

dunnhumby



Enterprise Promotions Management

THE PROBLEM



4-11x

From offer inception to execution: **1 promotional offer is re-keyed 4-11x**

\$35b

in **unclaimed** vendor funding

1%

Industry average of **misbilled** vendor deals

20%

Amount the typical audit firm keeps from misbilled vendor deals

RESULTS IN:



Significant time drain



Lack of system integration



Data entry across multiple systems= inaccurate data entry, lack of central governance, and lost revenue

THE SOLUTION

SYSTEM EFFECTIVENESS



Single repository for all marketing and promotional activity



Retire (sunset) old systems reducing maintenance and support costs.



Reduce IT projects on legacy systems (minor improvements, integration between bespoke systems, etc.)

PROMOTIONAL EFFECTIVENESS

1-4%

Sales & cash Profit uplift through better forecasting



Expedite payment to retailers

EMPLOYEE EFFECTIVENESS

10-40%

Reduction in wasted time depending on the employee's role within the process.

Enhance team collaboration with online accessibility to software tools in a single end-to-end system



Improve average time to collect vendor funds

CASE STUDY | RESULTS



CONSOLIDATED **3** PROMOTION & ADVERTISING SYSTEMS

across **7** divisions, **2** specialty warehouses, and **6** manual processes

INTO **1** CONNECTED EFFICIENT SYSTEM



INCREASED MARGIN **10-25** BASIS POINTS

through effective promotions and improved vendor negotiation



SAVED AN AVERAGE OF **240** HOURS PER WEEK

The equivalent of **6** FTEs



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