

## Retail

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- Retailers can reduce vulnerability to supply chain risk by streamlining supplier selection and recruitment

### **Choose BPM Designed to Meet Retail Challenges**

Whether processes are simple and localized, or complex and global, IBM BPM can help address a variety of retail challenges:

*Promotions Planning & Management* – Enable smarter decision services for promotions, cross-sell, up-sell and loyalty programs across the enterprise. Automate the promotions planning workflow and integrate with inventory planning for effective promotions executions.

*Multi-Channel Demand Driven Inventory Locator* – BPM provides visibility and automation of processes to locate inventory across the enterprise and allows for successful sales execution despite lack of available inventory at point of purchase. Optimized process should allow for the fastest and least costly option for product sourcing and fulfillment.

*Vendor Trade Funds Management* – BPM optimizes the processes that help define, plan and model vendor incentives such as trade fund receivables, types of promotional activities, margins and

expected sales impact. With BPM retailers can monitor vendor compliance for timeliness and completeness of remittances versus plans.

*Vendor On-Boarding* – Manage process complexity between retailers and vendors to efficiently obtain merchandise by addressing issues such as vendor agreements, shipment guidelines, vendor markdowns and approval processes.

*Workflow Management of New Product Introduction & Attributes Management* – Automating the new product introduction process is the first step in creating clean data, which currently is one of the more costly errors for retailers. BPM reduces cycle time to introduce products faster, offer new products, and go to market with consistent and complete product information across the web, print, and store while being able to translate, localize and manage market-specific information effectively.

*Merchandise Planning Calendar Process* – BPM can do much more than a PLM (Product Lifecycle Management) solution's ability to manage calendaring of product development lifecycle. BPM allows for full integration of Merchandise Planning Calendar processes – the coordination of all activities required to execute on the retailer's corporate strategy from concept to merchandise floorset.