DXC Red Rock

Products

- Oracle Demantra Predictive Trade Planning, Trade Promotion Optimisation, Deductions and Settlement Management
- Oracle Platform as a Service

Key Features

- Ready-to-deploy Cloud solution
- Designed, prebuilt and tested
- Specialist industry application
- Delivered with accelerators
- Bundled managed services
- Advanced accrual management
- Enhanced claims management
- Promotions and rebate simulation
- Statistical calculated safety stock
- Preconfigured worksheets, series, P&L and exception handling

Benefits

- Rapid deployment
- Minimal disruption
- Simplified upgrade
- End-to-end support
- Information transparency
- Improved reporting
- Consumption-based pricing
- Lower cost of ownership

Optimise trade spend with smarter trade promotions.

With trade spend currently at 15-25% of gross annual sales (and set to rise), trade promotions are booming. Yet profitability isn't, with research suggesting over 70% of promotions have negative ROI. Cannibalisation. Substandard forecasting. Hidden supply chain costs. There are countless factors dragging down ROI and, ultimately, brand differentiation and equity.

What's causing this downward spiral? For most organisations, it's the dated promotions planning systems (spreadsheets) that do not support pre-post promotional evaluation, nor are they synchronised with financial or supply chain systems. Stand-alone systems are prone to human error and make it difficult to track trade spend in real-time.

To manage and track trade spend, organisations need synchronised promotions and supply chain plans, built on agile and collaborative planning systems – providing flexibility and seamless, real-time planning, management, reporting and data governance that evolves with your promotion strategies.

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**DXC Red Promotions
for Oracle**

Introducing Red Promotions

Red Promotions is our Cloud-based predictive trade promotion and trade spend planning and management solution. It's built on proven Oracle® Application technology and designed using IP gained from extensive experience working with the consumer goods and retail grocery industry.

As a preconfigured system built on a collaborative planning architecture, Red Promotions incorporates everything you need; from account planning, promotional pricing and dates, to promotional tactics, financial accrual forecasting, trade spend management, ex-factory forecasts and integration with upstream and downstream systems.

Visibility of trade spend	Pre-post promotional evaluation	Synchronise promotions with supply chain	Accruals linked to each promotion
Optimise on-shelf availability	Maximise promotional ROI	Increase customer loyalty	

Full promotional & trade spend lifecycle management

Users can plan, simulate, prepare and execute multiple-brand, multiple-channel promotions with Red Promotions. This is achieved by leveraging standard processes, statistical lift capability, rebate models and our proprietary trade promotional IP, which encompass process maps and automated workflows, promotional tactics, sales and marketing planning and claims management.

All the knowledge and functionality you need to optimise your promotions has been factored in, including integrations, data migrations, forms, reports, regulatory and master data.

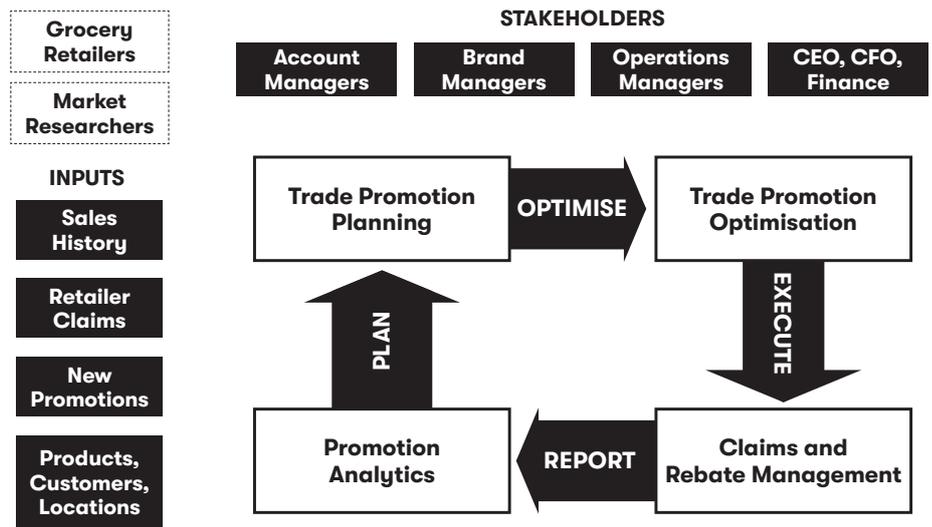|				
Redirect sub-optimal spending to profitable promotions	Improve execution and margins with analytics	Improve forecast accuracy, reduce inventory	Reduce the risk of paying duplicate/ false claims	Smooth demand on the supply

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Minimise trade spend and maximise returns, sooner

As well as being preconfigured for the consumer goods sector, Red Promotions has been preconfigured to support a rapid implementation – typically, in half the time of traditional planning implementations.

As a flexible, scalable Cloud-based solution, Red Promotions enables you to keep the total cost of ownership to a minimum, with consumption-based pricing. You'll also have ongoing access to enhanced functionality as it's available, with upgrades bundled in.

STAKEHOLDERS

| Account Managers | Brand Managers | Operations Managers | CEO, CFO, Finance |

Grocery Retailers

Market Researchers

INPUTS

Sales History

Retailer Claims

New Promotions

Products, Customers, Locations

Trade Promotion Planning → **OPTIMISE** → Trade Promotion Optimisation

EXECUTE

PLAN

Promotion Analytics ← **REPORT** ← Claims and Rebate Management

Trade promotion planning

- Account planning & trade spend visibility
- Collaborative promotional calendars
- Predictive baseline and lift/price elasticity
- Cross-category cannibalisation analysis
- Automatic accrual generation

Promotion analytics

- Baseline and price elasticity
- Profitability & promotional lift analysis
- KPIs and exception alerting
- Tables, charts and graphs
- MS Excel import/export

Trade promotion optimisation

- Optimise profit, volume and revenue
- Manage calendar clashes
- Individual or full calendar optimisation
- Generate future promotional calendars

Claims and rebate management

- Automatic claim-to-promotion matching
- Automatic claim approvals
- Interface definition for electronic claims
- Monitor progress and metrics

- Australia and New Zealand's largest Oracle partner practice

- 20+ years' delivering Oracle solutions

- Over 650 locally based, experienced Oracle specialists

- More than 180 Oracle clients across the Asia Pacific

- Proven methodology and governance

- Market-leading ERP insights and IP

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About DXC Red Rock

DXC Red Rock is the largest independent provider of Oracle consulting and Managed Services in Australia and New Zealand. Red Rock provides dynamic technology leadership in delivering Oracle Cloud solutions, with a full continuum of services around Oracle's integrated suite of applications, platform services, and engineered systems.

As part of DXC Technology, Red Rock offers speed and agility with thought leadership and global scale. This allows us to design and deliver innovative market-leading solutions that enable clients to transform their businesses and the broader market.

Oracle has globally recognised Red Rock's expertise and skills by accrediting us as an Oracle Platinum Partner, Oracle Cloud Select Partner and Cloud Managed Service Provider.

To learn more about how Red Promotions can transform trade promotions planning, management and profitability by streamlining decision-making and execution, please email us at redrockenquiries@dxc.com.

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About DXC Technology

DXC Technology (NYSE: DXC) is the world's leading independent, end-to-end IT services company, helping clients harness the power of innovation to thrive on change. Created by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology serves nearly 6,000 private and public sector clients across 70 countries. The company's technology independence, global talent and extensive partner alliance combine to deliver powerful next-generation IT services and solutions. DXC Technology is recognised among the best corporate citizens globally. For more information, visit www.dxc.technology.

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