**demand**tec
*collaboration*

# API Connect
## Real-time Contract Integration

Let systems talk, let teams move.
From submission to reconciliation—
without the bottlenecks.

## Challenge

Manual contract entry is time-consuming and error-prone, often resulting in inaccurate contract terms, missed retail promotional events, and delays in payment recovery. With teams manually transferring data across systems, the risk of errors increases—impacting contract accuracy, partner trust, and operational efficiency. One large CPG company has stated:

> "Before API Connect, we had seven people whose entire job was just moving deals from our Trade Promotion Management system into DemandTec. It was time-consuming, created silos, and we'd occasionally miss deals or make errors. Connecting the systems will be a game-changer for efficiency."

## Solution

DemandTec's API Connect automates contract creation by pulling key data—including status changes and contract modifications—directly from your Trade Promotion Management system into DemandTec's collaboration portal. This eliminates manual data entry, reduces time spent on administrative tasks, and ensures contract accuracy. With real-time synchronization, your team can work faster, avoid costly errors, and stay aligned with your retailer's promotional timelines.

### Challenges

Time consuming manual deal entry drains valuable resources and increases the risk of deal inaccuracy hindering operation efficiency.

Relying on team members for deal submissions can lead to workflow disruptions and inefficient progress.

Fragmented processes and lack of automation result in missed deals, and unmapped deal sheets directly hurting revenue.

Frequent trade fund entry errors reduce margin growth and increase risk for compliance costs.
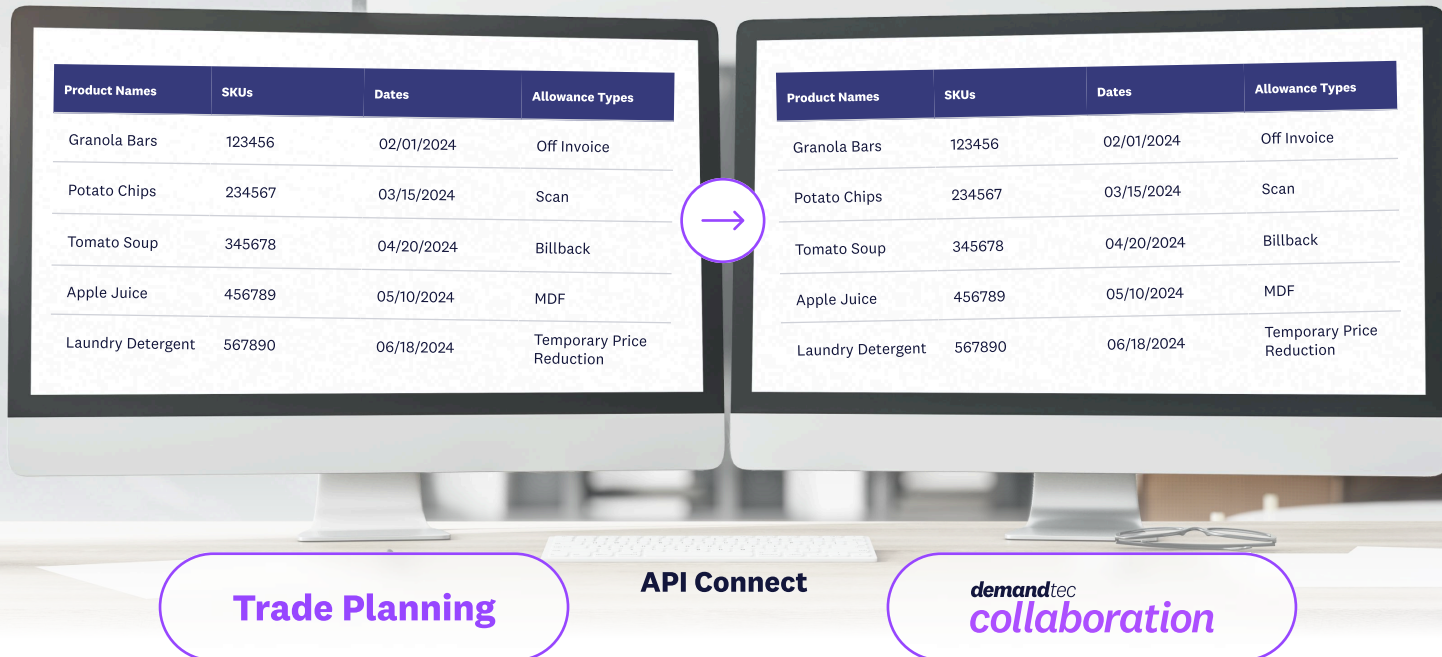
### Benefits

Automated, real-time deal creation at the click of a button ensuring deals are created accurately and on-time.

Seamless synchronization of trade funds from your internal planning solution directly into DemandTec Collaboration.

Efficient and automated workflow for trade funds instantly help streamline processes.

Protect and grow margin while ensuring costs stay low by automating manual deal creation and update processes.

| Product Names | SKUs | Dates | Allowance Types |
|---|---|---|---|
| Granola Bars | 123456 | 02/01/2024 | Off Invoice |
| Potato Chips | 234567 | 03/15/2024 | Scan |
| Tomato Soup | 345678 | 04/20/2024 | Billback |
| Apple Juice | 456789 | 05/10/2024 | MDF |
| Laundry Detergent | 567890 | 06/18/2024 | Temporary Price Reduction |

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**Trade Planning**

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## 🏆 Key Benefits

### Increased Efficiency

Automate your entire trade fund negotiation process while simultaneously reducing errors.

### Continuous Workflow Optimization

Eliminate manual updates in trade fund creation and modification to streamline workflows and reduce errors.

### Enhanced Decision Making

Automate trade fund updates to accelerate speed, improve accuracy, and eliminate manual entry—so your team can execute error-free contracts faster.

### Increased Profitability

By automating the deal process, no trade funds are missed nor do trade funds contain errors, directly leading to an increase in profit.

**demand**tec

A pioneering leader for decades, DemandTec continues to usher in the new era of retail pricing technology. With its AI-powered pricing, promotions, markdowns, and collaboration solutions, CPG and retail partners can balance real-time shopper demand with business objectives to drive sustainable, profitable revenue growth. To learn more, visit www.demandtec.com.