



Tradeparency:

Trade pricing, planning, and promotion software for the wine business

Tradeparency is a closed-loop system that creates transparency for your trade spending programs across your products, markets, territories and company. It helps you plan, price, execute, settle and analyze your trade programs, and it's built for you, the three-tier alcohol-beverage industries.

Whether you are in sales, finance, accounting, supply chain and/or marketing, you can get the information and the specific insights needed for your department, while keeping visibility for the company as a whole.



With Tradeparency, you can:

- Ensure consistent pricing across states, brands and territories with your company's strategy
- Provide checks and balances with pricing workflow approval during development instead of after the fact when you're facing invoices
- Witness deal granular spending, actual % spent by deal type and TRUE weighted average net price per case by product by market by territory
- Quickly validate the effectiveness and profitability of your trade programs, allowing changes today instead of at the next price planning cycle
- Eliminate complexity of silos of information across country and departments

Tradeparency Features

- Collects all spend, not just depletion allowances (DAs) and free goods – from samples to printing charges to advertising – in one system
- Easy, fast pricing interface allows sales to enter up to date deals with changing and new business opportunities with distributors and retailers
- Complete company view of deal and distributor execution – pricing, spend, depletions, net margin expectation
- Saves pricing history for trending, analyzing which deals work and which fall short
- Copy deal pricing from one customer to another, from one product to the next, and from this year to next
- Configure, model and execute DAs, special pricing adjustments (SPAs) and free goods deals at your level – product, distributor, market, territory
- Determine frontline and deal pricing by state, distributor, market, brand and product

- Details from DA to free goods, freight on board (FOB) (one or by state) to taxes and freight, all in one system for consistency and reliability
- Set deals on or off by month, year, quarter, date
- Workflow ensures finance and sales work through invoices together and tie spend to depletion period instead of check date
- Integrates depletion data with retailer pricing to create accrued spend before data is entered*
- Streamline deduction and settlement processes
 - Ability to receive DAs as electronic data interchange (EDI)* transactions
 - Reducing manual entry
 - Increasing accuracy
 - Highlighting pricing discrepancies
- Integration to enterprise resource planning (ERP)/Accounting system
 - Create Purchase Invoices
 - Accounts receivable (AR) Credit Memos
- Visualize sales, spend and profitability for a specific time period—including on a daily basis—in a graphical view
- Conduct business reviews supported by analytics that help you identify opportunities/risks along with post-event analysis, without waiting for a lagging report or overnight data refresh
- OCR capability*

	Single System Pricing / Planning	Integration to ERP	Integration to Depletion Reporting	Dashboarding of actual spend, Net Spend per Case (100% market coverage)
Tradeparency	X	X	X	X
Competitor A	X			
Competitor B	X			
Competitor C	X		X	
Microsoft Excel®				

Pricing: We offer tiered pricing options including subscription-based or on premise software sales.

* Feature currently in development



For more than a decade, Business Impact has been serving the wine industry.

We are data artisans. We provide business intelligence to dozens of wineries, creating customized solutions and reporting services tailored to each individual winery’s needs. This includes support for sales, inventory, open orders, purchasing, general ledger and more. Get everything you need with integrated reporting, analyses, dashboards, mobile access and more. We’re flexible, affordable and easy to implement.