

Trade Program Management Solution



A Powerful Tool for Strategic Budgetary Planning and Program Execution

There are a variety of activities involved in successful beverage sales which can benefit from improved budgetary controls. Tastings and agency activity, distributor incentives, POS & promotional materials and many other programs are accurately planned, budgeted, executed and audited for efficacy using the GreatVines' Trade Program Management solution.

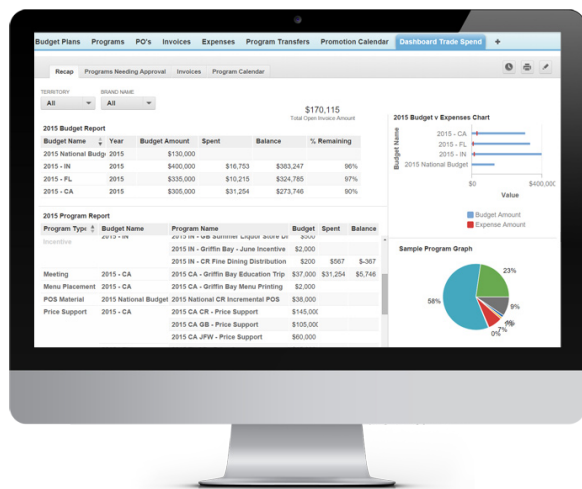
Our flexible solution offers four broad levels of financial tracking:

- **Budgets** - total allocation of dollars
- **Budget Plans** - detailed breakout of budgets
- **Programs** - initiatives being executed
- **Expenses** - chargebacks from distributors and vendors against program



BOTTOM LINE

There are a thousand ways to lose track of program spend which can add up to a significant drain on profitability or simply veer strategy. Only one tool provides full control over the wide variety of activities associated with beverage trade program management, providing efficiencies and accountability throughout the process.



Set Spend Allocations according to established budget plans and ensure accurate execution which can be tracked by:

- Brand / Product
- Market
- Distributor
- Retailer

Seamless Integration

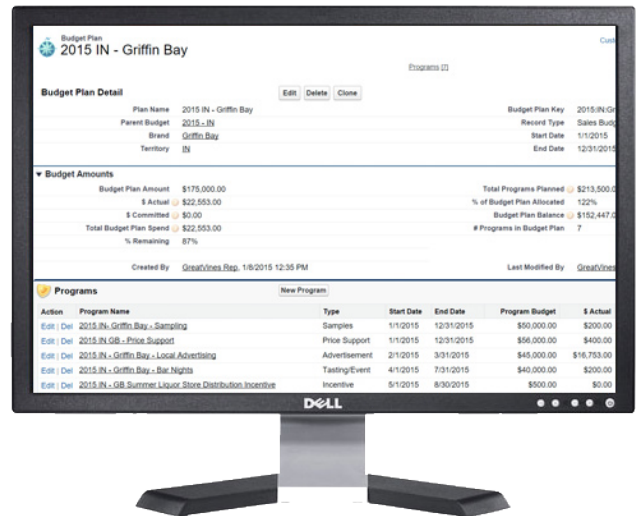


Don't reinvent the wheel! With GreatVines, there's no need to recreate budgets to manually port them between your ERP system and your CRM or TPM tool. The Trade Program Management solution offers bi-directional integration with your ERP so you can plan in ERP and send to CRM/TPM or vice versa. Create budgets in your ERP and share them with GreatVines automatically. Create local programs in the field in CRM/TPM, solicit and track approval by regional managers or finance and integrate with ERP invoice coding process.

Manage Bill Backs | Track Depletion Allowances

Manage the reimbursements to distributor partners for the array of activities and spends they undertake on your behalf. GreatVines' TPM module provides an easy and effective process for integrating bill backs and permits users to reconcile bill back expenses with predetermined spend plans for highly accurate reporting in P&L statements.

Since depletion data and reporting is baked into GreatVines, the TPM tool also serves double duty as a depletion allowance tracker, ensuring the most efficient execution and tracking of depletion allowances. Leverage the TPM tool to ensure the maximum benefit from depletion allowances to your distributor partners.



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