



## TRADE ACTIVITY MANAGEMENT

Consumer-oriented manufacturers constantly try to improve their return on trade spend. Failing to effectively plan, manage and track trade promotions results in inconsistent pricing and hurts margins. Buying group memberships are often unpredictable with complex contracts and price lists making it difficult to manage promotional pricing.

Monitoring and analyzing promotional programs also presents a challenge, not just in terms of promotional ROI, but also in terms of setting promotional budgets and tracking revenue and costs. Promotional analysis

includes a variety of complicating factors such as claim handling, rebates and deductions.

Despite the challenges, manufacturers need to excel at promotional visibility or face the consequences of a decrease in DIFOT, increases in stock-outs and higher customer service handling costs. Inefficient claim handling leads to an increase in invoice days outstanding and fraudulent claims. A lack of integrated tax tracking and reporting associated with promotions interferes with meeting financial regulatory requirements.

## BENEFITS

**QAD Trade Activity Management (QAD TAM)** helps manufacturers and distributors effectively plan, manage and track trade promotion activities, providing full visibility into promotional spending. It improves manufacturer's promotions, customer service and fulfillment performance metrics.

- **Improves pricing accuracy** despite complex contract and price list hierarchies.
- **Enhances rebate and chargeback management** while also eliminating fraudulent charges. Managing and validating pricing, rebates and claims reduces the number of invalid claims and repayments on unearned cash discounts.
- **Decreases exposure to outstanding claims.** Records the true exposure to outstanding claims through correct accounting and optional accruals and reduces invalid claims.
- **Decreases invoice days outstanding.** Automated trade settlement and careful claim validation cuts trade settlement lead-time, improves efficiency and reduces disputes that can hold up payment.
- **Improves Delivery In Full On Time (DIFOT).** Efficient order handling improves customer service and reduces order to delivery lead time. Better communication of promotional programs helps avoid stock outs by balancing demand and supply to ensure inventory availability.
- **Increases promotion ROI.** Maintains and monitors promotional budgets proving management the visibility needed to develop and duplicate the most successful and profitable programs to drive revenue and margin.
- **Decreases risk** by reducing fraudulent charges, meeting financial regulatory requirements and automatically handling tax management.

## SOLUTION OVERVIEW

Part of the QAD Customer Management solution set, **QAD TAM** helps increase revenue and margins by ensuring accurate pricing regardless of complexity, establishing effective trade spend management processes and eliminating fraudulent charges.

- **Manages deals and promotions** by customer and product groupings (buying groups, channels), speeding up contract-based ordering
- **Tracks individual promotion costs effectively** by automating accounting for all trade-related claims and deductions
- **Compares planned and actual trade spending** against a preset budget to increase management control
- **Validates claims, deductions and invoices** against planned amounts
- **Documents deal activity** including retrospective deals such as lump sums, bill-backs, food shows, scan-based claims and/or merchandising
- **Automatically verifies customer eligibility** for a promotion, promotion effective dates, matches claims and verifies budget availability
- **Generates workflow emails** and posts disputed amount to a holding account for efficient disposition; maintains a relevant audit trail
- **Pays rebates/retrospective discounts**, commissions, royalties and bonuses on a user-defined periodic basis, even at the item level
- **Automates the trade settlement process** eliminating wasteful and error prone paper forms and documents
- **Tracks and monitors promotional spend** separately from operating expenses and helps comply with separation of duties by managing write-offs or invoice discrepancies in a two-step process
- **Manages scan-back promotions** for situations where rebates or discounts are applied after scanned sales are sent to the manufacturer

QAD TAM HELPS INCREASE REVENUE AND MARGINS BY ENSURING ACCURATE PRICING

**For more information on how QAD Trade Activity Management can help your company, please contact QAD at +1-805-566-6100 or email [info@qad.com](mailto:info@qad.com).**

<b>QAD Customer Management</b>	<b>Customer Relationship Management</b>	
	<b>Sales Analysis</b>	<b>Sales Orders</b>
	<b>Sales Quotations</b>	<b>Pricing</b>
	<b>QAD Configurator*</b>	<b>QAD Customer Self Service*</b>
	<b>QAD Trade Activity Management*</b>	
<small>*Related Solutions</small>		



Copyright © 2018 QAD. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of QAD and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners.

[www.qad.com](http://www.qad.com).

100 Innovation Place, Santa Barbara, CA 93108