

BASYS TPM

Trade Profitability Management

AI supported cloud-based TPM/TPO service for emerging markets of consumer goods producers



Fast deployed solution for trade promotion planning & optimization, real-time sales operations forecasting, ad-hoc revenue & profit analysis based on Dynamics 365 Sales, Power BI Imbedded and Azure services.

Allows to instantly increase trade marketing spendings' efficiency in the emerging markets and rapidly helps achieving the operational and strategic business goals



- Highly-efficient and quickly approved promotions
- Comprehensive and evidential Sales & Operations forecast 18 month ahead real-time
- Business goals assistant for every sales manager and operation
- Out-of-the-box. Integrated promotion and S&OP planning tool
- State-of-the-art. Inbound technologies (CRM Imbedded BI, AI/ML, Social, IOT, etc.)
- Fast parallel deployment ability all-over the world

40% ↑

Up to 40% of Trade Promotion activities and budgets ROI Increasing

4 ↓ times

S&OP planning cycle optimization from monthly to weekly updated basis

2-4 months

Ability to deploy 2nd and further sites for 2-4 months

With BASYS TPM we have eventually connected and integrated existing key accounts' and distributors' data into one sustainable, scalable and flexible platform via implementation of a cloud-based fast and reliable solution to support our strategic growth and following key business processes:

- Trade Promotion planning and optimization
- Demand and sales operations forecasting
- P&L KPIs targets control (targets VS forecast)

The BASYS TPM solution generally allowed us to make Trade promotion planning and S&OP forecasting transparent, agile and lean; to engage teams in real-time forecasting with what-if scenarios supported, to respond to market changes in a significantly faster and most efficient way.

The system provides managers of all levels with targets achievements prediction on a real-time basis. The comprehensive forecast we automatically get with BASYS TPM adjusted for baseline and promo scenarios, after promo effect, novelties, target listings, growth factors, etc. The detailed performance and forecasting analytics for the key business aspects is embedded into the all processes and indicated in a clear and visually-friendly way. The interface is customized for both front and back office users, as well as for seniors.

The deployment team did a great job throughout the project.

- Konstantin Galizin, Sales Capability Director, Henkel Beauty Care

BASYS TPM connects and integrates existing processes and data into one sustainable, scalable and flexible platform via implementation of a cloud-based fast and AI supported calculation system to support key business planning processes



- Trade Promotion planning and optimization
- Sales and demand up-to-date forecasting
- Real-time KPIs insight (targets VS forecast)
- Promo adviser. Optimized promo values, discounts, etc
- Promo wizard. Quick and easy promo modelling
- Promo input. Check targets achievements while planning
- Promo pre/post evaluation. Accurate effectiveness prediction
- Promo approval. Guidelines supported fast promo launch
- Promo demand alignment. Real-time promo risk management
- Target management. Up-down scenario planning



- 45 user interface languages, multi-currency
- hybrid, centralized and decentralized support model
- cloud and scaling ready via Azure
- implementation and support resources ability all over the world
- corresponds to corporate standards and regional local requirements (local customization ability)



Our promise to you

BASYS TPM during 2-3 years can be successfully deployed in your key emerging regions as second tier TPM & TPO solution to bring fast and TCO efficient productivity

An offer to get you started

- Request demo at www.basys.pro
- Get the pilot
- Distribute to key emerging markets via Microsoft Partner Network and Microsoft Co-Sell Ready Solutions programs

