

PLANNING. INSIGHT. ADVANTAGE.



Exceedra's closed-loop solution combines the power of planning & budgeting, trade spend management, backend payment processing and analytics & reporting to give you tighter control of your business so you can deliver maximized profits.

Exceedra is a global solution for consumer goods companies, delivering powerful, easy-to-use solutions across sales, financial and demand planning departments. Our unique end-to-end solutions are focused on simplifying processes and providing insights for Integrated Business Planning, Trade Promotion Management & Optimization, Customer Business Planning, Joint Business Planning and Sales & Operations Planning, allowing companies to reach the next level of sales and operational planning maturity.

END-TO-END CONSUMER GOODS SOLUTIONS FOCUSED ON:

- **Integrated Business Planning**
- **Trade Promotion Management & Optimization**
- **Customer Business Planning**
- **Joint Business Planning**
- **Sales & Operations Planning**

PLANNING:

Exceedra Integrated Business Planning solution seamlessly integrates sales, marketing, finance, and demand planning teams into a single planning process. Comprehensive demand planning, financial forecasting, budgeting, and workflow capabilities allow companies to streamline and improve visibility to all plan assumptions while linking volume planning and financials. The insights gained through this solution align and improve operational efficiency, agility and strategic business performance.

TRADE PROMOTION:

Exceedra Trade Promotion Management & Optimization streamlines critical trade promotion activity. This solution introduces a new level of efficiency, effectiveness and accountability designed to increase trade promotion ROI, improve capabilities, decrease the planning cycle time and streamline the claim and settlement process.

INSIGHTS:

Exceedra Insights is a valuable business analytics solution that transforms your static data into actionable business insight to drive decision making and improve overall performance. With a range of deployment options including mobile, email alerts and dashboards, this solution allows you to quickly and easily collect, harmonize and distribute external data in order to identify trends, address vulnerabilities and take advantage of key business opportunities.



Price and promotion have become two of the most powerful sales drivers within the consumer goods industry. As a result, trade investment has taken on a new level of financial and strategic importance, often accounting for up to 30% of gross sales. However, as costs increase and margins decrease, trade spend needs to become more than a budgetary line item. By implementing an integrated TPM program focused on analytics and improved decision-making, consumer goods companies can transform costly trade promotions into a managed investment tool with performance expectations designed to win market share.

-  **BUSINESS PLANNING**
-  **TRADE PROMOTION**
-  **INSIGHTS**

BENEFITS

Exceedra's solutions increase efficiencies and effectiveness across your entire integrated planning and insight process. This industry-leading closed-loop solution combines the power of customer business planning, funds management, settlement processing, analytics & reporting to give you tighter control of your business to drive maximized profits.

PROCESS EFFECTIVENESS

- Improve alignment between sales, supply chain and marketing behind one plan
- Simplify business processes of operational plan rationale
- Improve efficiency in demand fulfillment
- Improve effectiveness of back-office processes with lower cost of ownership

FINANCIAL IMPROVEMENT

- Forecast accuracy improvement of up to **20%**
- Service level increase of up to **15%**
- Trade Spend ROI increase of up to **25%**
- Inventory reduction of up to **20%**
- Overall margins increase of up to **15%**



UNITING SALES, SUPPLY CHAIN, FINANCE AND CATEGORY TEAMS AROUND THE GLOBE.

As a leading provider of global solutions, Exceedra has brought together a team of highly motivated experts in CPG process & analytics. The culture at Exceedra is focused on building great software that is easy to use and easy to implement.

To find out more about Exceedra or to schedule a demonstration, call Exceedra at **1 (201) 299 2500** or visit us at www.exceedra.com.



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