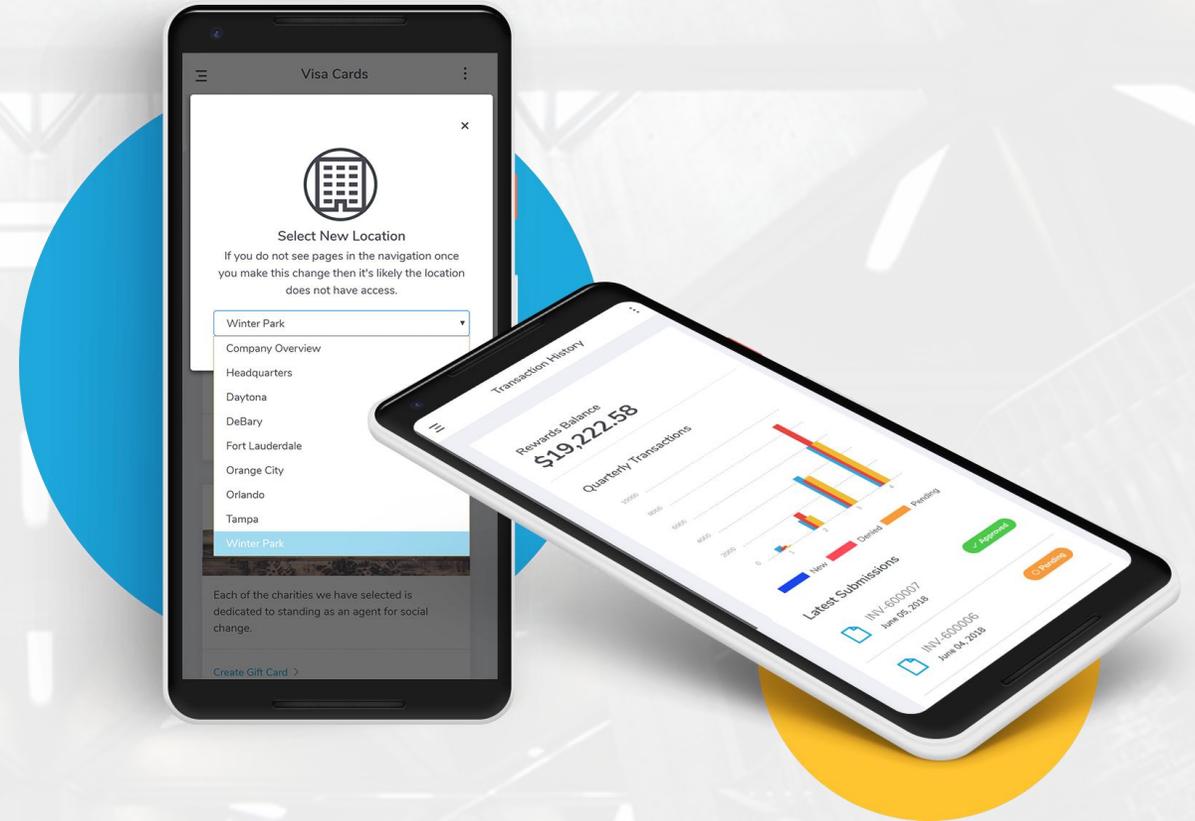
Most manufacturers have special pricing arrangements even with their indirect partners. While our PRM solution offers a variety of options for rewarding partners and building brand loyalty, competing on price will never go away completely.

Shockingly, even some of the world's largest companies are still using spreadsheets to administer these arrangements. With our Competitive Edge module, you will not only ditch the spreadsheets, but have fully-automated, accurate and accounting-compliant solution.

Moreover you will have for the first time a holistic picture, on a single pane of glass, all the financial benefits earned by your partner.

Feature List

- ❖ Stay competitive on your pricing by offering partner-specific discounts
- ❖ Calculate discounts quarterly and annually
- ❖ Handles complex multi-location scenarios
- ❖ Allow partners to redeem rebates on reloadable Visa cards or interface to your ERP for check distribution
- ❖ Have a holistic view of all the rewards that accrue to your partner to use in building the relationship





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Flexible Earning Rules



Competitive Edge allows you to create flexible earning rules unique to each partner. Earning rules have an effective date range that can begin and end at any time during the year. Calculations may be based on quantity purchased or invoice amount. Earning rules are defined by one of three levels of granularity: product, product category or product sub-category--giving the flexibility you need to compete intelligently.

Calculations are broken down into fiscal quarters and can support up to four gated thresholds, so as the amount of purchases increase the calculated rebate can also increase. Importantly, gate calculations are determined on each run and rebates re-calculated appropriately.

Feature List

- ❖ Flexible earning rules to use as partner incentives
- ❖ Rules are partner-specific and can be based on products or product categories
- ❖ Special pricing arrangements rollup to headquarters in multi-location scenarios
- ❖ Load rewards onto reloadable Visa cards or use our solution API to send check disbursement requests to your ERP system

GENERAL		GATE 1		GATE REACHED		
Posted		Threshold	5 EA	Current Gate	Gate 2	
Approval Status	Approved	Per Unit Rebate	\$125.00	Last Calculated	10/1/2018 8:00 AM	
Special Pricing ID	PRC-400005	GATE 2		ROLLUP CALCULATIONS		
Company Name	Regent Appliances	Threshold	50 EA	FY Quantity Total	FY Invoice Total	FY Rebate Total
Partner	6832511	Per Unit Rebate	\$150.00	23,000	\$34,500.00	\$3,650.00
Currency	US Dollar	GATE 3		Q1 Quantity Total	Q1 Invoice Total	Q1 Rebate Total
Start Date	1/1/2018	Threshold	200 EA	15,000	\$18,400.00	\$2,250.00
End Date	12/31/2018	Per Unit Rebate	\$175.00	Q2 Quantity Total	Q2 Invoice Total	Q2 Rebate Total
Fiscal Year	FY2018	GATE 4		8,000	\$0.00	\$1,200.00
Product	GL 30" Built-In Over-And-Und	Threshold	500 EA	Q3 Quantity Total	Q3 Invoice Total	Q3 Rebate Total
Calculation Type	Per Unit	Per Unit Rebate	\$200.00	0,000	\$0.00	\$0.00
				Q4 Quantity Total	Q4 Invoice Total	Q4 Rebate Total
				0,000	\$0.00	\$0.00



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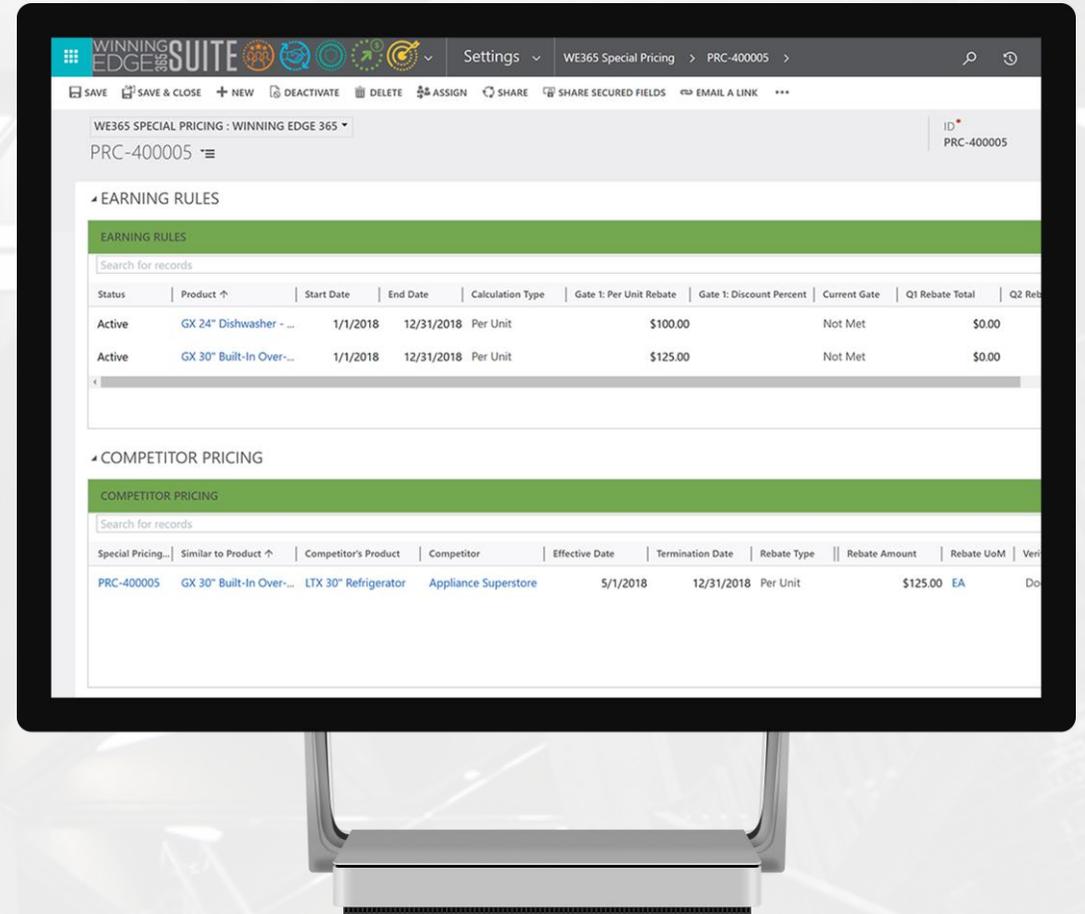
Track Competitor Pricing

Your accounting team will want to track the reason for the special pricing arrangement. Usually the special pricing is due to competitive realities. When creating the Special Pricing record, your accounting team can easily enter and reference competitive information on a per-product or product category basis.

The historical audit trail can be viewed alongside the current pricing data and is invaluable for ongoing assessment of the special pricing arrangement. Since users are able to track emails and notes directly from Outlook, special pricing can be easily analyzed annually without having to hunt down old spreadsheets, emails and notes.

Feature List

- ❖ Enter competitive pricing information to review side by side with your special pricing arrangements
- ❖ Document the source of the competitive pricing through notes, email activities and supporting documentation upload
- ❖ Audit trail allows you to easily view historical pricing variations
- ❖ Full visibility into pricing strategy for all levels of management



The screenshot displays the 'WINNING EDGE SUITE' interface for 'WE365 Special Pricing' with ID 'PRC-400005'. It features two main sections: 'EARNING RULES' and 'COMPETITOR PRICING'. The 'EARNING RULES' section contains a table with columns for Status, Product, Start Date, End Date, Calculation Type, Gate 1: Per Unit Rebate, Gate 1: Discount Percent, Current Gate, Q1 Rebate Total, and Q2 Rebate Total. The 'COMPETITOR PRICING' section contains a table with columns for Special Pricing, Similar to Product, Competitor's Product, Competitor, Effective Date, Termination Date, Rebate Type, Rebate Amount, Rebate UoM, and Verification.

Status	Product	Start Date	End Date	Calculation Type	Gate 1: Per Unit Rebate	Gate 1: Discount Percent	Current Gate	Q1 Rebate Total	Q2 Rebate Total
Active	GX 24" Dishwasher - ...	1/1/2018	12/31/2018	Per Unit	\$100.00		Not Met	\$0.00	
Active	GX 30" Built-In Over-...	1/1/2018	12/31/2018	Per Unit	\$125.00		Not Met	\$0.00	

Special Pricing...	Similar to Product	Competitor's Product	Competitor	Effective Date	Termination Date	Rebate Type	Rebate Amount	Rebate UoM	Veri...
PRC-400005	GX 30" Built-In Over-...	LTX 30" Refrigerator	Appliance Superstore	5/1/2018	12/31/2018	Per Unit	\$125.00	EA	Do



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File Upload Center

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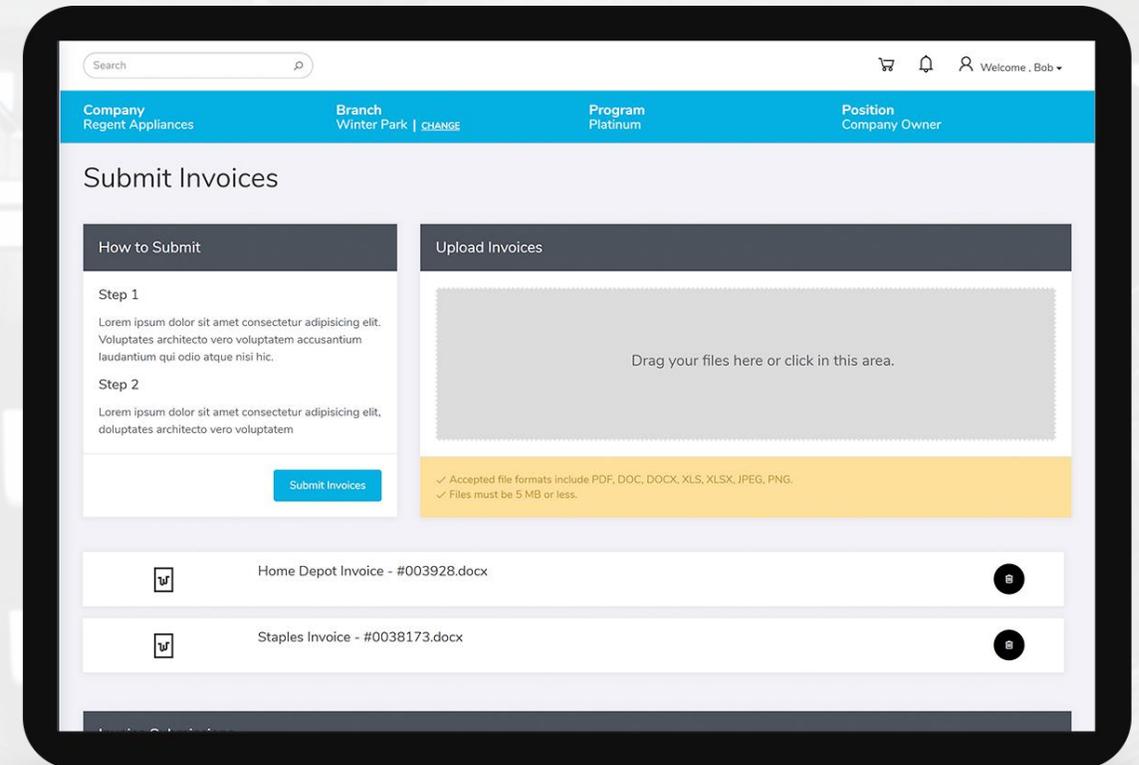
The File Upload Center will allow partners to easily upload files as Proof of Purchase (PoP) for Invoice Submissions.

Partners are able to upload multiple files at once and use drag-n-drop functionality, from either desktop or smartphone.

POS integration can be accomplished through a custom file integration or API.

Feature List

- ❖ File Upload Center allows partners to easily submit multiple files at once using drag-n-drop technology
- ❖ Works from smartphone and any other device
- ❖ Upload Invoice Submissions for product purchases to calculate rebates
- ❖ Custom POS integration also possible through our standard integration engine





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Reporting & Analytics

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Competitive Edge comes with a complete set of reports, charts and dashboards to monitor the current state of the special pricing arrangements and to approve payments.

Partner performance can be easily visualized and evaluated.

Most importantly, the Competitive Edge pricing engine can be run on a regular basis to give the accounting department an accurate picture of exposure at any point during the year.

Feature List

- ❖ Real-time data reporting. Native data means no outdated information. Ever.
- ❖ Out-of-the-box reports and dashboards
- ❖ Customizable reports and dashboards
- ❖ Track special pricing arrangements along with total rewards to partner
- ❖ Segment data with advanced drill-down with Microsoft Power BI
- ❖ Intelligent insights for intelligent business decisions

