



Marketing Performance Management (MKM)

Manage Promotions

MKM will provide you with the analytics needed to evaluate the performance of promotions and the profitability they generate for you. From this complete view of each promotion, your most effective promotions can be identified and promoted to the sales team and quick decisions can be made regarding unsuccessful campaigns and the reallocation of promotional budgets to other, more successful programs.

MKM is also ready, as is, to receive any external market data that you may have that, when compared with actual shipment information, will provide a complete view of product consumption, customer sell through, promotion profitability and price point analysis.

Manage Trade Funds

MKM will allow you to easily track trade funds budgets, rebates, commitments and promotional spends, along with the impact they have had on both sales revenue and profitability. You will be able to easily determine what promotions are not successful. You'll have complete visibility into trade funds exposure during the year, compared to last year, etc. Plus, MKM provides instant reporting of accruals and outstanding monies that have not been spent.

Marketing Performance Management Analytics

The Stratum Marketing Performance Management module provides over 80 pre-defined analytics and reporting templates. Some of the standard existing views and templates included in this application are:

Category Growth

Under-Performing Categories by Customer
UPC Price Analysis
Accruals versus Settlements
Customer Profit after Spends
Sales Increase over Promo Period
Deductions Aging
Customer Profit after Deductions

Category Trends

Category Scorecard with Power Rating
Accruals by Customer
Funds Remaining by Customer or Geography
Spends as a % of Sales
Open Deductions
Deductions as a Percent of Sales
Category & UPC Sell Through

Stratum's approach to Business Intelligence has 900 preconfigured reports, KPI's and alerts available through PDF, Customised dashboards and SharePoint. The reports and KPI's have been developed with the American Supply Chain Councils recommendations and seal of approval. One of our competitive advantage's is that we don't build from SCRATCH, therefore our cost is dramatically reduced, and more importantly, your organisation is seeing in depth reporting in days, not years as is the case with all other major BI vendors. Each module listed can be sold separately.

Masai is the Australia/New Zealand distributor for Stratum, and we have many household brand names that use Stratum, such as **Revlon Cosmetics, BBQ's Galore, Watty's Paints, Ingham's, Remington.**

Further information visit our web site: <http://www.masai.com.au/products/>

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