

# WHAT HAVE DRONES done for you lately?

Throwing technology at something won't make it better – in fact, it can be distracting – but when technology is balanced with strategy and management, it can accelerate opportunities.



For example, drones are not the answer to improving:

- Vendor agreements**
- Retail execution**
- Volume contract incentives**
- Buying pattern predictions**
- Vendor merchandise conditions**

## Striking a balance

Forget the drones and shift your focus to striking a balance between:



STRATEGY



MANAGEMENT



TECHNOLOGY BASICS

A CPG company effectively utilizing **Revenue Growth Management (RGM)** can see up to a

**3-5%** increase in margin

## 1. RGM is everything

And so are your customers. **3 areas where you can be more strategic:**

### TIMING

If vendor agreements, contract incentives and merchandising conditions are in place by a certain date, success is in reach.

### TARGETING

Learning how to target the right consumer through the right channel at the right moment will help you win.

### SOCIAL MEDIA

Most retailers are planning to use

**79.1%** social media

**79.1%** digital marketing

**68.0%** smartphone apps

to enhance the customer experience.

Source: Fujitsu, McKinsey & Company, Symphony Retail

## 2. Take control

While technology can't control success, **effective management** can by establishing business processes, parameters, rules, deadlines and relationships. Establishing and maintaining strong manufacturer-retailer relationships can be an ongoing challenge.

**76%**

of retail category managers surveyed said this collaboration is more or much more important today than it was **5 years ago**



As recent events have shown, relying on backward-looking data to forecast and make strategic decisions will be ineffective. Combining retailer and manufacturer data will be critical for **forecast accuracy**.

Source: NielsenIQ

## 3. Plan the work and work the plan

Incorporating technology into your organization and creating a plan that includes your RGM goals are critical – and everyone is doing it.

**Don't be left behind.**

**1,877**

CIOs across 74 countries surveyed said:

**\$85B** spent on IT

**70%**

of CIOs assumed leadership of high-impact initiatives

**80%**

of CIOs are educating CEOs and other stakeholders on value of IT

**66%**

increased CIO-CEO relationship

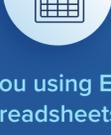
**69%**

of boards report accelerating digital business initiatives in response to COVID-19

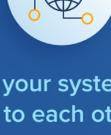
Source: Gartner 2021 CIO Agenda

## Digitalization Migration

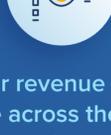
Before moving to a digitalization of your infrastructure, ask yourself these **3 key questions:**



Are you using Excel spreadsheets?



Do your systems talk to each other?



Is your revenue stream visible across the entire organization?

Isn't it time for a digital transformation?

**Read more in our blog: No Drones Please!**

### How Vistex Adds Value in Consumer Products

Consumer product manufacturers rely upon promotional events with multiple overlapping merchandising conditions to gain category share and partner with retailers and distributors to achieve volume or growth objectives. Vistex provides an integrated, end-to-end trade promotion management solution optimized for account planning, settlements, scanbacks, rebates, contracts, pricing strategies, co-op, budgeting, customer loyalty rewards programs, commissions, and brokerage fees. Vistex centralizes these business processes to enable CPG manufacturers to make more profitable trade spend decisions and deliver their S&OP. With the ability to evaluate performance and ROI, consumer products manufacturers are able to take analysis to the next level with KPIs and even integrate POS data to effectively evaluate promotional efficiency and enhance revenue growth management.

### 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 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.