

# Improve retail-vendor collaboration

Streamline reconciliation processes to increase margins

Trusted by top global and regional brands, DemandTec Advanced Deal Management (ADM) offers a comprehensive suite of solutions that centralize data management, provide customizable reporting, and empower data-driven decision-making. The right collaboration solution to maximize profitability.

## How Advanced Deal Management (ADM) can enhance the vendor experience:

### 7-year offer retention

- Search for all deal details in one place
- Eliminate tracking down different emails and notes
- Reconcile retailer bill back amounts on scan allowances and verify correct payables

### Advanced Reporting

- Identify high-impact regions/zones, uncover opportunities to optimize allowances and improve gross margin
- Generate executive-level deal reports, highlighting performance and impact
- Forecast total trade funds spent, gain visibility into allowance distribution and enhance trade fund planning and negotiation

### User roles

- Gain greater security and deal integrity with role-based access
- Eliminate silos and increase visibility into deal status

## With ADM, you can:

- 01. Reduce deal negotiation times by 50%** with email notifications on any status change for increased contract speed and better collaboration with retailers
- 02. Improve reconciliation processes with Advanced Reporting to *reduce invoice errors and reconciliation times by up to 90%***
- 03. Increase margins by up to 5%** by analyzing and optimizing allowance spend

**“I use DemandTec Advanced Deal Management every day for brands and promos, sometimes up to 5 different promos at once. I have used other tools, but they are not as smooth as DemandTec.”**

— Business Analyst at 360 Merch

## Retail partners rely on ADM

