

INTEGRATED EXECUTION TOOLS - CHANNEL MARKETING PLANNING SYSTEM



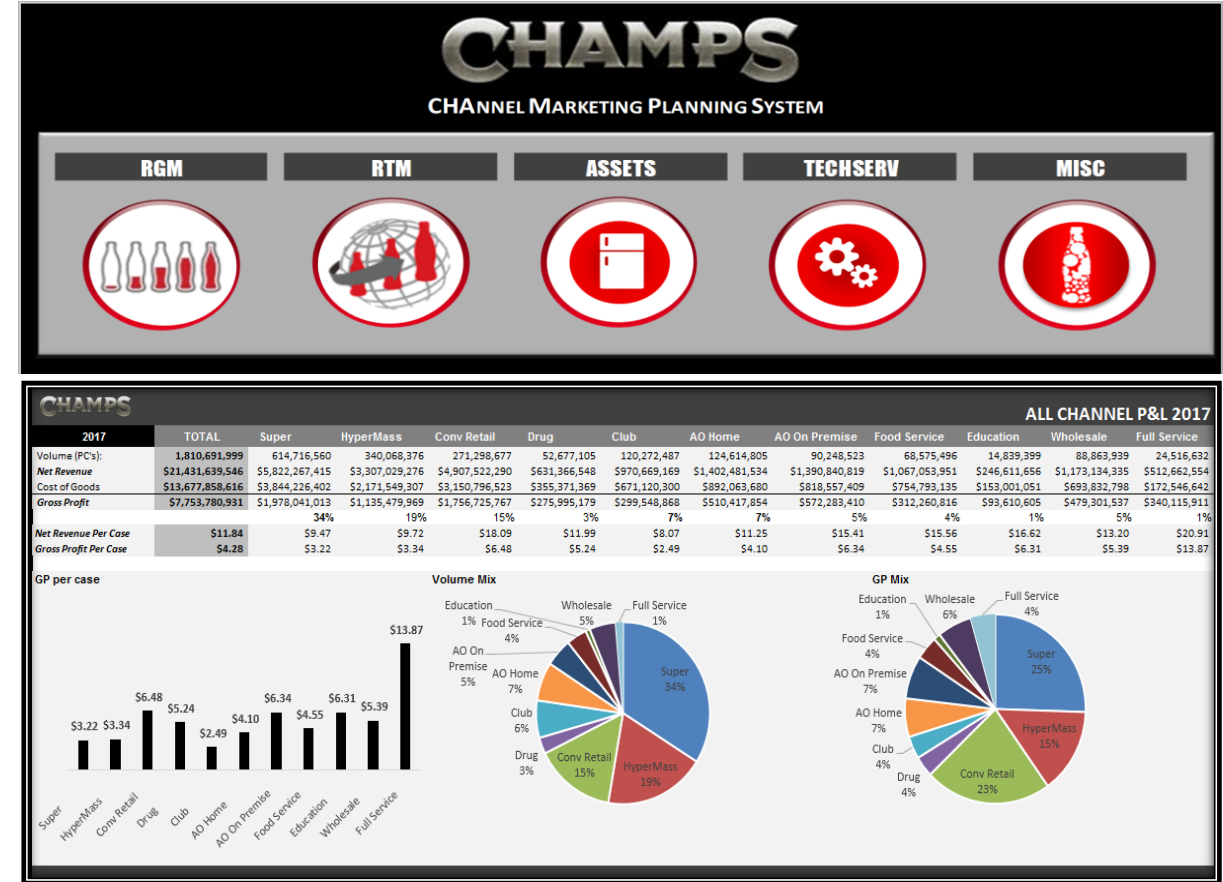
CHANNEL MARKETING PLANNING SYSTEM

CHANNEL P&L INTEGRATED SYSTEM

- Net Profit impact of RGM+RTM strategic scenarios
- Revenue Management and Activity-Based Cost-To-Serve Analysis

PRICING, TERMS & CONDITIONS / PROMOS

- Cross-Channel Coherency
- Promo Utility Modeling
- Integrated channel P&L framework to model and simulate operations decisions



WHY IT IS IMPORTANT

CHANNEL P&L INTEGRATED SYSTEM

- Scenario Simulation, 3-yr Channel Business Plans
- Operations-Marketing Strategies, Services, Net Profit / Economic Value-Added impact

HOW TO APPLY

PRICING, TERMS & COND / PROMOS

- Cross-Channel Cannibalization, Utility Modeling
- Tiered Pricing, Coherency & SKU optimization