



The ICI Promotions, Rebates & Royalties Application

Maximize the return on your promotional budgets, and improve your speed to market, with the ICI Promotions, Rebates & Royalties app.



The Challenge

In today's fiercely competitive environment, the effective and timely management of promotions, rebates, and royalty payments is critical. Designing and optimizing these programs is essential for any number of industries—from royalty payments in drug manufacturing to holiday promotions for major retailers.

Managing these promotional programs, from initial contracting between partners all the way through to settlement, can create a number of challenges:

- Lost revenue and reduced margins due to poor tracking and underutilized promotional budgets.
- Longer cycle times are required to design and execute promotions using manual processes and disconnected systems.
- Wasted staff time on manual promotion tracking, management, and measurement.
- Poor visibility across all promotional agreements with each partner, leading to missed opportunities for better negotiated pricing and promotional terms.
- Inability to effectively measure and analyze the promotion's performance.

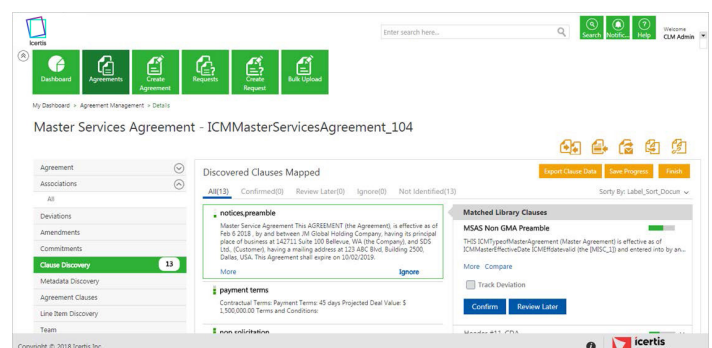


The Solution

The Icertis Promotions, Rebates & Royalties App is built on top of the Icertis Contract Intelligence (ICI) platform, enabling you to seamlessly leverage contract data to quickly plan, execute, and settle promotions with your partners.

With the help of this app, you can more easily track the performance of promotional budgets against your incentive programs running across different markets or product categories.

Armed with this data, ICI advanced analytics capabilities then can deliver deeper analysis and insights into your promotions—allowing you to better plan future programs that will drive increased sales.



The ICI Promotions, Rebates & Royalties Application Offers These Powerful Capabilities:

Budgeting & Planning

- Comprehensive modelling of programs based on category, SKU, partners, regions, markets, etc.
- Powerful forecasting, enabling you to define uplift percentages and calculate required budgets.
- Integrated approval workflow capabilities, with metrics that enable stakeholders to evaluate programs based on historical data.
- Specific ability to setup Market Development Funds (MDF) to manage ongoing promotions.

Online Collaboration

- Seamless online collaboration with partners and vendors using the ICI Collaboration Portal.
- Partner self-service from onboarding through settlement, including managing documentation and evaluating program performance vs. claims.

Execution & Settlement

- Launch and monitor promotional program execution, including PO initiation and managing proof-of-execution documents with partners.
- Capture and verify sales data to calculate rebate/incentive eligibility based on contract terms.
- Trigger settlement process and post to financial systems post approval.

Compliance & Performance Analytics

- Compliance rules for approvals, close outs, and required documentation.
- Sophisticated promotion dashboard for measuring and tracking compliance on budgets, contracts, and payments.
- Advanced Analytics tools to further analyze and visualize promotion performance and spend.

Benefits

- Reduces administrative time and operational costs spent on planning promotions
- Increases speed to market with better product promotion management
- Improves visibility across the contract value chain between retailers and their suppliers
- Maximizes revenue and sales volume by better utilizing promotional budgets
- Faster processing and settlement, resulting in better cash flows
- Negotiate better pricing and promotional terms based on deep insights into past partner performance

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