demandtec

CONNECTED INTELLIGENCE IN RETAIL

The decisions are connected. The intelligence behind them *often isn't.*

Every commercial decision a retail team makes eventually shows up in the shopper experience: the prices shoppers see, the promotions they respond to, and whether a category feels relevant to them.

01 Why the intelligence isn't connected

The information behind pricing, promotion and supplier decisions lives across spreadsheets, email threads, supplier conversations and disconnected systems. Each system does its job. None of them shows how one decision affects the next.

So teams spend too much time piecing together what happened, what's changing and what to do next. By the time an issue is visible, the window to act is smaller:

		WINDOW TO ACT
Funding has changed	A supplier adjusts what they will commit, and the retailer finds out late.	
A promotion is off track	Results are reviewed after the event, not while there is still time to respond.	
A competitor has moved price	The gap opens before anyone sees it.	
A category opportunity is missed	No one connected the signals in time.	

Shoppers feel the result, even though they never see the cause.

02 One example: the Joint Business Plan

The Joint Business Plan (JBP) is where this gap is easiest to see. Retail teams and suppliers sit down to align on growth goals, promotional investments and commercial priorities. It is co-planning at its most important.

But the information behind those decisions lives in different places:

- **Funding** — sits in one system.
- **Promotion plans** — live somewhere else.
- **Pricing** — happens in another workflow.
- **Results** — are reviewed later.

The plan is supposed to be connected. The intelligence behind it often isn't. Both sides arrive with their own versions of the numbers, and the first part of the meeting goes to working out whose are right.

03 What connected intelligence means

Connected intelligence has three parts, and each one answers a piece of the problem above.

Connected

Pricing, promotions and trade collaboration don't happen in isolation. Neither should the information behind them.

Bilateral

Retail teams and suppliers work better when they start from the same information. Both sides of the deal see the same plan.

Intelligent

Demand science and AI help teams know what matters, why it matters and what to do next.

Together, they change the work in four ways:

- ~~Connecting the dots manually~~ → **Working from a shared platform**
- ~~Multiple versions of the plan~~ → **One joint view**
- ~~Finding out after the fact~~ → **Seeing what matters sooner**
- ~~Separate pricing, promotion and trade collaboration~~ → **Connected decisions across the category**

04 How Commercial Trade Intelligence™ (CTI) supports it

Most solutions help teams manage a step in the process. CTI helps teams connect the process. It brings pricing, promotions and trade collaboration together in one commercial hub, built from two connected product suites:

Trade Performance

Co-plan, fund and track every deal in one place.

Retail teams and suppliers work from one shared record.

Revenue Optimization

Model, forecast and measure every price and promotion.

Forecast before you commit, then measure what worked with shoppers.

AI across both suites points out what needs your attention and recommends the next step.

The suites work together because the decisions do. Pricing affects promotions. Promotions affect supplier investments. Supplier investments affect category performance. Category performance influences what happens next.

05 What it looks like on one category decision

A category manager is planning next quarter's promotions with a key supplier. A competitor has just dropped the price on a leading item in the same category. The promotion plan assumes a set level of supplier funding, and the pricing team hasn't seen that assumption.

WITHOUT CONNECTED INTELLIGENCE

- The category manager learns about the competitor's move from a weekly report.
- The funding terms sit in an email thread.
- The pricing team works from its own spreadsheet.
- The promotion locks, results are reviewed after it ends, and the team finds out then that the category missed its margin target.

WITH CTI

- The price gap and the current funding terms show up in the same view.
- The category manager and pricing team forecast the margin impact of each option, net of supplier funding, before they commit, including the effect on related items.
- They see which choice earns its return, and the supplier sees the same promotion plan and funding terms, while price and margin decisions stay with the retailer.
- AI points out what needs attention and recommends a next step.
- After the event, results go back into the next supplier conversation.

The promotion is the same promotion. What changes is that the decision is made with the whole picture, early enough to act on it.

Commercial Trade Intelligence™ connects pricing, promotions and trade collaboration on one connected platform, where retail teams and suppliers decide together.

demandtec
demandtec.com