# 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.

L'ORÉAL  JDE COFFEE  Merrild  Stryhns  LAVAZZA  Tom's  Beiersdorf  TULIP

Effectmakers

# 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: |
| *Have an easy upload of promotions to CatMan Solution* | *Improve promotion forecasting* | *Understand and improve promotional effenciency, get P&L insight and support for provisions & settlements* | *Have a full blown customers business planning system* |

### Features

| Promotion Starter for CatMan | Promotion Basic | Promotion Advanced | Enterprise |
|---|---|---|---|
| Product master data | **Starter, PLUS:** | **Basic, PLUS:** | **Advanced, PLUS:** |
| Product hierarchy | Unit forecast per product | Pre/post evaluation with full P&L | Baseline forecast |
| Promotion allowances | Display planning | Provisions | Baseline cannibalization |
| Visual planning calender | Forecast based on history | Settlement process | Performance monitoring |
| Customer listing and i-prices | Delivery profile | Office automation | Reports and dashboards |
| | | Basic reporting and analysis | Micosoft Analysis Cube for Excel |
| | | | Plus more... |

### Interfaces from BMS included

| Promotion Starter for CatMan | Promotion Basic | Promotion Advanced | Enterprise |
|---|---|---|---|
| Upload to CatMan | CatMan | CatMan | CatMan |
| | Forecast | Forecast | Forecast |
| | Fieldsales | Fieldsales | Fieldsales |
| | | Standard ERP master data | Standard ERP master data |
| | | | ERP Sales data |

### Support

| Promotion Starter for CatMan | Promotion Basic | Promotion Advanced | Enterprise |
|---|---|---|---|
| Email help desk | Email help desk | Email help desk | Email help desk |
| | | Phone support | Phone support |
| | | | Dedicated account manager |

### Yearly License fee

| Promotion Starter for CatMan | Promotion Basic | Promotion Advanced | Enterprise |
|---|---|---|---|
| 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

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