



Manage Complex Pricing and Promotional Offers to Drive Sales and Profitability



The Best-Run Businesses Run SAP®

Summary

With the SAP® Data Maintenance application for ERP by Vistex, managing limited-time pricing and complex promotional offers has never been easier. Structure multichannel pricing reductions on individual products as well as current and future sales orders. Track eligibility criteria and evaluate the performance of pricing and promotional offers.

Objectives

- Manage complex pricing and promotional offers for all customer touch points in one solution
- Automate processes including an extensive approval process and audit trails
- Structure promotional offers as individual products or combine various products and offers on one sales order
- Evaluate profitability of pricing and promotional offers before launch

Solution

- Management of complex pricing and promotional offers, eligibility, and discounts
- Qualified pricing to control offers on one order or extend complex offers across several orders
- Management of complex returns
- Integration with the SAP hybris® Commerce Suite and other commerce platforms

Benefits

- Better control of multichannel pricing and promotional offers
- Improved efficiency by streamlining and automating promotional offers management
- Higher profitability by reviewing promotional offers prior to launch
- Increased sales and customer satisfaction

Learn more

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SAP Data Maintenance allows you to manage limited-duration price arrangements involving the purchase of multiple qualifying products. The application integrates with the SAP hybris Commerce Suite and other commerce platforms to enable better control of multichannel pricing and promotional offers. Propose offers to all customers or target specific customers and touch points. Create complex pricing rules, apply complex promotional offers, and combine multiple offers directly on sales orders in real time with the SAP ERP application.

Using SAP Data Maintenance, you can manage complex promotional offers in several ways. You can analyze sales order variables such as location, group, individual customer level, and order type to determine eligibility for a specific

offer. You can analyze set parameters such as individual products, predefined or dynamic groups, customers, or quantities to assess if an order qualifies for the promotional offer. You can also review the benefits derived from the promotional offer such as additional products, free goods, and pricing discounts.

With SAP Data Maintenance, offers can go beyond price reductions on individual products by discounting an entire order or creating complex offers. For example, you can offer to discount future orders when the customer spends a predetermined amount within a specified period of time. With reporting functionality, you gain full visibility into pricing and offers to identify which strategies are most successful.



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