CLEARLY SEE
THE DECISIONS THAT REALY MATTER

ARE YOUR PROMOTIONAL PLANNERS COMBATING CHALLENGES
like losing sales due to forecast inaccuracies, ineffectively spending trade dollars,
fail ing to take wort-hile risks or having disconnected planning processes that
lack retail collaboration?

EACH CYCLE, THERE ARE NEW POSSIBILITIES AND OPPORTUNITIES.
New challenges and risks, too. Your teams work hard to create detailed trade plans, but last-minute questions arise that risk wasting your efforts. Increasingly, retailers and manufacturers expect more from their trade promotions: more sales, higher profits, better return on investment (ROI) and fewer missed opportunities.

With River Logic, instead of having to guess what promotions may or may not work, you’ll know. With prescriptive trade analytics explore hundreds to millions of options and outcomes. These start by modelling a wide range of business questions while giving you a versatile, repeatable set of measures to judge the merits of your potential business decisions.

FINALLY, MAXIMIZE YOUR RETURN ON PROMOTIONAL INVESTMENTS/SPEND BY IDENTIFYING THE OPTIMAL COMBINATION OF STRATEGIES AND EVENTS ACROSS YOUR:

- RETAIL CHANNELS
- CUSTOMERS
- PRODUCTS & PRODUCT LINES
- TIME PERIODS

PRODUCT MASTER FILES
Retail Price and COGS for selected product and customers

PREDICTIVE ANALYTICS
Non-promoted volume forecasts, campaign lift factors and metrics (adjusted retail price and fixed/variable costs)

PREScriptive TRADE ANALYTICS

CORPORATE PLANNING
- Optimize Budget Allocations
- Evaluate Campaign Strategies
- Set Category & Customer Targets
- Approve/Reject Customer Plans
- Prioritize Incremental Funds Requests

CUSTOMER PLANNING
- Optimize Customer Calendar
- Negotiate with Partners
- Submit Plans for Approval
- View KPIs & Financial Forecasts
- Justify Incremental Funds Requests

TRADE PROMOTION MANAGEMENT
Execute and track TPO generated plans (post-promotion analysis)

INTEGRATED BUSINESS PLANNING
Integrated demand, supply & financial planning

Prescriptive analytics optimizes decision making to show companies what actions to take in order to maximize profitable growth, given their business constraints and key objectives. The most advanced form of analytics, prescriptive has the greatest impact on large-scale business objectives like profit, COGS, risk mitigation and planning agility.

www.riverlogic.com
GET YOUR MOST IMPORTANT QUESTIONS ANSWERED

In partnership with End-to-End Analytics, companies are now able to expand their existing Trade Management Solution and answer more challenging, impactful question like:

- What is the optimal trade budget allocation by customer/brand/channel?
- How does the optimal calendar change as we emphasize one or more key objectives?
- What is the maximum incremental volume, revenue and profit that can be generated given our business constraints (e.g., trade budget, deal frequency, deal spacing, promotional groups)?
- How do customer-specific constraints/requests impact our key objectives?
- How do we align our promotional campaigns with our advertising and marketing efforts without negatively impacting our overall business performance?

FEATURES & CAPABILITIES

River Logic's platform empowers you to balance competing goals and account for dynamic constraints, allowing you to optimize your efforts.

- Balance competing objectives across products and categories (national brands vs. private labels, revenue vs. volume vs. profit)
- Fully account for all your promotional constraints
- Establish better customer/campaign strategies and optimize budget allocation while balancing market share, revenue and profitability objectives
- Create trade-optimized customer plans while accurately reflecting customer, campaign and budgetary constraints
- Optimize promotional calendar to volume, revenue and profit objectives

CUSTOMER SUCCESS IS REAL

Integrated financial analysis keeps revenue, profit and capital objectives in focus throughout your trade promotion planning process, even with existing TPO/TPM solutions.

- Dramatically improve the effectiveness and return on investment from the trade promotions you’re running
- Increase net revenues by 2% or more
- Reduce cost per incremental dollar by as much as 30%
- Facilitate mutually beneficial negotiations with partners
- Capture ROI quickly through rapid deployment

CONTACT BUSINESS DEVELOPMENT TO LEARN MORE

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