



BMS & CMS

A Unique Business Management and Business Development solution

Effectmakers BMS

www.effectmakers.com

BMS is EffectMakers' customer and Trade Promotion solution. Based on the role of the Key Account Manager BMS is essential when it comes to planning and making decisions about customer strategies, tactics, and efforts with a focus on sales margin (P&L) and benefits from promotions.

By using BMS, you can monitor your business while making sure that the aims of your performance are achieved! The BMS solution uses your own ERP data to design a detailed plan for every customer, including all rebates, discounts, and funds.

CatMan® Solution CMS

www.catmansolutions.com

CMS or CatMan®Solution is a Business Intelligence solution, which can compile and analyze data from numerous different data sources: for example, POS, promotion, and market data. It offers you the opportunity to see the direct results of your in-market sales and marketing activities.

The comprehensive choices of reports and analyses give you a unique insight into the performance of your own products at the shop, chain, and customer level.

Improved Planning and Execution based on BMS + CMS

Supplier	Customer	Chain	Store
ERP Data - Invoicing and Financial data		POS Data	
Internal Facts		External Facts	
P&L and plan per customer		Efficiency per chain and by store	
Customer and promotion management, prioritizing, planning, and follow-up		Business Intelligence, analysis, and prioritizing	
= A Unique Business Management platform			



BMS and CMS can exist as independent applications, but you will gain essential synergy by using the two solutions together.



BMS & CMS Synergy

A combination of BMS and CMS is a very powerful and efficient solution. It is one unified solution, which provides the platform of knowledge you need when you have to prioritize and make efficient decisions in the FMCG market.

CMS starts up directly in BMS

CMS can be started up directly in BMS with full functionality. Thus, you can make your own customer or promotion plan in BMS and go to CMS without leaving BMS.

Automatic evaluation of promotions with POS data from CMS

If you have to provide and match sales figures on the single products in a promotion, it can be a hard job to evaluate the campaign. BMS & CMS make it easy!

With BMS you can click on one tab in the promotion evaluation window, and the CMS will deliver the POS figures on the articles, which were included in the promotion. The

data can then be transferred thereby from the CMS to the BMS solution, and you can avoid the trivial assignments of keyboarding sell-out (POS data) manually.

Deciding on promotion forecasts and prices

When you design a promotion, it can be a challenge to determine the exact forecasts and suggestions for the best promotion prices. If you start out in the CMS solution, this job can be done both easily, based on facts. In the CMS solution you can access both the current price and the POS sale on the past on the chosen products.

When you have worked out your promotion forecast, these pieces of information are implemented directly in the BMS solution. Here, you can fill in the number of user units and a suggested price of sale. BMS will automatically allocate your forecast down to every single SKU.

	Effectmakers BMS	CatMan® Solution CMS
Customer Business Planning		
Plan promotion in BMS with full pre-calculated P&L	X	
Plan baseline sales	X	
Plan new product launches	X	
Customer plan with full P&L	X	
Promotion Management		
Evaluate promotions	X	X
Optimize promotions	X	X
Analyze promotions	X	X
Business Management & Analysis		
Rolling estimate	X	
Supply chain optimization	X	
Budgeting reliability	X	
Customer focus & profitability	X	
Brand/product focus & profitability	X	X
Provide information for field sales force	X	X
Manage new product launches	X	X
Monitor performance for field sales force		X
Store focus & profitability		X
Region focus & profitability		X
Banner focus & profitability		X
Monitoring & analysis		
Own sales and supply chain performance	X	
In market sales		X