

Trade Marketing

Trade Promotion Management

- Promotion planning and budgeting
- Promotion execution and monitoring
- Trade Promotion Optimisation

Channel and Category Planning

- Channel and Category Planning

Customer Management

- Assortment, Space & Merchandising
- Customer Planning

Sales

Lead Management

- Lead data management
- Lead process automation
- Lead ownership & assignment
- Sales targets

Opportunity Management

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|-----------------------------|--------------------------------|
| Telesales | B2B eCommerce |
| Lead Conversion | Opportunity process automation |
| Credit Check | Contract provisioning |
| Digital contract generation | Provision Self-service |
| Joint Business Planning | |

Retail / Sales Execution

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|--------------------------------------|---|
| Customer activity and visit planning | Order capturing |
| Sales Force Automation | Planograms |
| Sell in Activations | Surveys |
| Guided selling (cross and up sell) | Store auditing (ie. PICOS/Outlet Execution) |
| Customer expertise provision | Asset Request, Tracking & Control |
| Activity Scheduling | Outlet Budget Management |
| Route optimisation | Shopper Engagement |
| Call Planning | Digital Activation of Path-to-Purchase |
| Digital Content Mgmt. / Sales Folder | Connected Store |

Revenue Management

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| Rebates management | Quotation and pricing |
| Incentives and commissions | Cost to serve management |
| Loans management | Sales planning and forecasting |
| Deal Modelling | |

Product Catalogue

- Product definition

Sales Support

- Partner Channel management
- Sales & territory structure

Service

Case Management

- Case data management
- Case handling automation & tracking
- Case ownership, assignment & workflow
- SLA tracking & alerting
- Call scripts for agents
- Case categorisation
- Resolution cost calculation

Contract Management

- Off-Boarding process automation
- Contract data management
- Off-board to Lead loopback
- Managing competitor contract information
- Churn management

Customer Technical Services

- Equipment Inventory Management
- Installation (Asset) Base
- Sales Request for an Equipment Activity
- Service Execution
- Mobile Field Service
- Repair & Refurbishment
- Resource Scheduling
- Customer Technical Services Collaboration
- Warranty & Claims

Self Service

- On-boarding process tracking
- Account & Contact data management
- Billing data visibility
- Case creation & tracking
- Order tracking
- Knowledge base
- Reports & metrics

Connected Store

- Proactive order / quote generation
- Stock monitoring

Store Management

- Real Estate Management
- Lessee Management
- Operations

Distributor Management

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| Distributor Engagement | Distributor Data Sharing |
| Distributor Order Management | Distributor Operations (e.g. promo execution) |

Order Management

- New customer set-up supply chain
- Order capturing (incl. EDI, API)
- Order & Delivery tracking
- Proactive order monitoring

Customer Data Management

Customer Account Management

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| Account data management | Monitoring customer transaction |
| Account hierarchy & Relationships | Contact data management |
| Customer Surveys | |

Customer 360 View

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|---------------------|-------|--------|----------------------------|-----------------------|-------------------|
| Accounts & Contacts | Cases | Orders | Cross-channel data sharing | Customer Interactions | Opportunities |
| Billing information | Leads | Leases | 3rd party sourced data | Equipment | Supply stock data |

Reporting

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| Dashboards | Customer reports | Case reports | Process KPI monitoring |
| Report visualisation | Reporting on 3rd party data | Sales performance reports | Stock reports |

Analytics

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|---------------------|--------------------------------|-------------------------------|---------------------|--|
| Case trend analysis | Churn analysis & prediction | Customer relationship scoring | Shopper engagement | Supply Chain & Manufacturing (TPM & TPO) |
| Next Best Action | Proactive Opportunity discover | Customer insight | Customer engagement | |

Data Management

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| GDPR Compliance | Ownership & access management | Managing master data & sync |
| Data quality mgmt. & stewardship | Audit trail | Extensible data model |