



GTMS

GO-TO-MARKET SUITE®

accept nothing less

powering your programs



Master Data



Price Management



Rights & Royalties



Trade & Channel



Vendor Funding



Performance Incentives



How do you go to market?

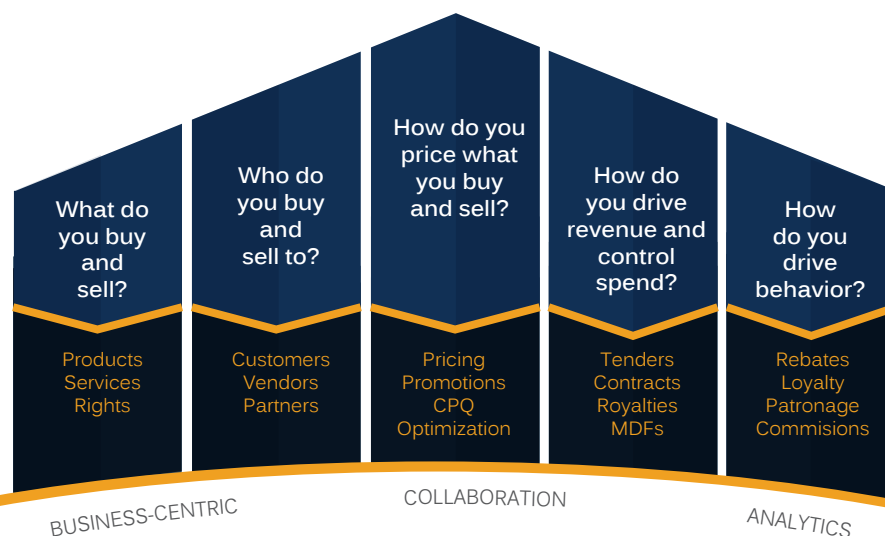
As customers and partners struggle with evolving business needs in today's digitized world, a more holistic approach is required to ensure the effective management of your go-to-market programs. The Vistex Go-to-Market Suite® (GTMS) revolutionizes program management by delivering precise, actionable insight. How? With unprecedented visibility into program performance, and deeper insights to better enable fact-based decisions, businesses are empowered to drive revenue, control cost, minimize leakage and streamline processes. With GTMS, your business will shift into a higher gear of profitability.

What your company buys and sells; whom you buy and sell to; how you price what you buy and sell; how you drive revenue and control spend; how you drive performance and behavior – these decisions impact participants all along the value chain. Master data, price management, rights & royalties, trade & channel, vendor funding, and performance incentives programs involve multiple stakeholders, and without a complete 360° view of these programs, it's nearly impossible to know if they're driving your company forward or leaving you behind.

Vistex supports the entire breadth and depth of your go-to-market programs, giving you access to insightful information to help you drive revenue and improve margins. Utilizing

an integrated approach on a single platform, Go-to-Market Suite® (GTMS) reduces the inherent complexity of go-to-market programs. GTMS enables you to stay ahead of rapidly changing business needs, making your programs work for you by improving program performance itself.

GTMS delivers deep, actionable insights by giving you a crystal clear understanding of the effectiveness of all your go-to-market programs. Your ability to model, create, execute and analyze each program will enable you to influence customer, employee and partner behavior. Only the Vistex Go-to-Market Suite® offers a return on investment with significant impact on the company top line, and more importantly, bottom line.





Go-to-Market: Stronger. Smarter. Together.

Vistex provides an end-to-end application that offers total insights into the full spectrum of go-to-market programs. After all, the difference between profit and loss is often found in the space between what you bill and what you actually realize. Go-to-Market Suite® leverages your enterprise platform to help you design, manage, and administer your programs. It provides a crucial competitive edge by providing the right insights into the true profit potential of all your go-to-market programs.

Value Driven ... Value Creation

Manufacturers, distributors, retailers and trading partners add or extract various forms of value along the supply chain. Vistex solutions provide unmatched insight into this critical tangle of transactions, ensuring that your go-to-market programs result in incremental volume and profitable growth.

With compelling interactive visualizations, individualized dashboards, and advanced real-time analytical tools, GTMS offers a holistic approach to managing go-to-market programs, giving your business all the power of an enterprise solution as well as a choice between cloud-based or on-premise environments.

As a modular-based application, GTMS's modules can be deployed together to provide end-to-end operations management, or separately to solve specific program, business or industry challenges – allow you to gain and leverage maximum benefit from your go-to-market programs.

A complete enterprise-class modular-based application to support every process



Master Data

Products and Partners

Maintain, enrich, validate and approve customer, partner and product data via a single point of access

Rationalization

A data cleansing and enrichment engine that streamlines and simplifies data management

Credentialing

Keep track of partner certifications and facilitate compliance in line with contractual obligations



Price Management

Price Setting

Gain critical visibility and manage pricing and costing more effectively

Offers & Promotions

Make complex deals and on-order promotions easier to manage, track and analyze

Configure Price Quote

Improve sales cycles and set accurate pricing of configurable and bundled products or services

Regulatory Pricing

Satisfy stringent government pricing and reporting requirements

Price / Margin Optimization

Model intelligent pricing strategies to accelerate profitability and protect margins



Rights & Royalties

Content Licensing

Simplify your rights management to ensure accurate and extensive content exploitation

Content Payments

Comprehensive rights capture and management to guarantee accurate royalty calculation and reporting



Trade & Channel

Billbacks

Automate and gain control of manufacturer claim programs for increased profitability

Co-op & MDF

Market your products better by making it easy for valued partners to use marketing development and Co-op funds

Sales Rebates

Facilitate all aspects of sales rebate program activity including modeling tracking, analyzing and reporting

Channel Tracking

Provide full visibility into accurate inventory data – from channel partner to customer

Tenders

Gain control over the tender and RFP process from start to finish

Deal Registration

Reduce channel conflict and manage partner pipeline



Vendor Funding

Chargebacks

Get true visibility into your vendor/supplier claim programs – and maximize cost recovery

Co-op & MDF

Automatically track fund utilization and validate claims to ensure accurate settlements

Purchasing Rebates

Leverage sophisticated tools to model, administer, report and analyze all your rebate programs

Price Protection

Safeguard margins when price reductions are initiated by trading partners



Performance Incentives

Sales Compensation

Manage commission and sales incentive programs more effectively and drive desired behavior

Broker Fees

Keep brokers focused on finding new business by quickly and accurately determining brokerage fees

Patronage

Leverage a centralized process to efficiently maintain, track and report on member programs

Loyalty & Rewards

Increase mindshare – and sales – by cultivating the loyalty of your best customers

Powerful Analytics

GTMS features state-of-the-art analytical capabilities that will allow you to understand the true impact of your go-to-market programs, make sense of your data in real time, and turn those insights into better performance and greater profitability.

How will your business take full advantage of future opportunities? Or effectively mitigate future risks? Success will hinge on equipping yourself with analytical capabilities powerful enough to show you well-defined potential scenarios, and also the implications of all your decision options.

GTMS features powerful, intuitive analytics that transform your data into actionable intelligence, allowing you to automatically process new data to improve the accuracy of your predictions. With GTMS your business decisions will be more effective because they'll be based on reliable, carefully filtered data.

Key Insights

- Which programs are most effective at driving sales?
- Which are performing well and warrant long-term investment?
- Which should be scaled back due to underperformance?





Sophisticated Capabilities

Go-to-Market Suite® provides a holistic, end-to-end approach to managing your programs. Offering best of breed functionality, GTMS can be deployed in the cloud (SaaS) or on premise.

GTMS gives you interactive, business defined reports that provide insights into the performance of all your go-to-market programs. Powerful analytics offer a view into business trends, and visualization tools provide complete insights into performance analytics. What-if planning and program modeling help ensure that the programs you design will deliver maximum benefit.

Along with optional hosting managed by Vistex, GTMS offers preconfigured application scenarios aligned with industry best practices, embedded analytics with powerful visualization tools, an enhanced user-driven interface to streamline interactions, and inherent mobility for up-to-date information anytime, anywhere you are.

Key Benefits

- Deployed in a state-of-the-art cloud or on premise
- Industry-specific configurations
- Preconfigured scenarios and program design available, modeled on industry best practices
- Process-driven applications
- Responsively designed for mobile applications
- Complete with an intuitive user interface, customizable for specific user needs

Security and Flexibility

Solutions delivered using the Vistex Enterprise Cloud offer major advantages including increased flexibility, greater agility, improved efficiency and significant savings.

GTMS SaaS is an ISO 27001 certified solution. To ensure Confidentiality, Integrity and Availability, Vistex Enterprise Cloud offerings are hosted in advanced N+1 Tier-3 data centers which are SSAE 18 SOC compliant. Vistex solutions utilize industry leading security infrastructure, and leverage advanced networking, storage, encryption and virtualization technologies.

This top-of-the-line approach to security is complemented by exceptional resiliency, off-site storage, replication and rapid recovery data safety technologies as well as sophisticated fire, flood and disaster prevention safeguards.



About Go-to-Market Suite®

Vistex Go-to-Market Suite® (GTMS) is an enterprise-class modular-based application that helps drive revenue, control spend, and influence behavior. GTMS is specifically designed to offer unprecedented visibility into program performance, providing unparalleled insight into the management of entire programs, and provides end-to-end insights into overall program effectiveness while driving topline revenue and improving bottom line profit.

About Vistex®

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel

and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.

info@vistex.com
www.vistex.com/gtms



Vistex®, Go-to-Market Suite®, and other Vistex, Inc. graphics, logos, and service names are trademarks, registered trademarks or trade dress of Vistex, Inc. in the United States and/or other countries. No part of this publication may be reproduced or transmitted in any form or for any purpose without the expressed written permission of Vistex, Inc. The information contained herein may be changed without prior notice.

© Copyright 2019 Vistex Inc. All rights reserved.