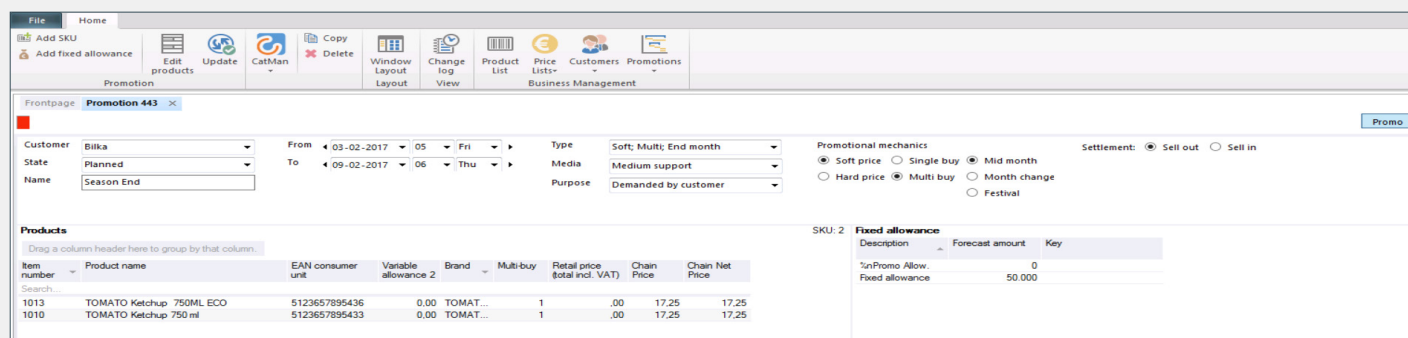




Effectmakers has made a special edition of the popular BMS Trade Promotion Management system for CatMan Solution. The system is called **Promotion Starter** for CatMan and provides an easy promotion planning and upload to CatMan Solution.

Promotion Starter for CatMan is a downscaled edition of Effectmakers BMS and is targeted at CatMan Solution users only.

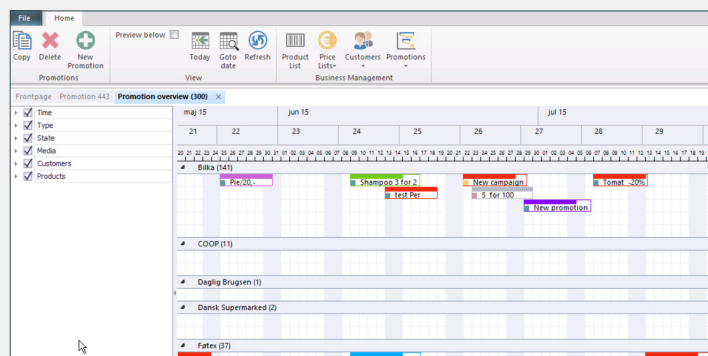
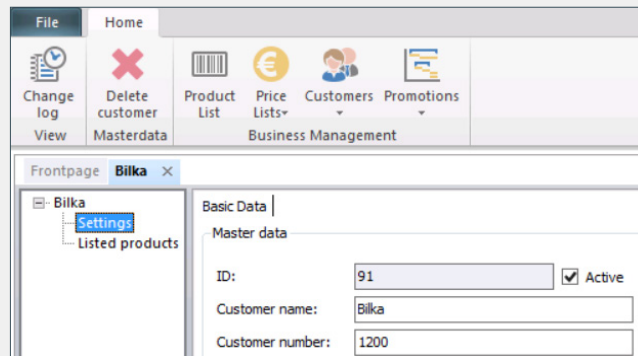


Item number	Product name	EAN consumer unit	Variable allowance 2	Brand	Multi-buy	Retail price (total incl. VAT)	Chain Price	Chain Net Price
1013	TOMATO Ketchup 750ML ECO	5123657895436	0.00	TOMAT...	1	.00	17.25	17.25
1010	TOMATO Ketchup 750 ml	5123657895433	0.00	TOMAT...	1	.00	17.25	17.25

Promotion Starter allows you to **Create a promotion** (choose name, type, price, allowances and period)

The **promotion list** gives an overview of promotions created. By using **Visual planning Calendar**, you can drag'n' drop, move and copy promotions.

Master data is the key business information that is entered into BMS. Master data includes prices, products, customers and listings. The system reuses the master data, so they only need to be added once. This increases effectiveness and eliminates typing errors.

ID:	91	<input checked="" type="checkbox"/> Active
Customer name:	Bilka	
Customer number:	1200	

How do I get started?

Visit www.effectmakers.com and download the "license agreement form" from the "sign-up" or documents section. Follow the instructions. Effectmakers will then e-mail you the necessary codes and login details.

A "Getting Started" guide (.pdf) will also be available when you log into **Promotion Starter** for CatMan.

CatMan offers a **1 hour free** introduction to the solution. CatMan contacts you shortly after the sign-up.

Can I upgrade to the full BMS edition?

Yes - You can always upgrade to another BMS edition if you need more features and flexibility. Please see the next page.

The first 2 months after sign-up is considered a **free trial** and will not be invoiced.

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



Effectmakers