trade promotion

Value proposition

Issues

- **The Management of premiums and discounts** is an important issue for all companies that buy goods and services subject to contracts/agreements on the basis of which "off in-voice discounts" are managed.

- The phenomenon, typical in relationships between companies producing consumer packaged goods (CPG) and large scale retail distribution/ organized retail distribution (GD/DO) , is actually extended to all cases in which the counterparties have agreed on the payment of "off-invoice discounts", more generally also referred to as "premiums and discounts" on the purchase of goods and services. The issue remains the same, regardless of the classification, as contracts/agreements are still managed on the basis of the methods defined for objectives assessment, the calculation of what has to be paid (accrued) and therefore of the payment.

- Purchasing, administration and management control are the principle areas involved in a singular process that presents considerable problems:

  - The first point is related to the management of contracts/agreements and in particular the procedures and timing by which the agreements made are communicated by the buyer. The process must be supported by user-friendly tools, that if integrated, they can speed up the control and approval process and therefore be transferred to the only database for contracts/agreements.

  - The second is related to the activities for the management of agreements, or more specifically to promotion. Planning, as in the case of a promotional calendar, is a strategic element to help support purchases. The verification and control of net revenues of supplier/item in relation to the volumes bought during the promotional campaigns, are needed.

  - The calculation of the accrued can be pretty straight forward in the case of unconditional clauses calculated on purchases, but it may not be so in cases where you have to control conditional clauses automatically (target, range, increase, ...). The method of calculation (% ,P*Q ,fixed rates) must use subsets of purchases from suppliers and it is possible that in some cases, the control of conditions is applied to tax bases different from those of calculation (sell-in, sell-out, ...).

  - In the case of the payment of the accrued, it is of utmost importance to first follow the regulations. The issuing of invoices to suppliers (typically discounts) and registration of credit notes from suppliers (typically premiums) must be carried out on the basis of settlement proposals that arise from the delta between the accrued and the amounts already paid (registered), and in particular from documents received, these allow you to make an accurate assessment.

  - Lastly, there is the case of the management control that may not operate directly on the area, but it still needs data to draft budget/forecast, to close the balance sheet periodically and check the sales margin per supplier/item. For these purposes it is necessary that the accrued not be calculated not only on the basis of purchases made, but it is possible to apply the contracts/agreements to purchasing forecasts. In addition, the accrued, regardless of how it is calculated, it must be allocated to individual purchasing lines. Only by solving this aspect it is possible to promptly control the net-net cost of the supplier as it is significantly influenced by the "off-invoice discounts".

Our offer

- **Akeron Tp** is a software that manages and controls all relationships concerning "off-invoice discounts". Due to its high level of configuration, this software enables you to address the problem in companies with an opposite role, meaning that there involved both as sellers and as buyers of consumer packaged goods, or more generally of goods and services subject to "premiums and discounts".

- **Akeron Tp** was created with the main purpose of computerizing the contracts/agreements, calculating the accrued and settlement proposals, pay the accrued and check the repercussions of the "off-invoice" on the business. Over the years, thanks to our hands on experience and the close cooperation with our

clients, **Akeron Tp** has become an overall comprehensive tool able to respond to all the requests made by all company departments involved:

- **Purchasing**
  Management of contracts and agreements through work flow processes of approval and the evaluation of promotional activities. Calculation of the accrued and control the impact of the "off-invoice" on purchases. Exchange of documents required with customers both in terms of contracts/agreements in progress and of specific analyzes on the achievement of the objectives.

- **Administration**
  Calculate the basic settlement proposals for the liquidation of accrued. Deal with the registration of invoices to suppliers and the emission processes of credit notes from suppliers, calculation of management and statutory accruals/deferrals. These are made available to the interface flows to automatically feed the accounting information system.

- **Management Control**
  Prepares the data needed to draw up budget/forecast, close the periodic balance sheet and control the net-net cost per supplier/item through native functions allocation of accrued on individual purchasing lines.

- **Akeron Tp** follows all the tax regulations in force and is continuously updated to be able to adequately make changes when needed. The system allows you to store the documentation facilitating its consultation.

Functional Features

- **In general**:
  - Dimensional configuration of the environment:
    - Companies and company groups.
    - Delivery points, suppliers, supplier lines.
    - Items and items groupings.
    - Buyer.
    - Other dimensions or characteristics of the area (bonus types, bonuses, promotional events, channels, divisions, ...).
    - Dimensions of support for accounting records (accounting periods, chart of accounts, cost centers, sales items, reasons for payment, VAT register, VAT liability,…).
  - Scheduled processes for import, calculation and export (daily):
    - Import of the master data managed on the Erp system (delivery point system, suppliers, supplier lines, items and items groupings, ...).
    - Import tax base (actual purchases, purchase budget, purchasing forecast, customer orders, sell-out, ...).
    - Calculation of the accrued year-to-date with control of conditional clauses.
    - Calculation of the settlement proposals for delta between accrued and progressive that has already been paid.
    - Allocation of accrued, regardless of how it is calculated within the individual sales lines.
    - Export book entries to the ERP system
  - Reporting:
    - Creation of reports with the possibility of combining all configured dimensions with all the values that are managed (purchases, accrued, settled, ...). The values managed can be processed

among themselves in order to produce calculated values (for example, the outstanding delta between accrued and paid) and functional analysis indicators to the assessed objectives (for example, the percentage of the accrued sales tax).

- Ability to save the structure of the reports created (bookmark) and publish reports to the configured users (sales, administration, management control,…) limiting the visibility based on the configuration of the data for each single user.

- **Purchasing**:

  - Manages the personal information records of contracts/agreements between the company and the supplier and supplier lines.

  - Issueing, copy, copy from the previous year in the renewal state, transition from state to confirm renewal of contracts / agreements.

  - Attached documents to contract/agreement (copied documentation).

  - Within the contract/agreement management of individual clauses with a distinction between unconditional and conditional and the classification for bonus types, bonuses.

  - The possibility to indicate per clause the tax bases involved in the control of conditions different to those of the tax bases used in the calculation of the accrued.

  - Ability to specify per clause filters for the all the configured values as to limit the tax base used to control the conditions and/or the calculation of the accrued.

  - In the case of conditional clauses, there is the possibility to handle case studies related to specific objectives such as target, increments, assortments, ... in value, quantity and in a number of references.

  - Each clause offers the possibility to define the method of calculation of the accrued (% , P*Q , fixed amount) .

  - Ability to specify when each fixed figure may be authorized to be to shown on the duration of the contract/agreement.

  - For internal clauses in contracts/agreements made with the supplier line and there is the chance to define the supplier to which to settle the accrued.

  - Ability to handle qualitative clauses where only after the result of a user evaluation are the settlement proposals calculated in function of the accrued.

  - In particular for the agreements, that is all that has to do with promotional activities, you can:
    - manage the promotional calendar
    - activate a "dialogue" with the buyer
    - control the net revenue per supplier/item in relation to the volume of purchases during the advertising campaign.

- **Administration**:

  - Issues the invoices to the suppliers according to the settlement proposals of the accrued that come from the contract/agreement by which the buyer company is required to issue it.

  - Registration and analysis of the control of taxable credit notes from suppliers on the basis of settlement proposals of the accrued that come from the completed contracts/agreements by which the selling company is expected to issue it.

  - Documents confirmation, with the possible logging of the same, and the production of accounting flows of all the necessary information for the bookkeeping . The documents dated in the exercise of expertise are recognized in the statement otherwise, if at a later date, in the closing rate. The documents are available on the interface flows to automatically feed the information to the accounting system.

- Detection of accruals/deferrals both monthly to integrate the operational balance sheet and at the end of accounting period to close the financial statements. Even accruals and deferrals are available on the interface flows to automatically feed the information system of management control and of the accounting area.
- Production of specific reports, both for internal use and to communicate with suppliers, aimed at analyzing the progress of the administrative report. The reports are arranged by contract/agreement and contain purchases, accrued and payments with details on accounting documents exchanged with the supplier.

- **Management Control**:
  - Automatic allocation of the accrued, regardless of how it is calculated, based on individual purchasing lines for the analysis and the net-net cost for supplier/item via internal reports or connected BI systems.
  - Ability to manage multiple versions of the contracts/agreements (actual, budget, what-if, ...) and multiple versions of the tax base (actual purchases, purchase budgeting, purchasing forecasts, ...). Combining versions of contracts/agreements with versions of tax bases, it is possible to produce different versions of the accrued (budgeting, forecasting, balance, ...) which may be compared to one another by reporting. It is therefore possible to measure the difference between the actual accrued and the budget, distinguishing the effect created from the contracts and with that created from the volume.

Key features and benefits

- **Akeron Tp** integrates processes and information that involve multiple company departments in the **management of premiums and discounts** and thus produces clear benefits in terms of efficiency of resources and the quality/timeline of information.

- **Akeron Tp** is a departmental system, therefore, it is independent from the ERP and it is non-invasive, because it does not affect the business processes already in place and is easily connected to external systems (import/export).

- The high level of configuration offered by **Akeron Tp** allows one to adjust the system as to meet the personal needs and business processes of each request.

- The internal reporting to **Akeron Tp** allows one to easily produce an analysis of all dimensional axes and all configured measurements.

- User limitations of functions and data managed by your **Akeron Tp** resolve privacy issues and at the same time the publication via the internal reporting of data restricted to individual users.

- The native integration of **Akeron Tp** with **Tagetik CPM** enables you to provide the management control the contribution, from an economic standpoint, for managerial closures and the budget/forecast.

- The internal document management in **Akeron Tp** or the integration with the company's document management system give the opportunity to share information organized via external support.

- The organizational/IT setting is consolidated and thus the activation times of **Akeron Tp** are quick and produce an immediate return on investment.

- **Akeron S.r.l** provides full guarantees on timing / activation fees, a logic/functional completely competent support and a technological and functional growth of **Akeron Tp** thanks to the ongoing improvements "suggested" by the growing community of users.