Trade Promotion Management

Know the true value of your Billback, Co-op & MDF, Sales Rebate and Channel Tracking programs

Vistex®
Now it all **adds up**™

Recognize the true value of your trade programs by optimizing and measuring performance

With up to 20 percent of revenue typically tied to channel partner programs, manufacturers stand to lose big if processing errors, incorrect payment or improper claims are not kept under control. Drive profitability in your organization with proven trade program solutions by Vistex. Vistex provides sophisticated tools for modeling, administering and analyzing trade programs – tools that enable you to recognize their true value and make informed decisions about how to maximize their performance.

Billbacks — Know the true selling price and make informed financial decisions about partner claims.

Co-op & MDF — Manage planning and funds allocation, track spend, claims and collections, and monitor approvals and performance.

Sales Rebates — Forecast, plan and track all rebate programs, plus spur customer performance by tying rebates to measurable objectives.

Channel Tracking — Gain visibility into channel inventory by recording sales to the channel and capturing critical POS data from partners.

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Claims Management Can Go by Many Names

Whether you refer to them as billbacks, chargebacks, rebates, ship-and-debits, SPAs or some other term, chances are your company is losing money due to inefficient processing of partner claims. Manufacturers lose millions of dollars annually due to inaccurate claim validations. Vistex streamlines claims management – from receipt and validation through to payment – offering you unprecedented accuracy and control.

Vistex software allows manufacturers to minimize losses due to inaccurate processes, lax claim validations, calculation errors and other administration problems. For manufacturers, this means knowing the true selling price and having the ability to make informed financial decisions.

Vistex's billbacks solution offers an efficient, highly automated approach to managing the entire billbacks lifecycle, enabling manufacturers to manage the entire process from agreement creation to accrual, claim submission/receipt through adjudication settlement and, as warranted, resubmission and adjustment.

Making it All Add Up with Billbacks

- **Gain visibility into your most profitable products, distributors, customers and geographies**

- **Validate billbacks with a complete audit trail**

- **Calculate and accrue billbacks for financial reporting and profitability analysis**

- **Record accruals and billbacks in full compliance with financial regulations**

- **Reduce claim processing costs, errors, disputes and delays**

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Enjoy Engaged Partners and Profitability When Managing Your Trade Programs

Co-op & MDF programs can help manufacturers boost partner engagement, but they are complicated and difficult to manage, especially with spreadsheets. Co-op & MDF programs require an enterprise-wide structure for end-to-end visibility and program management. Vistex provides the visibility businesses need to manage planning and funds allocation, track spend, claims and collections, and monitor approvals and performance.

Vistex software delivers an efficient, highly automated approach to managing every aspect of Co-op & MDF programs. The Co-op & MDF functionality offered by Vistex allows manufacturers to effectively manage funds and balances, streamline and automate approvals, claims, requests and payments, while offering visibility into program financial data and metrics. Powerful analytics provide comprehensive insights into spend and program effectiveness, the status of electronic submitted claims, forms, documents and receipts – all geared toward speeding up payment accuracy and boosting partner satisfaction.

Vistex's Co-op & MDF software provides a 360-degree view of the entire fund cycle with comprehensive, integrated tools to help businesses cut costs, view critical analytics and performance data, increase transparency into effective utilization, minimize the back-and-forth of claim validations, and stimulate greater loyalty from valued channel partners.

Improve Your Management of Co-op & MDF with Vistex

- Gain complete visibility into program financial data and metrics

- Streamline and automate approvals, claims, requests and payments

- Effectively manage funds and balances

- Optimize Co-op & MDF spend utilization and performance

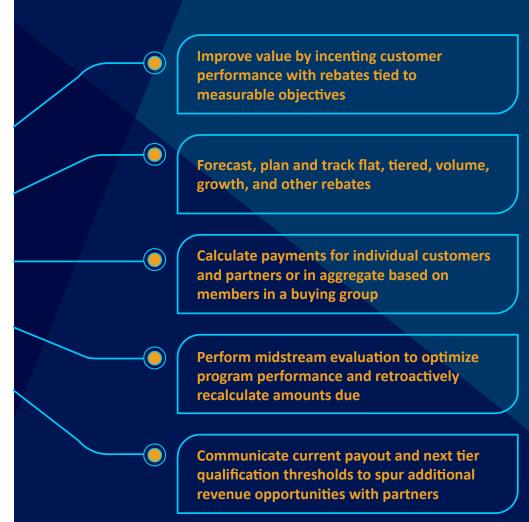- Reduce processing costs, errors, disputes and delays

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Profitable Sales Rebates Via Automated Forecasting, Planning, Tracking

Without an enterprise solution in place, or by using manual processes, sales (customer) rebate calculation errors diminish profitability. With Vistex's Trade Programs software, businesses can accurately forecast, plan and track all rebate programs, and incentivize customer performance by tying rebates to measurable objectives.

Vistex software enables businesses to model, administer, report, and analyze highly complex rebate plans, including volume, growth, market share, and other multi-dimensional scenarios.

Manufacturers can track the status of rebate programs, perform accurate accruing for rebate liabilities, settle rebates on schedule, and report all rebate activity with financial and profitability analysis statements.

Making It All Add Up with Sales Rebates

- Improve value by incenting customer performance with rebates tied to measurable objectives
- Forecast, plan and track flat, tiered, volume, growth, and other rebates
- Calculate payments for individual customers and partners or in aggregate based on members in a buying group
- Perform midstream evaluation to optimize program performance and retroactively recalculate amounts due
- Communicate current payout and next tier qualification thresholds to spur additional revenue opportunities with partners

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Channel Tracking Tools Capture, Manage Critical POS Data

Manufacturers need effective tools to manage inventory, associated claims, and rebates to and from channel partners. Vistex provides tools that enable visibility into channel inventory by recording sales to the channel and capturing critical POS data from partners.

Vistex software allows businesses to maintain inventory and track ownership, accrue, and accurately recognize revenue. With Channel Tracking, you will know inventory on-hand, be able to anticipate potential stock-outs and validate partner claims, eliminating reporting inaccuracy and unnecessary business exposure. And with integrated serial number tracking, validations can even be done at the serial number level.

Vistex's Channel Tracking capabilities manage multiple locations, with detailed tracking that not only improves supply chain management and provides end-to-end insight from manufacturer to channel partner to end customer, but also all activities in the channel sales process. And key reporting tools improve profitability by estimating the impact of price drops based on inventory levels as well as providing in-depth, real-time views into key partners.

Vistex Channel Tracking Features and Benefits

- Use inventory pools to validate claim pricing and quantities for accuracy

- Process partner data automatically, including POS, inventory and claims

- Compile inventory reports on moving inventory and current inventory status

- Use inventory levels to estimate price protection liabilities and mitigate overpayments of claims

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Deployment Options

Whether you decide to run your systems on-premise, in the cloud or in a hybrid environment, with Vistex solutions your organization is empowered with unprecedented visibility into any program and performance. Gain deeper insight and enable fact-based decisions to drive revenue, control cost, minimize leakage, and streamline processes. With a range of deployment options for all your programs, you choose the way that works best for your business needs.

Add the right option for your business

On-Premise

In Cloud

Hybrid

Vistex ®

Now it all adds up with
Trade Promotion Management

Drive Revenue, Control Costs & Increase Margins

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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Software   Services   On-Premise   In Cloud