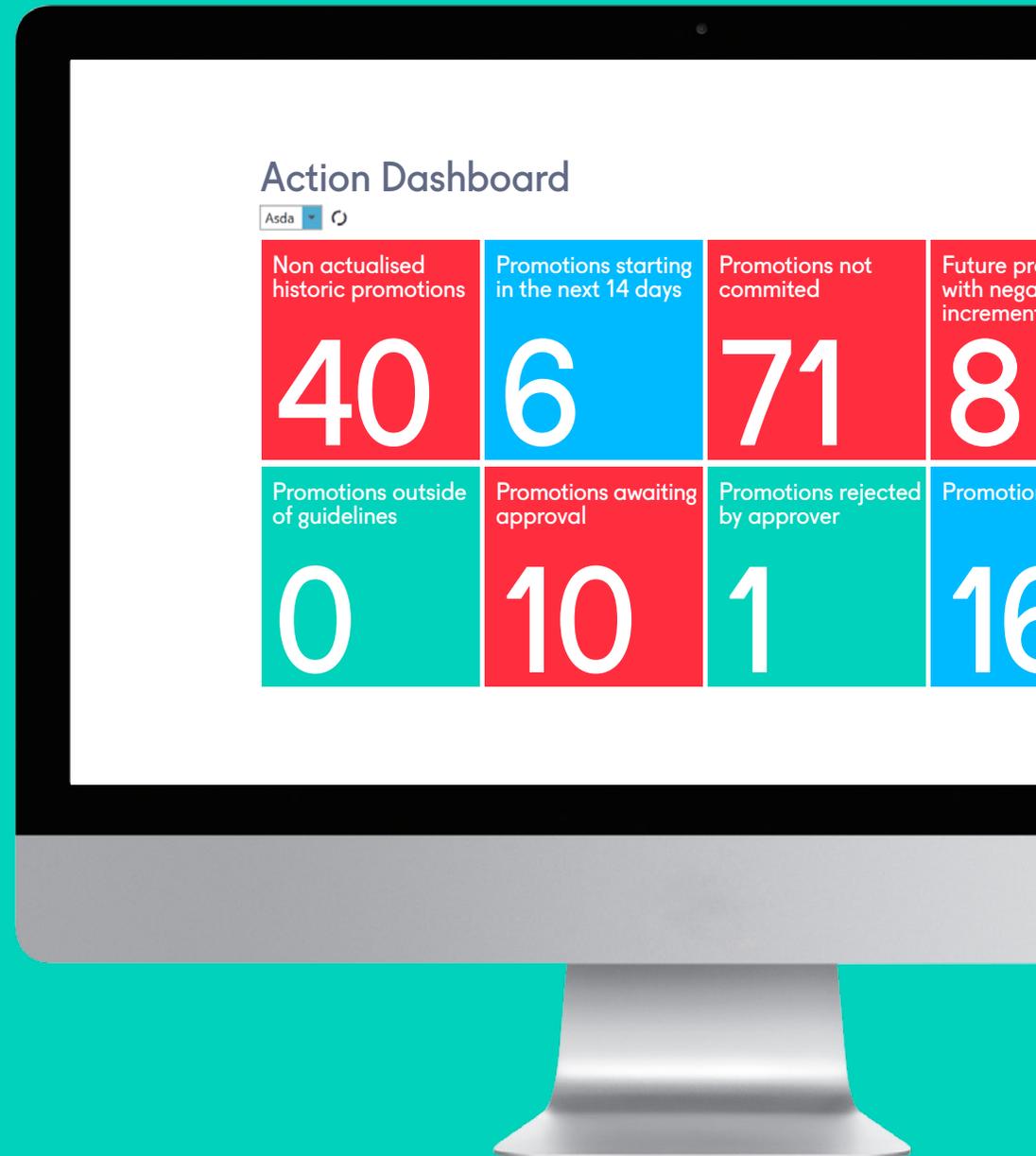


Acumen Invest™

acumen



Acumen Invest™

Acumen Invest™ is a TPM/TPO web application that helps you see how promotions have performed in the past, and forecast how new promotions will pan out in the future. It integrates ERP and external scan data giving you true visibility of what's working and what's not.

Why use Acumen Invest™ ?

Lots of businesses don't evaluate whether or not their promotions are working. They end up repeating mistakes and losing money, month after month.

But investment in promotions has tripled over the last 20 years. It's the second largest cost for most suppliers, so finding a simple way to manage and improve promotions can have a huge impact on your bottom line.

And with promotional space becoming more crowded, it's more important than ever to find ways to give yours the edge over the competition.

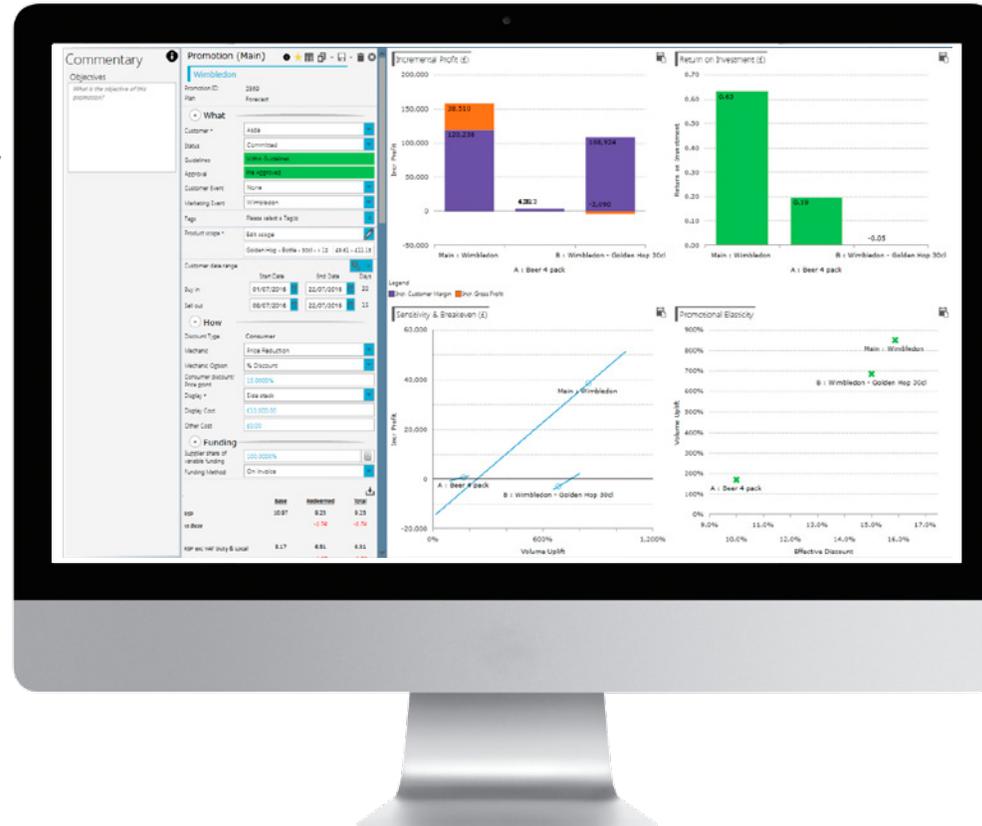
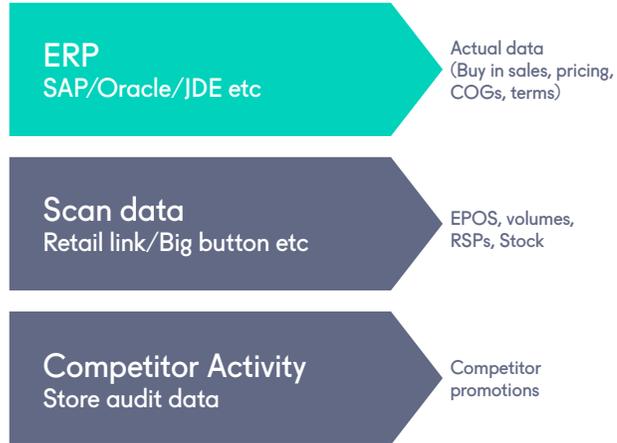
Flexible configuration

Acumen Invest™ is configurable and module, so it can be tailored to fit your business.

Acumen Invest™ can talk to your systems to get the right inputs and give your systems the most up to date outputs. This saves manually moving data about so you can spend more time making more profitable decisions with confidence.

It's updatable too. We'll regularly work with you to make sure that the application grows and changes with your business.

We'll train your team and be on call to support them as they work with our tools each day.



● Internal systems
● External systems

What can Acumen Invest™ do for you?



Absolute clarity

You'll get a clear picture of your promotions – across customers, channels, competitors; the latest picture of what's going on, visible to all functions.



Sales forecasting

The application will let you forecast volume and profits for you and your customer. You can update your base rates and see the impact on all your promotions.



Acumen Invest™ Promotional calendar

Gives your team full visibility of your promotional calendar & business KPIs to help you make decisions.

What can Acumen Invest™ do for you?



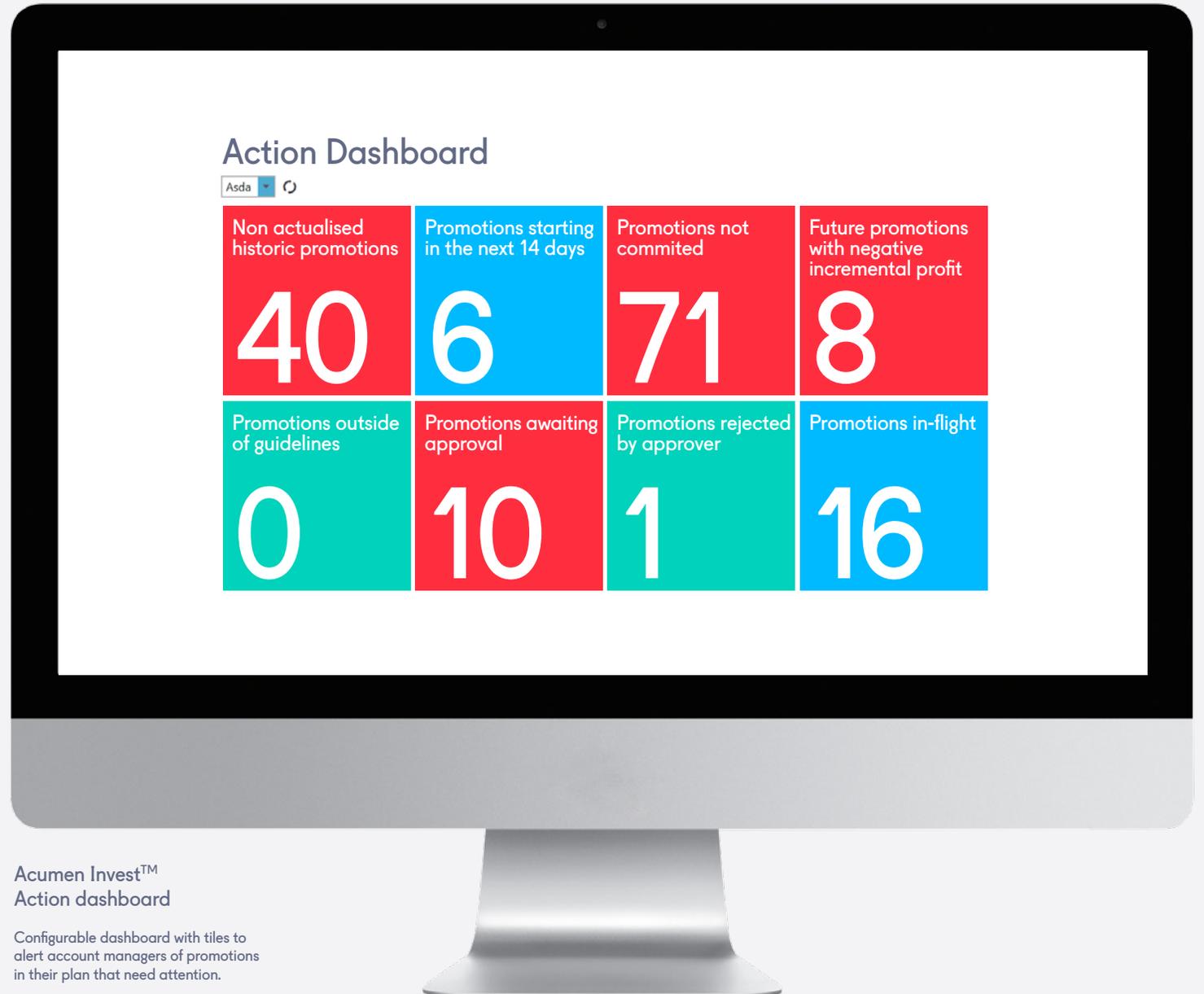
New ways of working

A common way to evaluate and compare promotions will drive discussion and collaboration between teams to get the best outcomes.



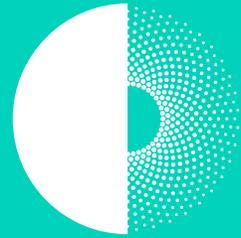
More profitable decisions

You'll improve your return on investment by being able to instantly analyse and choose the best options. By understanding the impact of different options on your customer's and your own P&L, you'll be able to make more profitable decisions.



Acumen Invest™
Action dashboard

Configurable dashboard with tiles to alert account managers of promotions in their plan that need attention.



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