

Thinking 'outside the square'



How our clients have leveraged our system to create innovation in their financial management



“There’s more than one way to skin a cat”, as the saying goes, and retailers are generally quick to leverage innovation in business.

However, the cost of doing business increases as complexity increases, and it’s not surprising that companies balk at being asked to pay more in additional tools to manage innovation.

The systems that dominate business financial management vary in their ability to provide retail-specific functionality, and also in their ability to interrogate the data they collect. It’s clearly critical for businesses to be able to get an accurate picture of what is going on in their business, but when a system can’t flex with the business, or is ‘shoe-horned’ into doing something it wasn’t designed to do, the results can be painful.

However, some creative thinking and deep knowledge of a purpose-built system can lead to innovation in ways that not even the system’s designer’s anticipated, to the benefit of the business.

What our clients showed us

Our clients who are using Rebate Deal Management (RDM) reap the benefits of better tracking and management, but some are also leveraging this powerful tool for other areas of their businesses.

Distributed business structures can benefit from the powerful incentive-driven algorithms in RDM that are required for calculating earned incentives.

The key features of RDM that make it so versatile are:



INTEGRATION WITH ALL MAJOR ERP SOFTWARE



NEGOTIATION PORTAL & SUPPLIER PORTAL



POWERFUL REAL-TIME BUSINESS INTELLIGENCE DASHBOARDS PROVIDING TRANSACTIONAL BENCHMARKING & ROOT CAUSE REPORTING



COMPREHENSIVE RULE ENGINE COVERING ALL REBATE & DEAL TYPES



PRICING ENGINE



SUPPLIER, DEPARTMENT, CATEGORY & PRODUCT LEVEL REPORTING

These detailed and flexible elements have enabled our clients to use RDM for purposes that support their businesses.

True partnerships with suppliers

RDM's Supplier Portal is breaking down the historically wary relationship between retailers and suppliers for some of our clients. By "opening the kimono" and sharing some or all deal data, these retailers are also reducing the amount of time both retailer and suppliers spend on administering the deals and in the process, reducing disputes over claims.

These retailers are reporting that suppliers are responding very positively to this move, and appreciate the simplified administration required to manage deals.

Retailers are also using RDM's Negotiation Portal, which tracks agreements from the start of the negotiation process. The result? Our clients are telling us the joint sign-off enabled by the Negotiation Portal is producing fewer errors, thereby reducing claims and disputes, and improving rebate collection success.

Breaking down barriers between retailers and suppliers with RDM is increasing trust, reducing administrative overhead, and helping change antagonistic relationships to cooperative partnerships with mutual benefit.



BY BREAKING DOWN BARRIERS, RDM IS

increasing trust

REDUCING
ADMIN



overhead

& CHANGING ANTAGONISTIC RELATIONSHIPS TO

**cooperative
partnerships**



Making sure correct royalties reach rights holders

RDM's powerful algorithms mean it has significant potential for distributing royalties, a global growth area with the rise of businesses like licensed merchandise, a market segment that is expected to be worth US\$338.7 billion by 2027. With a market this size, it's imperative that royalties are distributed correctly, and it's clear that this is often not happening due to the complexity of brand licensing over multiple products, in multiple markets.

RDM is already being used to distribute royalties relating to seed patents, demonstrating the flexibility of RDM for managing calculations performed relating to individual units; calculations that are extremely onerous if performed manually, or with systems that are not designed for these functions.

This capability can easily be scaled up and across products, making the distribution of royalties far less error-prone.



LICENSED MERCHANDISE WILL BE WORTH

US\$38.7B BY 2027, SO

IT'S VITAL

ROYALTIES ARE DISTRIBUTED CORRECTLY

Leveraging the power of data

RDM's transaction-level data provides a powerful way to analyse promotions at the most granular level, and identify poorly performing products more quickly, rather than waiting till a promotion ends. Officeworks uses RDM for exactly this purpose.

In addition, when claims are raised, Officeworks has the product-level information at their fingertips to support the claim and determine the performance of individual SKUs on a daily basis.

While it is usually not possible to change a promotion while it's running, retailers can use real-time information generated by RDM for ongoing negotiations.

Supercheap Auto, another RDM client, is able to supply product and deal performance data to Trade Partners, providing valuable insights into optimising promotions for mutual benefit. No more guessing – decisions are based on hard data.

Commissions and loyalty programs - incentivising employees and customers

It's not just retailer / supplier relationships that can benefit from RDM's powerful rule engine.

Employee commissions, particularly supplier provided incentives, can easily be implemented using RDM, ensuring 100% accuracy and transparency in payments to your staff. More importantly, RDM supports incentive programs being designed with appropriate, targeted complexity so your organization achieves the results it needs, not just the results it has to tolerate because it can't manage the granularity with other systems.

COMMISSIONS ARE EASY WITH RDM ENSURING

100%

ACCURACY & TRANSPARENCY IN PAYMENTS TO STAFF

Another usage we believe will grow in the near future is the use of RDM for customer loyalty rewards in the form of, for example, scaled discounts. This is a great example of driving a customer incentive in near real time and being able to track multiple tiers of rewards along with volumes, using RDM.

When variable calculations need to be made, RDM is able to accommodate the complexity required. The rule engine also supports the transaction-level calculations.

What we say

Knowledge is power – and RDM provides unparalleled levels of data analysis and calculation. This means better business intelligence, but it also provides new opportunity to change paradigms that have been accepted as intransigent – opening the door to more transparent, cooperative relationships between retailers and suppliers.

The examples cited above are nowhere near the end of RDM's versatility; we foresee potential applications with determining and paying royalties in multiple industries, application of loyalty programs, and expansion of the use of the pricing engine for managing customer rebates.

The only limitation is your imagination.