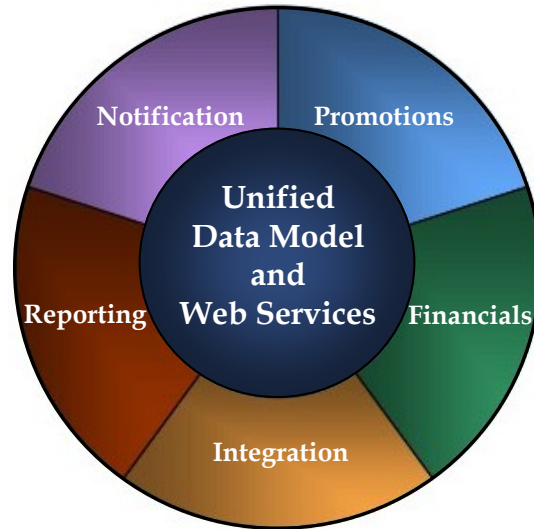


Hydus Promotions Management

HPM is a comprehensive retail promotion planning and execution solution. Designed to automate and streamline processes around promotions.

HPM is built to support all leading practices specific to the retail industry promotions management process and is designed to fit into virtually any applications eco-system with its ready-to-use integration hooks.



Features

- ⇒ Communication of CPG deals
 - ◆ Collaborative decision making for planning and executing promotions
 - ◆ Reduce manual administration
 - ◆ Reduce promotion planning and execution costs
- ⇒ Deal evaluation
 - ◆ Central deal repository
 - ◆ Custom deal approval process
- ⇒ Deal to promotion
 - ◆ Optimize promotions with matching offers
- ⇒ Forecasting
 - ◆ Minimize out-of-stocks
- ⇒ Circular integration
 - ◆ HPM is a central deal repository
 - ◆ Custom deal approval process
- ⇒ Vendor invoicing
 - ◆ Eliminate supplier invoicing errors
- ⇒ Promotion effectiveness evaluation
 - ◆ Monitor promotions in real time
 - ◆ Analyze promotions online
 - ◆ Analyze event statistics
- ⇒ Supports standard and complex offer types

Advantages

- ⇒ Maximize ROI on promotions
- ⇒ Reduce promotion and execution costs
- ⇒ Analyze promotions online
- ⇒ Optimize promotion effectiveness
- ⇒ Monitor promotions in real-time
- ⇒ Reduce manual administration and errors
- ⇒ Minimize out-of-stock scenarios
- ⇒ Analyze event statistics
- ⇒ Collaborative decision making for planning and executing promotions
- ⇒ Eliminate supplier invoicing errors
- ⇒ Optimize store operations
- ⇒ Customize promotion process

Seamless Integration

- ⇒ Integration ready for SCM, ERP, CRM and BI applications
- ⇒ Designed and built on open standards utilizing open-source products
- ⇒ Architected to SOA standards and adopts all leading practices

