

Effectmakers BMS

Trade Promotion Management and Business Planning



Trade Promotion Management (TPM) is considered a major challenge for most supplier companies. In fact, a challenge that can be costly on the bottom line.

- ✓ Standard SaaS software with "best in class" usability
- ✓ Flexible implementation – from DIY (do-it-yourself) to full service implementation
- ✓ Easy Integration to e.g. SAP, FutureMaster, ERP, Demand planning, Field sales systems using standard formats
- ✓ 4 different BMS editions
- ✓ 2-month free trial

With Effectmakers BMS you get far more value than a traditional TPM system can offer. Forget your excel solutions and choose a modern, well tested and effective Cloud based solution to manage and control your Trade Promotions.

BMS gives you a view all the way around your promotion activities and a detailed knowledge of all promotion and baseline sales - down to each single product.

You can plan with great accuracy and develop realistic forecasts. You can see day-by-day how the actual sale differs from the estimates. You will get priceless knowledge of how much money you actually make on the individual Promotions and you can easily see which customers are profitable.



Effectmakers BMS

available in 4 editions (2017)



Promotion Starter for CatMan	Promotion Basic	Promotion Advanced	Enterprise
Promotion registration	Promotion Management	Promotion optimization	Business management system
Select Starter if you want to:	Select Basic if you want to:	Select Advanced if you want to:	Select Enterprise if you want to:
<i>Have an easy upload of promotions to CatMan Solution</i>	<i>Improve promotion forecasting</i>	<i>Understand and improve promotional efficiency, get P&L insight and support for provisions & settlements</i>	<i>Have a full blown customers business planning system</i>
Features			
Product master data Product hierarchy Promotion allowances Visual planning calendar Customer listing and i-prices	Starter, PLUS: Unit forecast per product Display planning Forecast based on history Delivery profile	Basic, PLUS: Pre/post evaluation with full P&L Provisions Settlement process Office automation Basic reporting and analysis	Advanced, PLUS: Baseline forecast Baseline cannibalization Performance monitoring Reports and dashboards Microsoft Analysis Cube for Excel Plus more...
Interfaces from BMS included			
Upload to CatMan	CatMan Forecast Fieldsales	CatMan Forecast Fieldsales Standard ERP master data	CatMan Forecast Fieldsales Standard ERP master data ERP Sales data
Support			
Email help desk	Email help desk	Email help desk Phone support	Email help desk Phone support Dedicated account manager
Yearly License fee			
DKK 25.000,-	DKK. 105.000,-	DKK. 215.000,-	DKK 315.000,-

Base license includes 10 users. Software updates and hosting are included in base license
 Additional users can be purchased / price per user per year:
 Promotion Starter for CatMan N/A - Promotion Basic DKK 10.000- Promotion Advance DKK 20.000 - Enterprise DKK 30.000
 Operational license per interfaces: DKK 6.600,-
 Prices applies from 1st of January 2017 - All prices are subject to change with 30 days prior notice - All pre-paid payments are non-refundable

