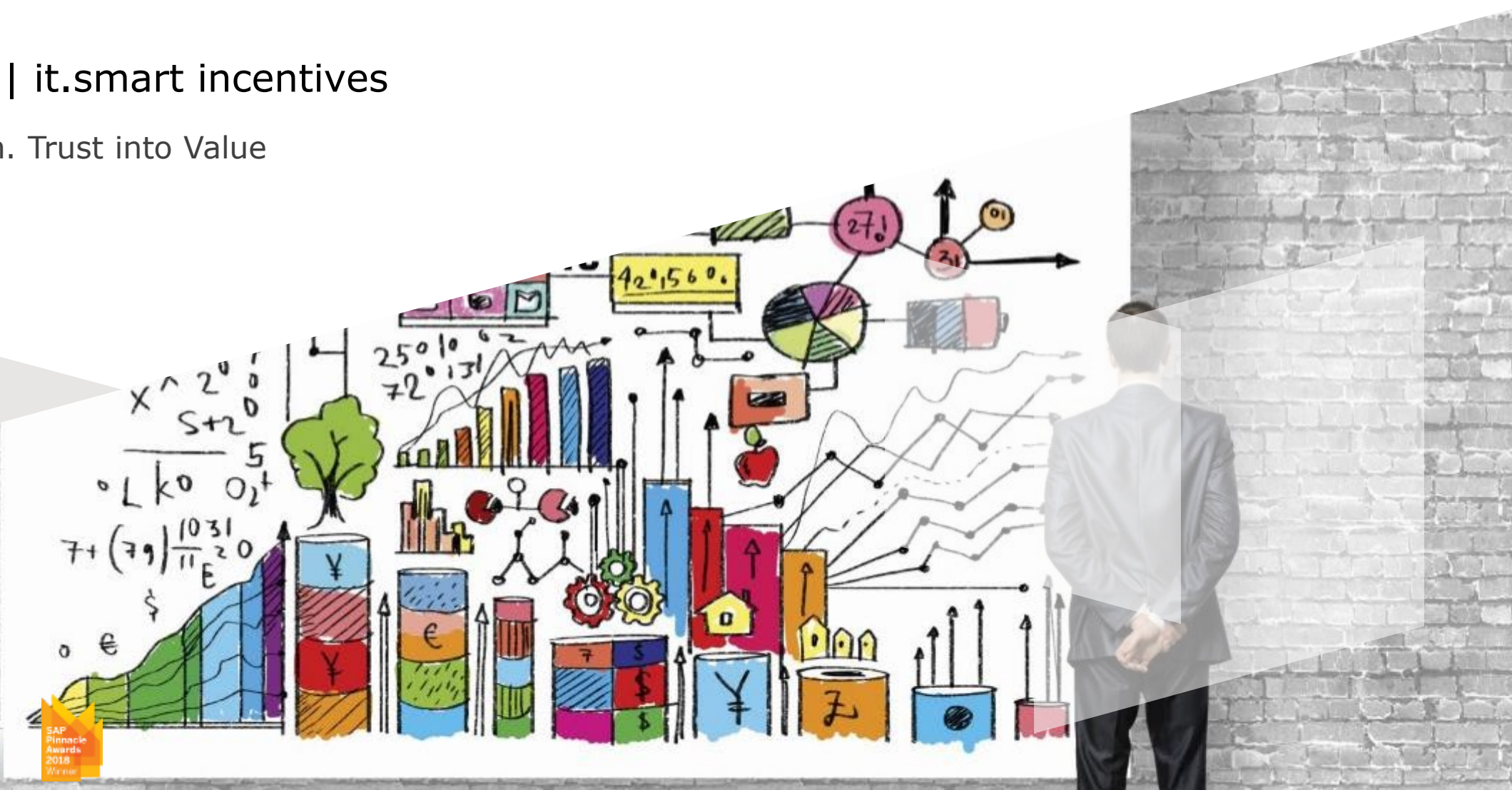


Wednesday, July 24, 2019

Use Cases | it.smart incentives

We Transform. Trust into Value



Use Case | it.smart incentives for the Consumer Goods Industry

CHALLENGES

- Need of an integrated solution for Trade Promotion and Incentives
- Necessary planning & tracking of actions, campaigns & discounts
- Integrated overall planning with calendrical overview over all actions
- Need of an integrated & automated posting into Financial Accounting (FI/CO)
- Requirement of an integration of customers and suppliers data

SUMMARY

- Customer & supplier payments
- Campaign & activity discounts
- Further compensations
- Employee commissions
- Copyright payments

ADDED VALUE OF THE IMPLEMENTATION



Integrated Incentives Processes

- Installation & tracking of discount agreements between customer & discount donor
- System-based discount accounting of existing & retroactive actions



Modern User Interface
Cockpit for planning & performance



Detailed Overview

- Transparency of all discount actions
- Detailed overview over the contribution margin calculation
- Extended evaluation possibilities of action values



SAP S/4HANA
Readiness



Finance flow in real-time

- Accounting of settled discounts & provisions
- Comparison of revenues & product costs incl. discounts



Integrated Solution
based on conditions management (SAP CCS)



Planning possibilities

- Planning of future actions & campaigns
- Complete overview of all campaigns
- Budgeting & controlling possibilities



100%
Backend Integration

Use Case | it.smart incentives for the Trade Industry

CHALLENGES

- Need of an integrated solution for Trade Promotion and Incentives
- Necessary planning & tracking of actions, campaigns & employee provisions
- Integrated overall planning with calendrical overview of all actions
- Need of an integrated & automated posting into Financial Accounting (FI/CO)
- Requirement of an integration of customers and suppliers data

SUMMARY

- Customer & supplier payments
- Campaign & activity discounts
- Further compensations
- Employee commissions
- Copyright payments

ADDED VALUE OF THE IMPLEMENTATION



Integrated Incentives Processes

- Installation & tracking of discount agreements between customer & discount donor
- System-based discount accounting of existing & retroactive actions



Modern User Interface
Cockpit for planning & performance



Detailed Overview

- Transparency of all discount actions
- Detailed overview over the contribution margin calculation
- Extended evaluation possibilities of action values



SAP S/4HANA
Readiness



Finance flow in real-time

- Accounting of settled discounts & provisions
- Comparison of revenues & product costs incl. discounts



Integrated Solution
based on conditions management (SAP CCS)



Planning possibilities

- Planning of future actions & campaigns
- Complete overview of all campaigns
- Budgeting & controlling possibilities



100%
Backend Integration



We Transform. Trust into Value

Copyright itelligence AG - All rights reserved

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of itelligence AG. The information contained herein may be changed without prior notice.

Some software products marketed by itelligence AG and its distributors contain proprietary software components of other software vendors. All product and service names mentioned and associated logos displayed are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to itelligence. This document is a preliminary version and not subject to your license agreement or any other agreement with itelligence. This document contains only intended strategies, developments and product functionalities and is not intended to be binding upon itelligence to any particular course of business, product strategy, and/or development. itelligence assumes no responsibility for errors or omissions in this document. itelligence does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

itelligence shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. itelligence has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.