

# Streamline incentive management for complex sales programs

**Quick and efficient digital incentive management – maintain good relationships with customers and suppliers via incentive programs**

**Make your partners feel valued for sustainable business relationships**

Whether you are a manufacturer or a distributor, whoever you do business with wants to feel that they are a valued partner and that they are getting a good deal. Market competition is higher than ever due to the numerous options available to customers. Incentive programs are a powerful tool for keeping your customers or suppliers on side as well as building strong long-term business relationships.

When a business deploys a compensation management solution, the time salespeople spend on their own set of records plummets by

**60%\***

\* Source: Ending Commissions Overpayments: How Incentive Management Pays for Itself – [www.calliduscloud.com](http://www.calliduscloud.com)

**Maintaining a clear overview is key for ensuring accuracy**

Incentive programs are often complex to manage and include many different variables. This includes rebates, billbacks, commissions, and trade promotions – many of which only apply to certain clients. Additionally, handling these processes manually is time-consuming, may result in human error, and might not include reporting. For this reason, companies that run incentive programs require a centralized platform to manage them simply and efficiently. NTT DATA Business Solutions developed Trade Programs Simplified to help businesses overcome common issues related to incentive management.

**Are you facing any of these challenges?**

- Do you struggle to maintain a clear overview of all active incentive programs?
- Do you allocate a disproportionate amount of internal resources to handling incentive processes?
- Do you use multiple platforms to manage incentive programs?
- Are your incentive processes completed manually with little to no automation?
- Can you report accurately on incentive programs?

If any of the following challenges sound familiar to you, Trade Programs Simplified could be exactly what you're looking for.

Many manufacturers and distributors deal with rebates, billbacks, commissions, and trade promotions manually. This increases the likelihood of errors. A centralized incentive management solution helps companies overcome this challenge.

## Take control of all incentive programs on a single platform

Trade Programs Simplified is the all-in-one incentive management solution from NTT DATA Business Solutions. Users maintain a clear overview of all different active programs as well as the eligibility of recipients – all on a single platform. The solution is built on SAP software and leverages your master data even if you are using different apps for your incentive management processes. Trade Programs Simplified enhances the standard SAP solutions with functions for reporting – meaning you can quickly and efficiently access core incentive management data.

## Place the customer at the heart of everything you do

It isn't just on an administrative level where Trade Programs Simplified shines. It was designed to help you build stronger working relationships with your clients by giving them what they want. You are able to preset parameters, such as a percentage discount when a certain amount of a product is purchased. This automates the incentive payment so that your customers always get what they were promised, thus building trust. Complaints and queries can also be resolved promptly as customer data is readily available via the interface.

## Key features of Trade Programs Simplified

Trade Programs Simplified offers companies many benefits, including:

### For distributors:

- Customer and vendor rebates
- Trade promotions
- Vendor chargebacks

### For manufacturers:

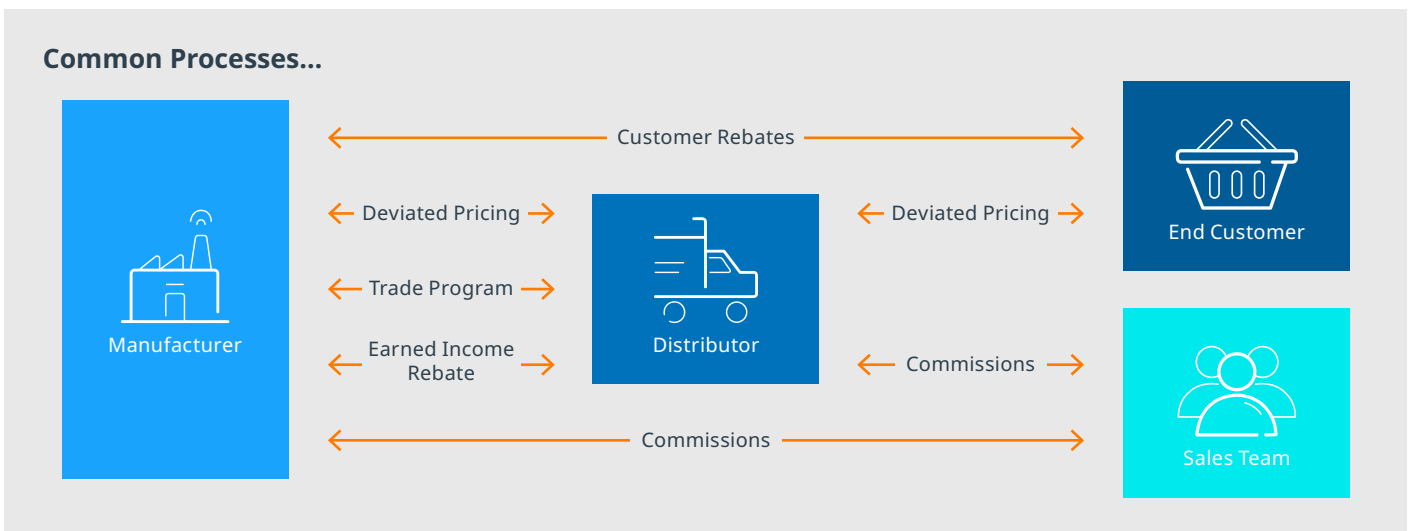
- Customer rebates
- Trade promotions
- Customer billbacks

### For companies with sales forces and brokers:

- Commissions

The Trade Programs Simplified solution from NTT DATA Business Solutions covers all vital incentive management functions for manufacturers, distributors, and companies with sales forces and brokers.

“ The NTT DATA Business Solutions Trade Programs Simplified module enhances the best parts of SAP to create a robust, comprehensive incentive management solution.



## Learn more about NTT DATA Business Solutions

[www.nttdata-solutions.com](http://www.nttdata-solutions.com)

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