

# **EBS Channel Management**

Kevin DeMartaelaere Oracle Principal Solution Consultant January 19<sup>th</sup>, 2010



# **Agenda**

- EBS Channel Management Overview
- Demonstration Scenario
- Wrap Up



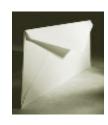
### **Operational Challenges**

...and Costly



#### **Customers and Markets**

International Markets, Currency Issues. Global Customers &/or Suppliers, Disti's, Territories, Buying Groups, GPO's ..



#### Sales Data

Sales Data from bespoke systems, Direct, Indirect Sales, Ship and Debits



#### **Rebate / Discount Types**

Complex Rebates, Accruals, Off Invoice, Lumpsum, Volume Rebates, Net Accrual, Quantity Limits, Price Buckets...



#### **Accounting**

Accounting concerns and accurate ledger postings. Flexibility to track liabilities, post earnings, protect margins



#### **Adjustments Requirements**

Changes to Dates, Discounts.
Backdated Adjustments, Returns,
Retroactive pricing, Earning
Adjustments, Alternate Payee ...

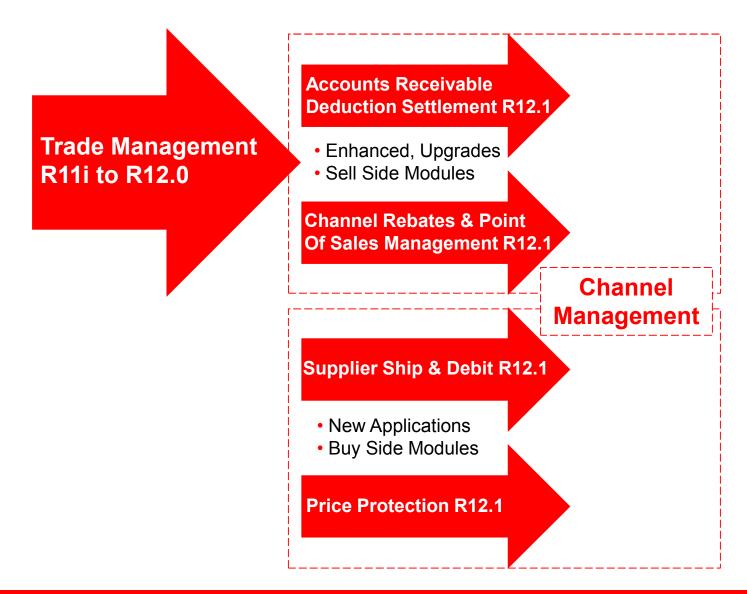


#### Governance

Customer revenue and profit reconciliation exposes risk.

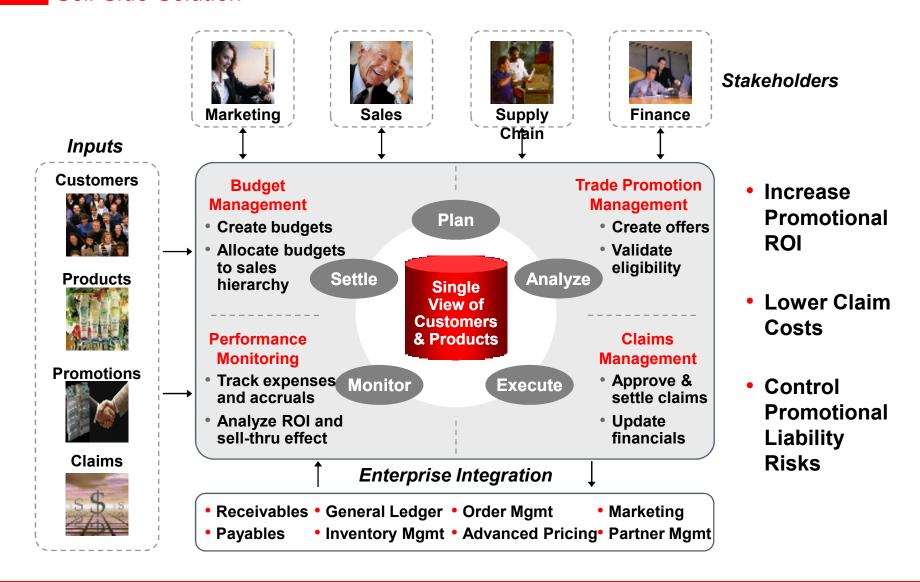
Need consolidated insight into Liability and Payments

# From Trade to Channel Management



### **Oracle Trade / Channel Management**

Sell Side Solution



### **General Ledger Postings**

Accurately Account for Sales / Expense and Liability

# Sales Orders & Claims

- Direct Sales
- Indirect sales (POS)
- Chargebacks
- Net sales calculations
- Scan data offers
- Lump sum offers
- Retroactive adjustments
- Other adjustments

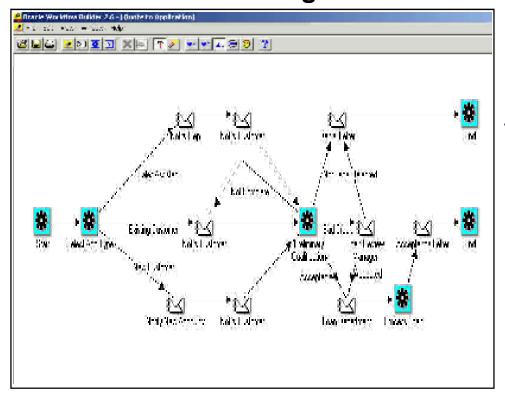


- Post accruals and claims to GL with option to post off-invoice promotions
- Account for promotion as a reduction in revenue or as an expense
- R12 MOAC Support
- ✓ Apply Proper Accounting for Any Country
- ✓ Minimize Financial Risks with Upfront Accruals

### Workflow Driven Approval Process

Provide a Strong Internal Control System

### **Workflow Engine**



#### **Trigger**

- Budget creation
- Budget allocation
- Promotion fund request
- Promotion adjustments
- Claim settlement
- Offers

#### **Outcome**

- Automated approvals
- Complete audit trail

# **R12.1 Channel Revenue Management Family**

### Channel Rebates and Point of Sale Management

- Manage complex pricing agreements or programs and revenue management for direct selling programs
- Import, validate and cleanse channel POS data to track 3rd party inventories and validate complex pricing agreements or programs based on indirect sales data

#### Accounts Receivables Deductions Settlement

Manages complete settlement lifecycle for financial programs and AR disputes

### Supplier Ship and Debit

 Automates special price requests for wholesale distribution and streamlines ship and debit claim process

#### Price Protection

Orchestrates price protection processes when changes occur to the price of a product

# Channel Rebates and Point of Sales Management

### **Business Challenges**

#### Rebate Programs

- Complex Rebate Programs with retroactive capability, volume performance and mid-cycle adjustments and use of alternate payee
- Lack adequate visibility into performance of the promotional activity and current liability





### Point of Sale Processing

- Data Integrity issues with Multiple data formats and product, customer references
- Reconciling Channel Sales ,
   Chargeback Claims and Debits to Accounting
- Tracking Channel Inventory and Processing direct rebates using Sell through data

### **Ideal Business Process**











**Streamline Rebate Creation** 

**Process Direct Sales** 

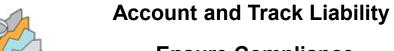


Validate, Cleanse, Process POS Data



**Track Rebate Performance** 















### **Standard Rebate Types**

Rebate Types and Execution Capabilities

#### **Rebate Types**

- Accrual Offers
- Off Invoice Offers
- Volume Rebates
- Promotional Goods
- Order Value
- Scan Data
- Lumpsum Offers
- Trade Deals
- Net Accrual
- Terms Upgrade

#### **Rebate Capability**

- Various Rebate Types
- Support for Direct and Indirect Sales
- Global and Organization specific
- Quantity Limits
- Retroactive Pricing by Tier
- Adjustment capability for value and dates
- Autopay Setup
- Back dates Adjustment
- Advanced Options with Bucketing

### **Rebate Earning and Payment Insight**

Rebate Checkbooks

### **Rebate Tracking**

- Timely and Accurate Information
- Updated Offer and Budget Checkbooks
- Drill down to Transaction Details
- Visibility into promotional expenses and liabilities helps anticipate and control risk

Calculate Accrual

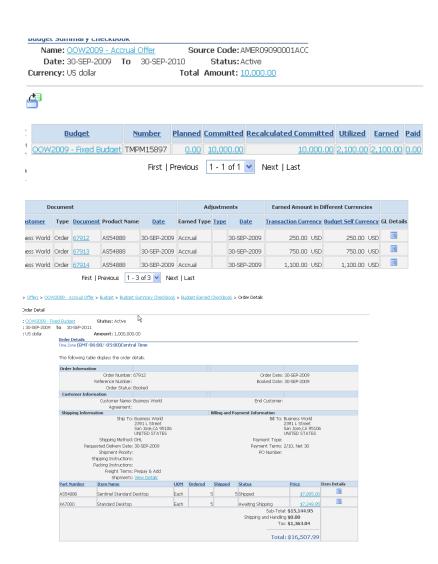


Update Financials



Validate Performance





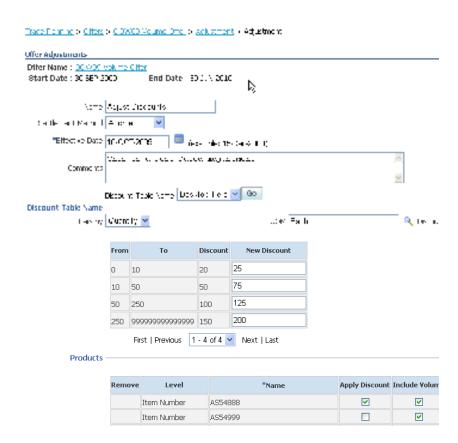


### Rebate Maintenance and Adjustment Capability

Adjustment Types and Approval

# Rebate Adjustments with Approval

- Change Discounts
- Change Dates
- Add or Remove Products
- Add or Remove Customers
- Create Back Dated Adjustments
- Retroactive Pricing by Tier
- Adjustment capability on Earnings

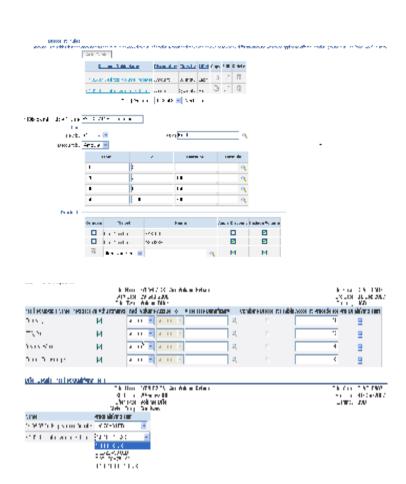


# **Complex Rebate Design**

Volume Rebate Setup

#### **Tracking Volume Rebates**

- Simple UI to define Tier Structures
- Calculate rebates for Multiple Customers in a Single Program
- Support Tier qualifiers by Quantity or Dollar Amounts
- Discount Setup by Amount or Percentage
- Ability to adjust earnings using Retroactive Pricing Capability
- Estimate Liability using Pre-Qualification Tiers
- Include Volume but Do not discounts
- Process Direct , Indirect Sales or a combination
- Alternate Payee Setups



# **Business Challenges**

### Rebate Programs

- Complex Rebate Programs with retroactive capability, volume performance and mid-cycle adjustments and use of alternate payee
- Lack adequate visibility into performance of the promotional activity and current liability



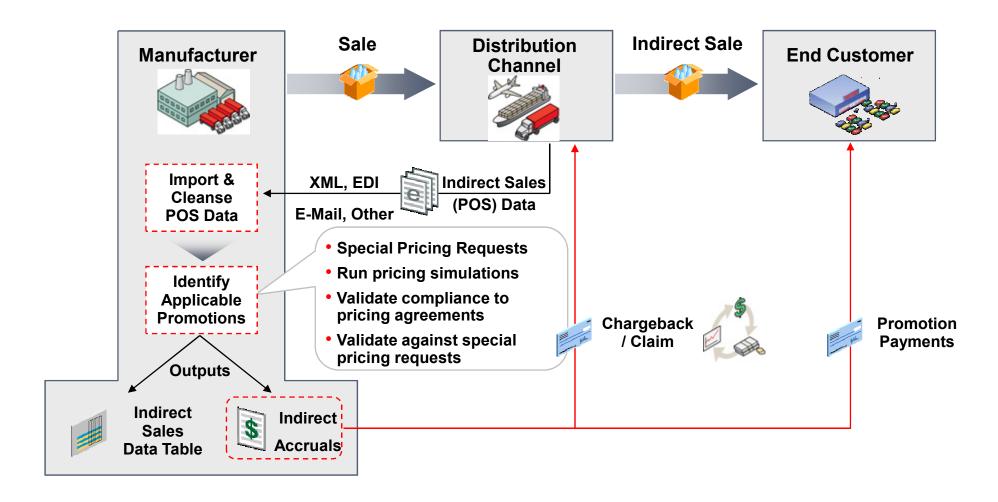


### Point of Sale Processing

- Data Integrity issues with Multiple data formats and product, customer references
- Reconciling Channel Sales ,
   Chargeback Claims and Debits to Accounting
- Tracking Channel Inventory and Processing direct rebates using Sell through data

# **Point Of Sale Management**

Flow Definition and Execution Process

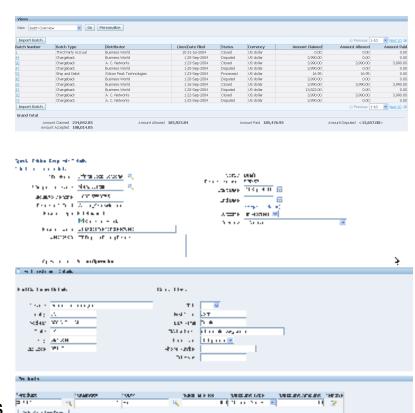


### Special Pricing, Ship and Debit, Chargebacks

Flow Capabilities using Indirect Sales Data

### **Special Price and Chargebacks**

- Work with Distributors: Create and Approve Special Pricing Request with Negotiation capability
  - Customer or Blanket, Merge Customer
- Validate Agreement criteria Customer, Dates, Products, Quantity in the Indirect Sales Data
- Ability to View Earnings based on Point of Sale
- Ability to Automatically close out POS earnings with Payment or Adjust existing earnings
- Track and Validate Inventory. Validate Claims
- Third Party Accrual Flows to ensure Disticustomer gets discounted appropriately

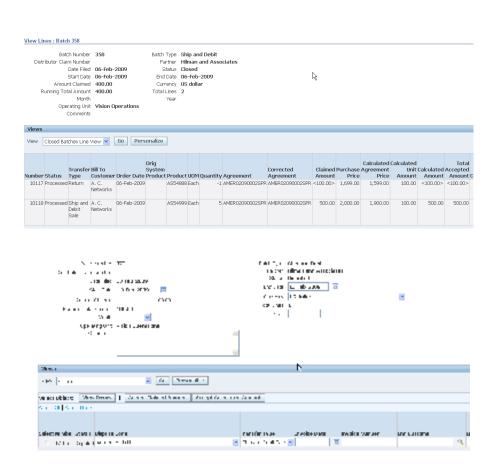


### **POS Data Processing Capabilities**

Import, Validate, Cleanse, Process, Pay

#### **POS Processing**

- Enable custom actions using Data Pre-Processors
- Automated Inventory Tracking
- Automated Return Handling
- Error Identification and Resolution
- Claims Processing and Settlement
- Business Events to Trigger Actions such as Revenue recognition based on POS
- Ability to load POS to Interface Tables
- Ability to Calculate Third Accruals based on POS



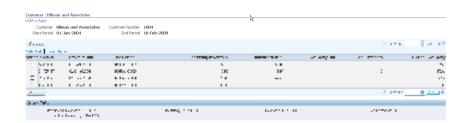
# **Channel Inventory Tracking**

Visibility to Distributor Inventory

#### **Distributor Inventory Tracking**

- View Distributor Inventory by Product
- Use Order Data and POS to calculate 'Inventory In', Inventory Out' and 'Balance'
- Inventory Snapshots by Date range
- Manual Adjustment capability to reconcile inventory counts
- Insight to Inventory Details by Transaction and by Customer Location





### **POS Data Issue Solutions**

Data Formats and Preprocessing capability

POS data validation against Rebate Setup and automated claims Setup



Error handling and Duplicate Checking with Item and Product Mapping

Inventory
Validation and
Third Party
Accruals

#### **Data Import and Cleansing**

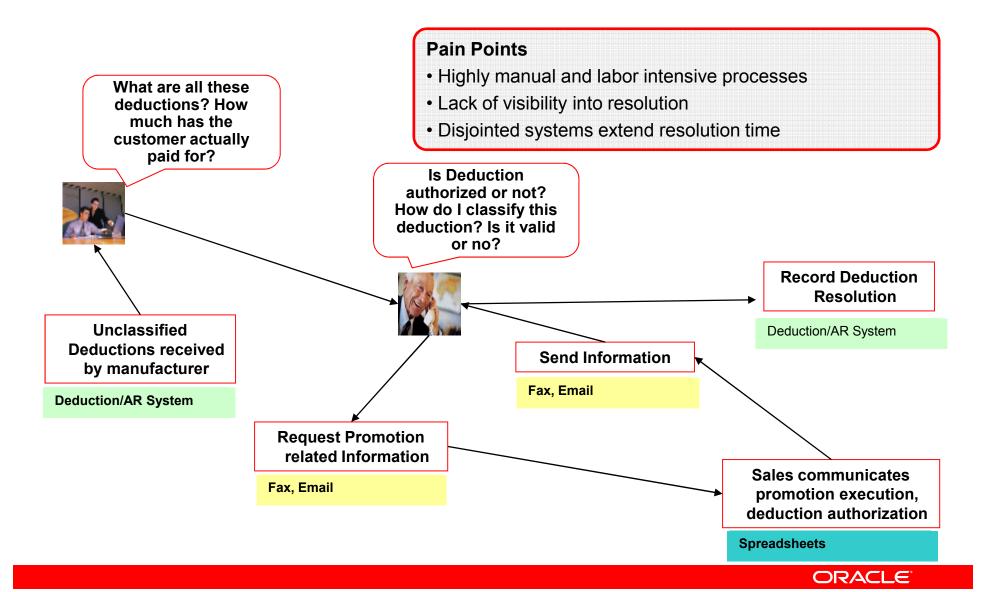
- Promotion Detail Validations
- Duplicate Checking
- Item, Customer Reference Mapping
- Tolerance Setup
- Customer Mapping
- Error Display and Processing
- Pre Processors and Business Events
- Data Load to Interface

#### **Data Processing**

- Inventory Validation
- Third Party Inventory Calculation
- Accrual and Claim Calculation
- Claim Payments Credit / Debit
- Third Party Promotion Calculation

# Accounts Receivable Deduction Settlement

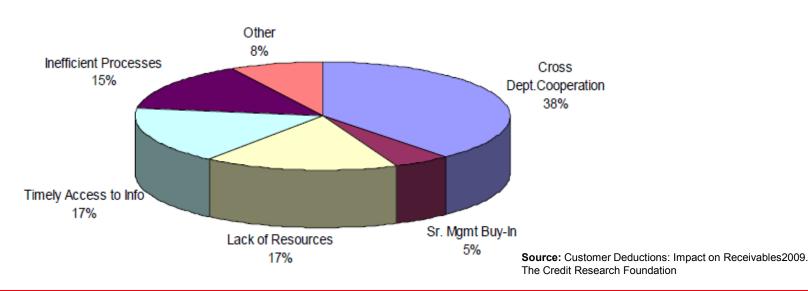
### **Deduction Management Process**



# **Challenges/Obstacles**

- Back Office / Finance Dept
  - Lack adequate visibility into the promotional events
  - Lack information from retailer indicating the source of the deduction (product, activity type, dates of promotion, etc)
- Sales & Marketing
  - Lack up-to-date deduction processing information
  - Lack visibility into customer deduction trends

#### Biggest Internal Challenge



### **Deduction Trends**

#### **Double Dipping**

Customer deducts multiple times for the same reason/promotion or on the same invoice

#### **Days Outstanding**

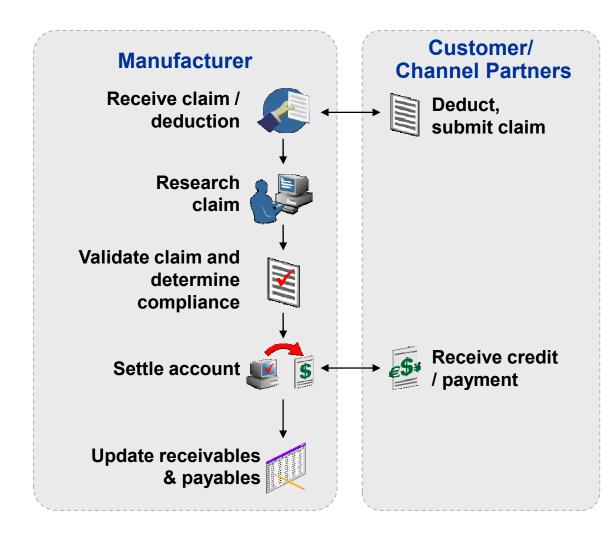
Older deductions become increasingly difficult to resolve

#### Write Off Limit Abuse

Customers submit deductions valued at just slightly below the corporate write-off limit

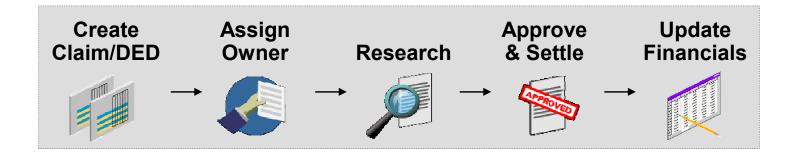
- ! Negative Impact on Cash Flows
  - ! Reduced Margins
  - ! Serious Revenue Leakage

Streamlined process eliminates complexity



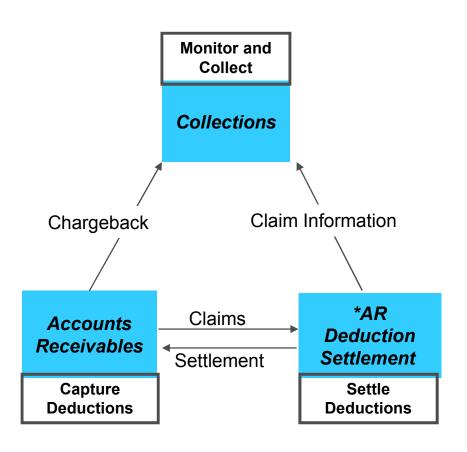
- Enable deduction analysts/collectors/customer service reps to receive, research, and clear deductions
- Apply best-practice to efficiently resolve deductions using a streamlined process
- View key info needed to validate and pay claims
- Enable deductions to be cleared via trade fund payments or chargebacks

Key capabilities



- Automatic Creation of Deductions
  - Lockbox Integration
  - Subsequent Receipt Update
- Assign ownership (who is resolving deduction)
- Enable Effective Research
- View deductions and promotions together
- Audit trail of all actions and data changes
- Associate both notes and documents with a settlement
- Automated Settlement

Integrated Solution



#### **Functionality**

- Complete AR processing
- Lockbox integration
- Subsequent Receipt Application
- Auto-write offs
- Mass Settlements
- Dispute/deduction handling
- Rebates Settlement
- Promotional Payments
   View
- Claims Aging

### **Central Claims Repository**

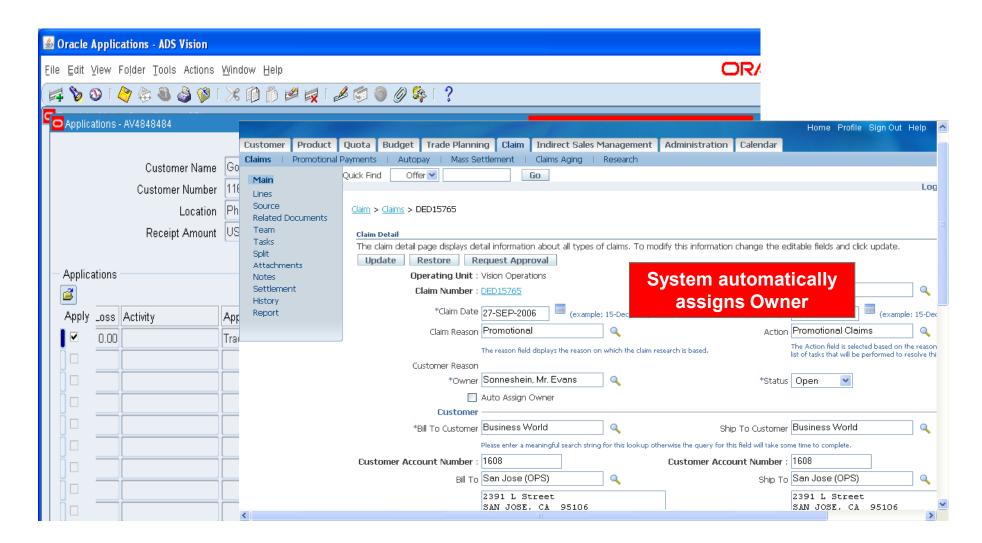
Provide Control of All Customer Disputes



### **Enable Claims Analysis**

- Detection of write-off threshold abuse
- Identification of process problems
- Calculation of total cost-to-serve

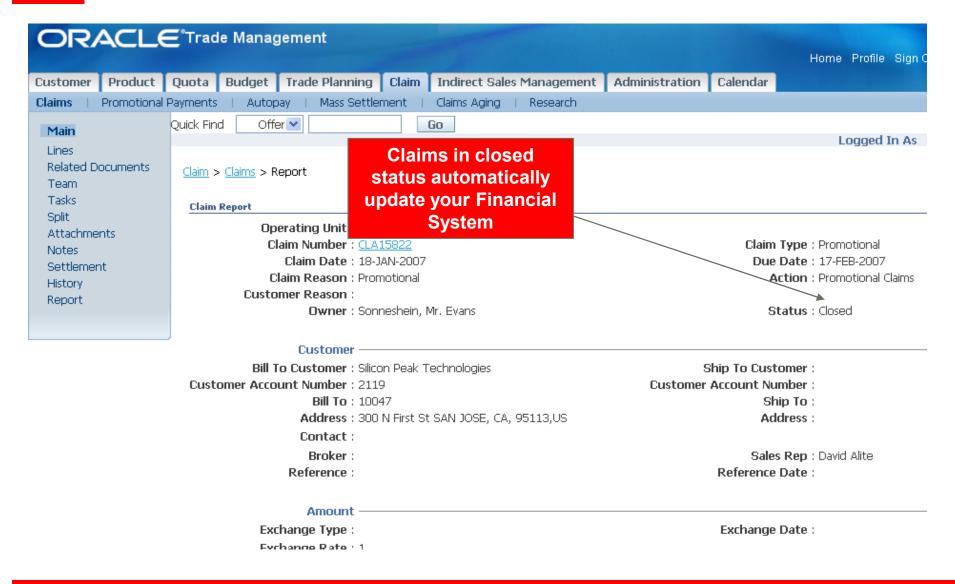
#### Automated Creation and Assignment



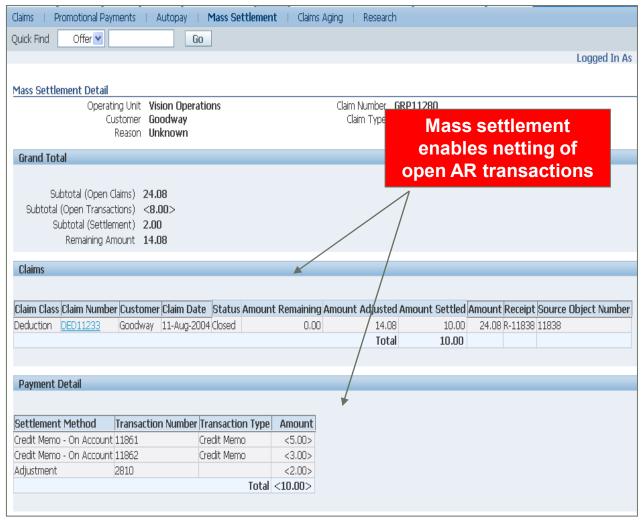
#### Link Deductions to Promotions

Update Restore Request Approval Lines Summary										
Accruals Search Criteria										
Relationship 💌						Rel	ated Custom	ner		
Buying Group					Display Children					
Acti	ivity Typ	oe	~							
0	Offer Typ	oe	~				Activ	ity		
It	tem Typ	oe	١				Ite	em		
Channe	el of Sale	es	~				Order Numb	oer		
End Date (example: 15-Dec-2000)										
Amount 25.00 US dollar Associate Earnings										
Summary View Activity Performance Verified  Search  Summary View Activity Performance Verified  Search  Summary View Activity Activity Performance Verified  Customer  screen lists all unpaid  accruals for the  customer									ducts	
Accruals and Adjustments for Customers										
Remove Cus	stomer	Activity Type		Activity		Currency	Amount	Available Amount	Line Amount	Detail
Goo	odway I	Price List				US dollar	10,000.00	10,000.00		
Goo	odway	Offer	Goodway A	Accruals Offer 03 (Goodwa	y Accruals Offer 03)	US dollar	225.00	213.75		
Goo	odway (	Offer	Goodway \	/olume Offer 03 (Goodway	/ Volume Offer 03)	US dollar	12.00	2.00		
First   Previous 1 - 3 of 3 ▼ Next   Last										

Automatic Settlement

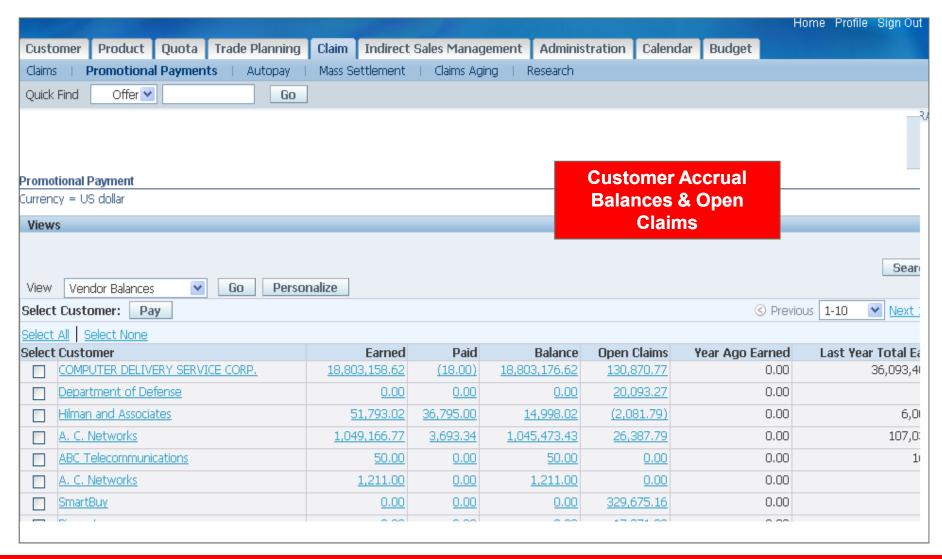


#### Netting Open AR Balances



- Integrates with Accounts Receivable to identify all open customer transactions
- Effective netting of open claims and open Accounts Receivable transactions to arrive at true customer balance

Effective Tracking of Customer Balances



# From Trade to Channel Management

Trade Management R11.9, 11.5.10, R12.0



### **Oracle Price Protection**

New in Release 12.1

**Create Price Protection Agreement** 





 Create or Accept Price Protection Transaction **Calculate Inventory** and **Estimate Claim** 





- Calculate Covered Inventory
- Allow Adjustments and recalculation

**Process Claims** 



- Process Approval
- Request On-Hand and customer claims

Update Costing, Purchasing, Inventory and Pricing





- Update downstream applications
- Communicate to pricing and purchasing departments

Oracle Price Protection enables companies to accurately determine which inventories are eligible for credits when suppliers update their published pricing. The solution automates the claims creation process based on the pricing agreements and enables the pricing and costing updates to enhance productivity

### **Oracle Supplier Ship & Debit**

New in Release 12.1

#### **Request Special Price**





#### **Track Accruals**



Record Accruals
 Generate Accurate
 Accounting

#### **Vendor Claim/ Bill Back**



Compile accruals
 generate Claims
 Transmit Claims to
 Supplier via XML
 or WebADI

### Manage Disputes & Payments



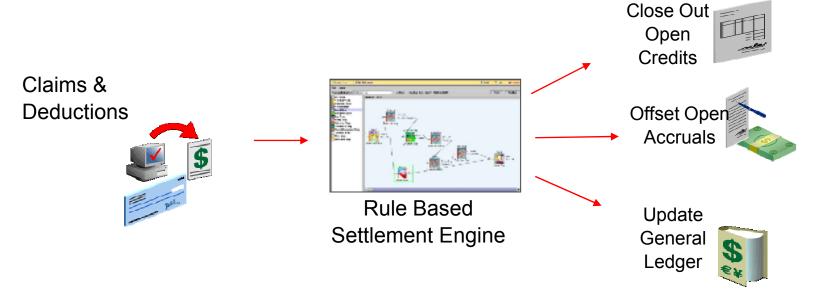


 Resolve Disputes
 Issue Debit/Invoice to Suppliers

Oracle Supplier Ship and Debit enables Distributors across Industries to more quickly and intelligently respond to market conditions by automating special price requests to Suppliers. The solution is geared towards reducing the cost of managing special pricing agreements and to provide greater visibility into the claiming process

#### **Future Enhancements**

Rule Based Settlement - R12.2

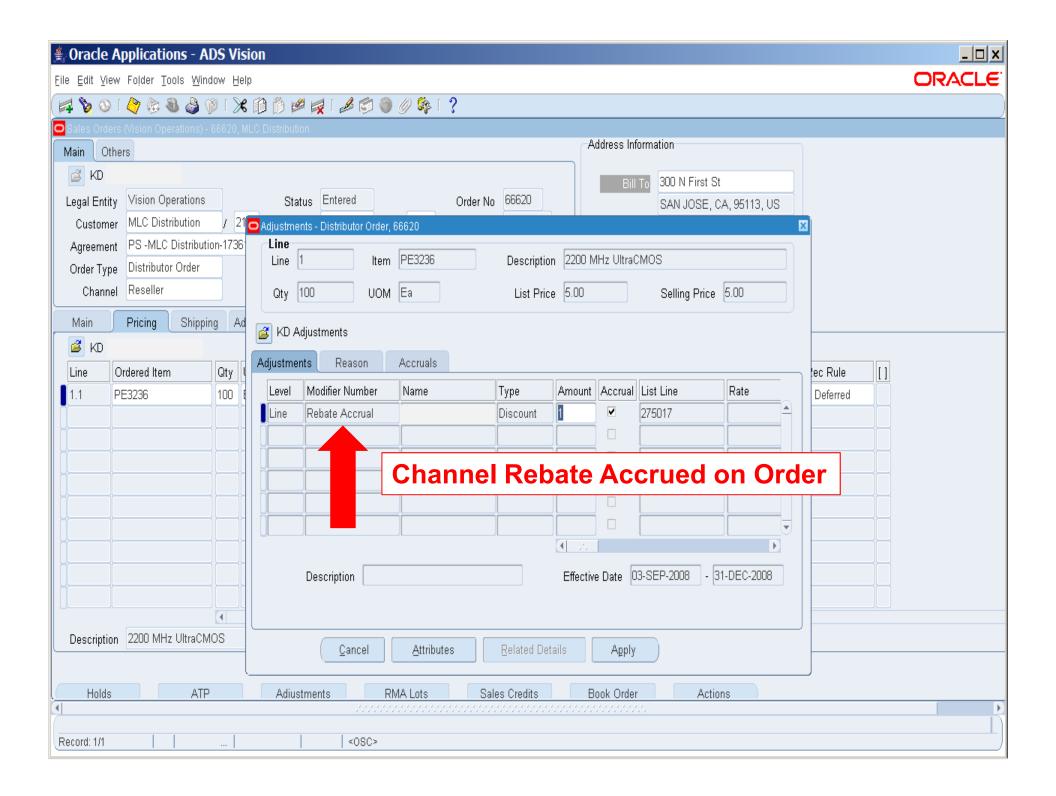


- Systematically Identify Matches and Close Out Open Customer Transactions
- Auto Matching
  - Match Deductions to Open Credit
  - Match Deduction to Open Promotional or Price Protection related accruals
- Flexible Matching Rules
  - Customers
  - Amount
  - Credit Reference Number
  - Pre-authorization Number/Promotion Code

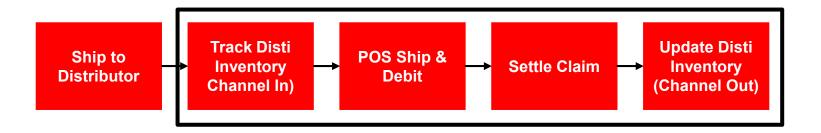
## Let's Take a L

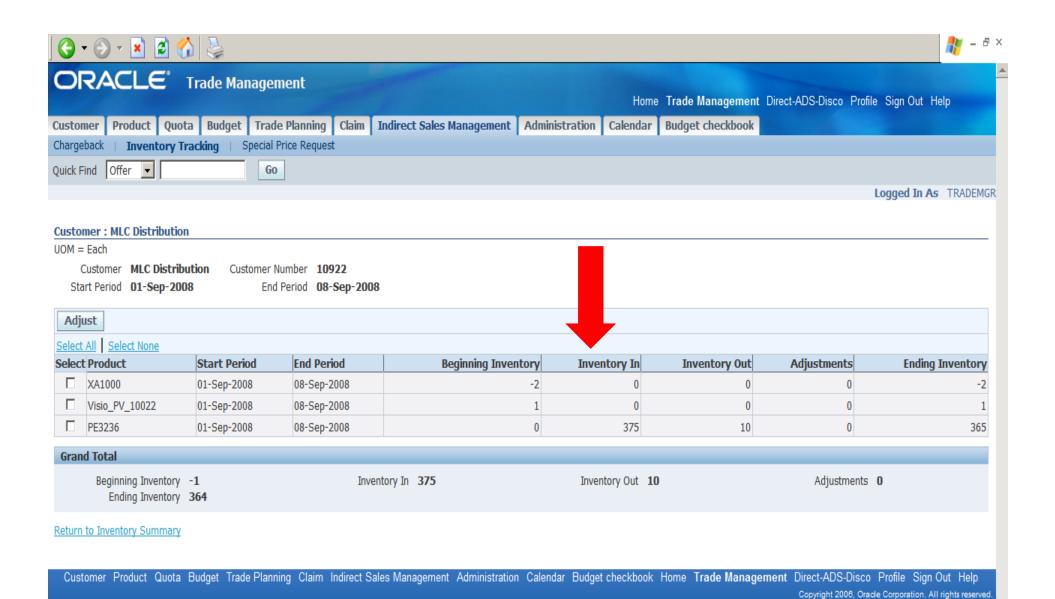
## **Oracle Distributor Order to Settlement Example**



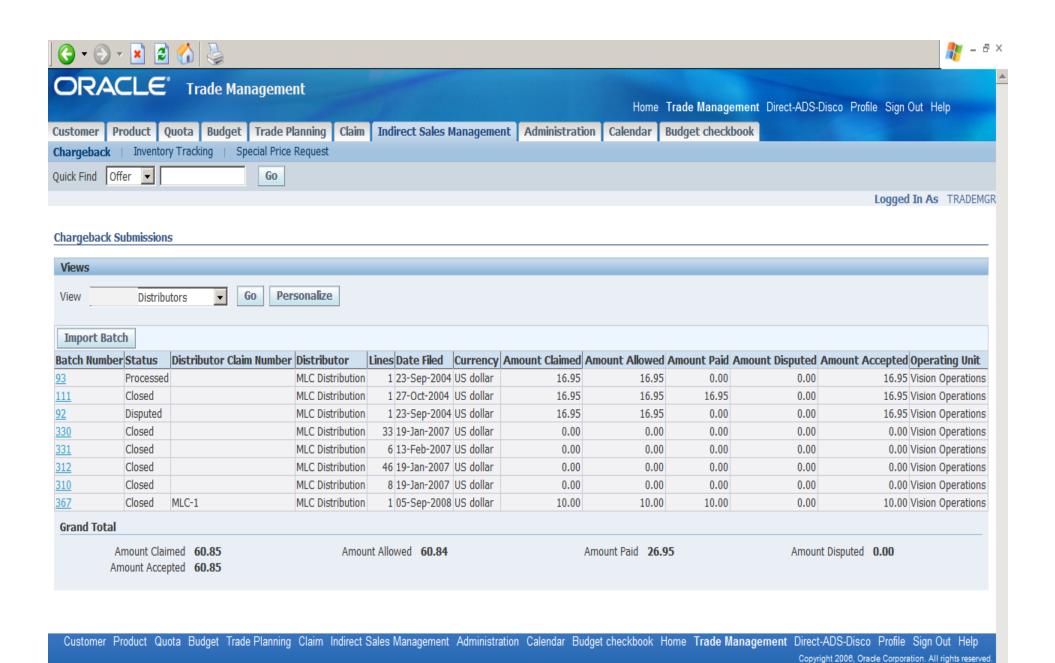


## **Oracle Distributor Order to Settlement Example**

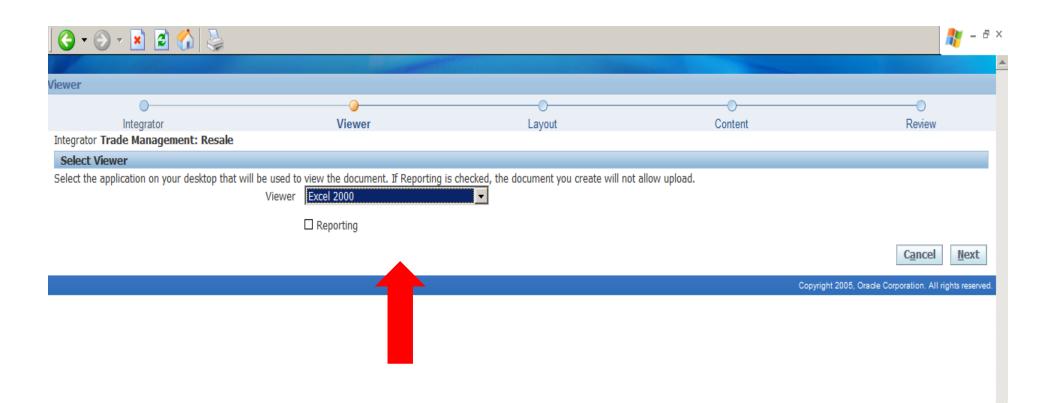




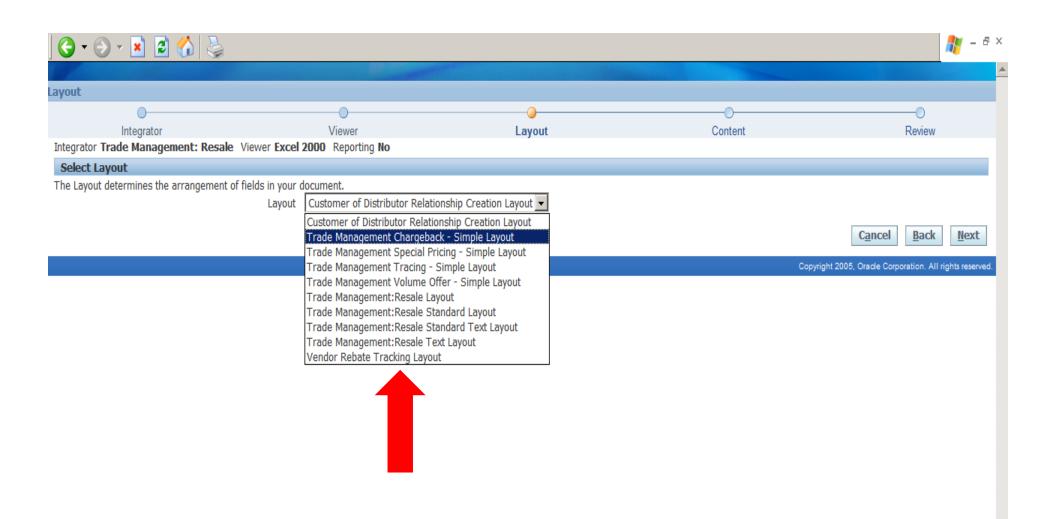
Channel Inventory Tracking. Inventory In from Sales Order Shipments, Inventory Out from POS Received from Distributor



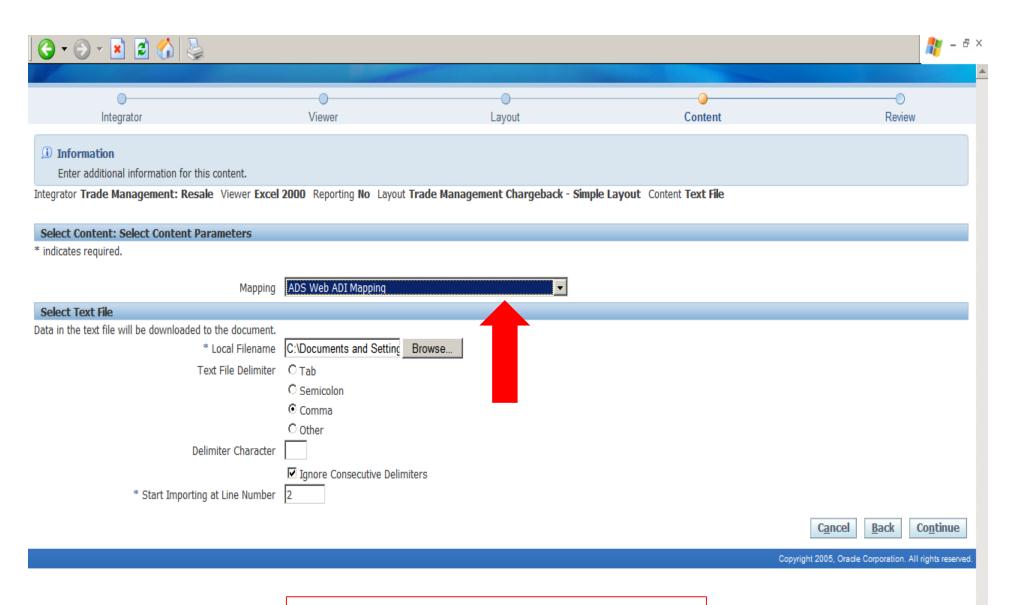
Channel POS Batches: Ship & Debit, Tracing, Chargebacks



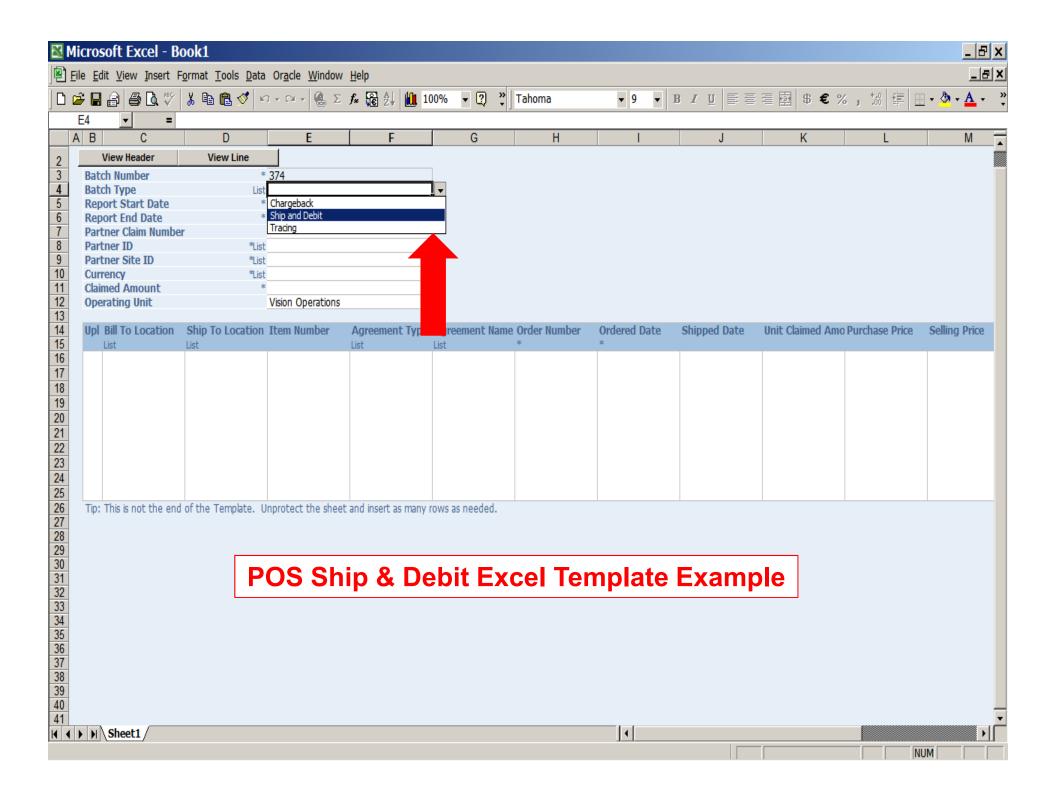
POS File Import Utility for Manual Interface Also Provided for Automation

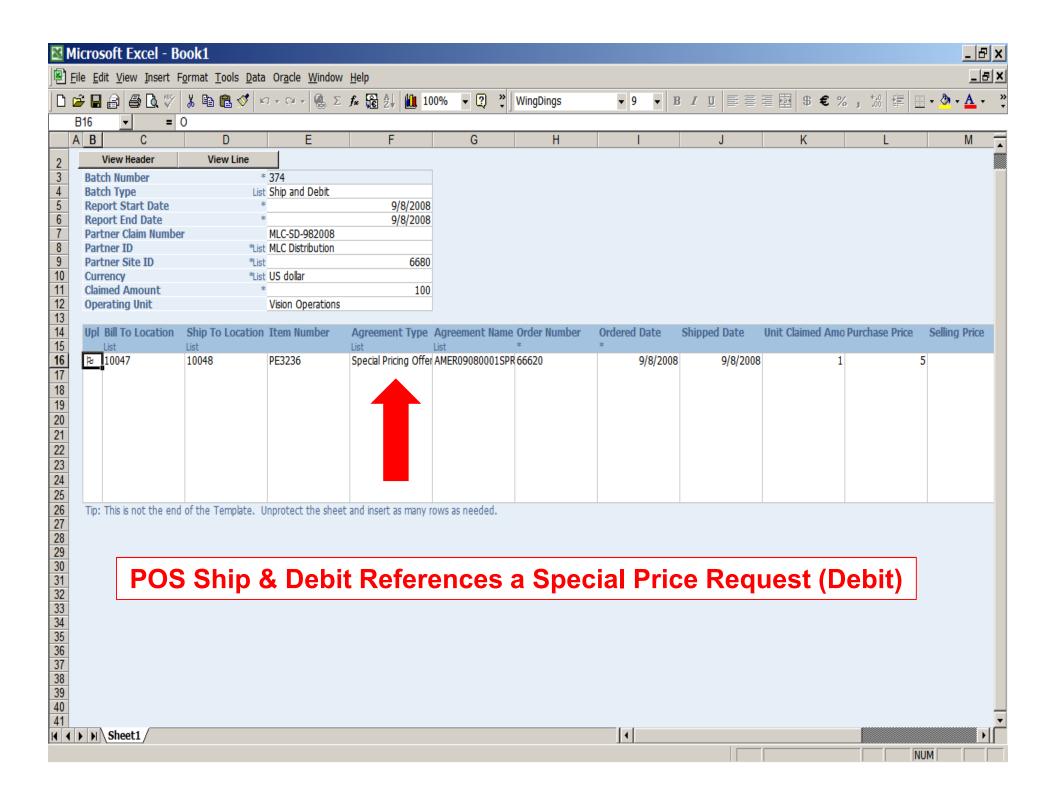


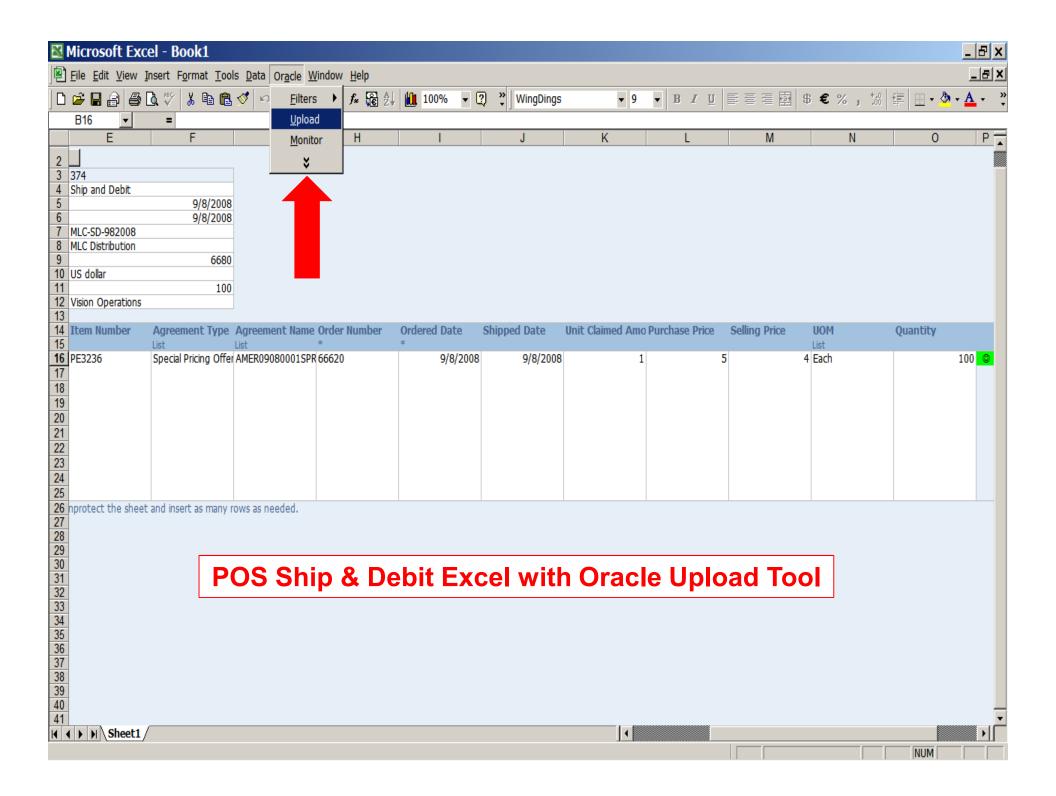
**POS Templates are User Definable** 

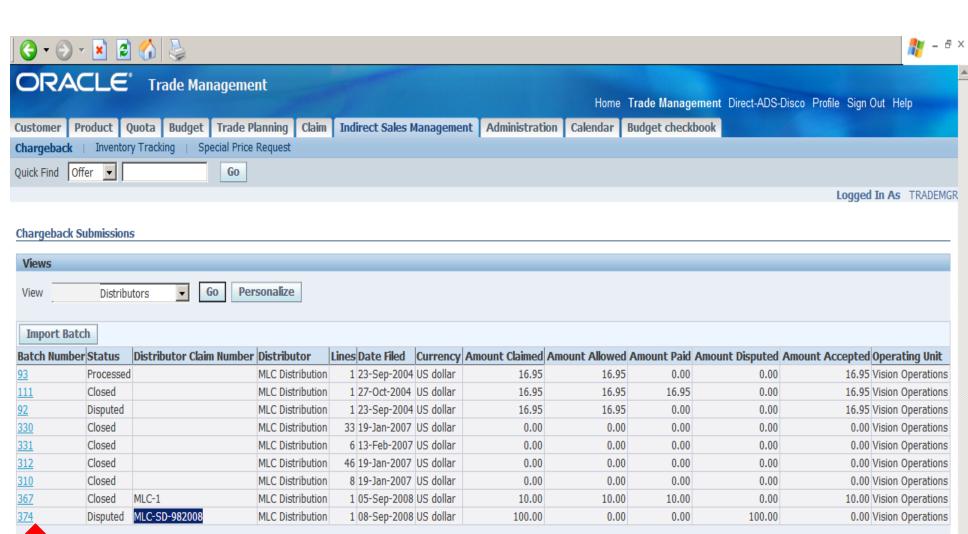


**POS Mapping is User Definable** 









Total

Amount Claimed 160.85 Amount Accepted 60.85 Amount Allowed 60.84

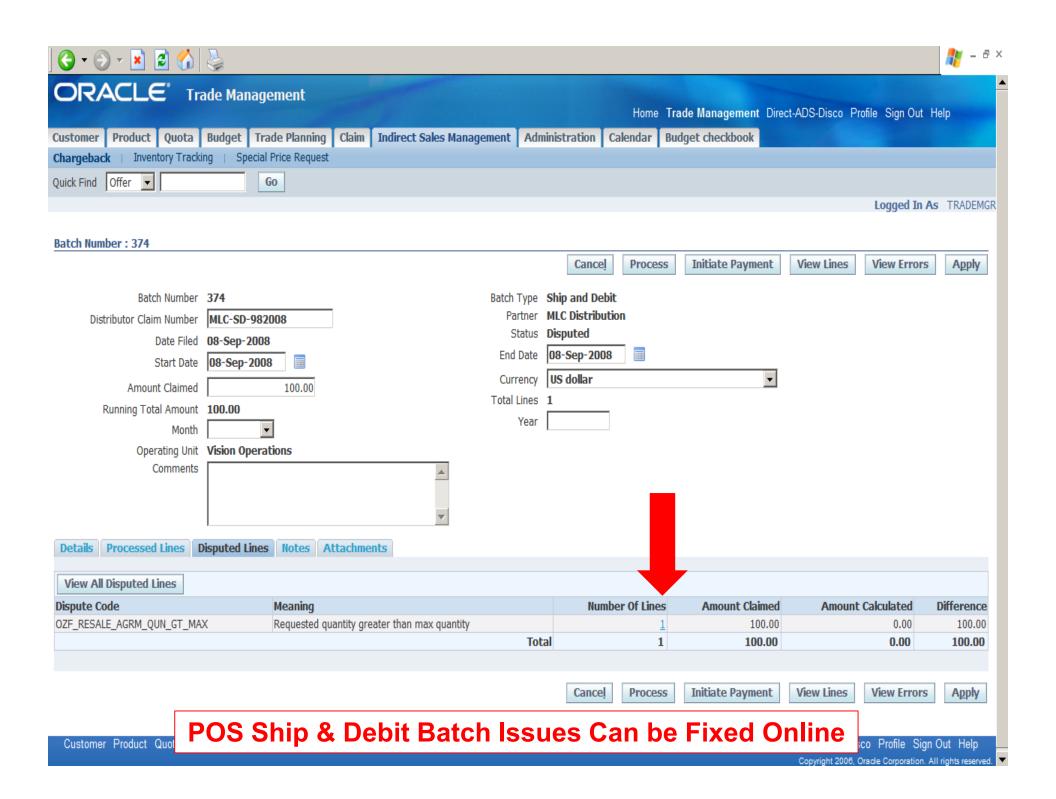
Amount Paid 26.95

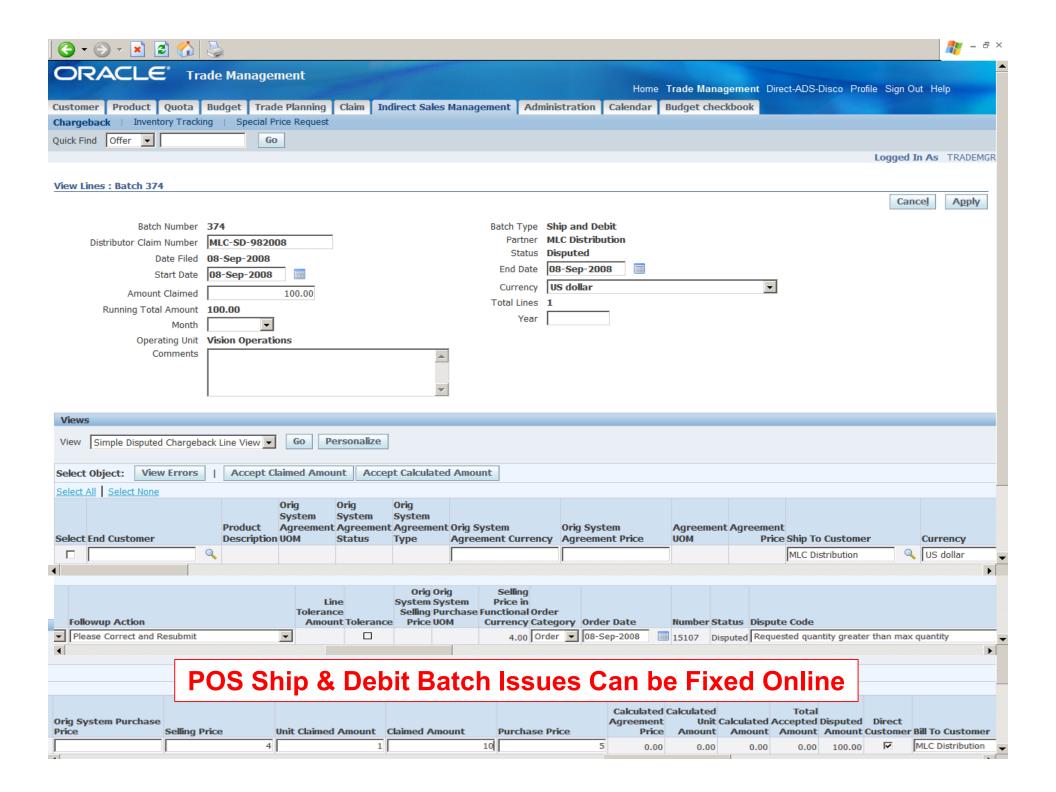
Amount Disputed 100.00

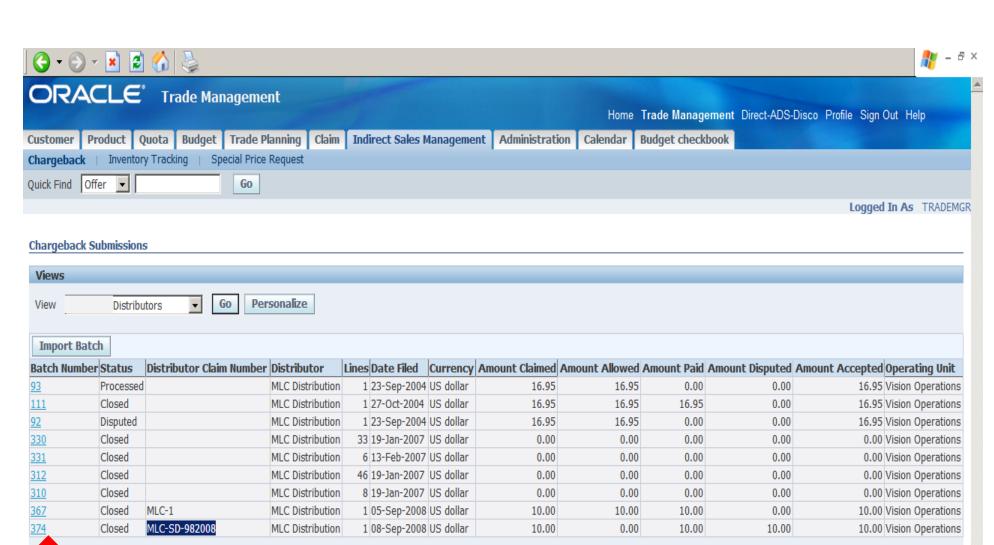
#### **POS Ship & Debit Batch Imported with Issues**

Customer Product Quota Budget Trade Planning Claim Indirect Sales Management Administration Calendar Budget checkbook Home Trade Management Direct-ADS-Disco Profile Sign Out Help

Copyright 2006, Oracle Corporation. All rights reserved.







Total

Amount Claimed **70.85**Amount Accepted **70.85** 

Amount Allowed 60.84

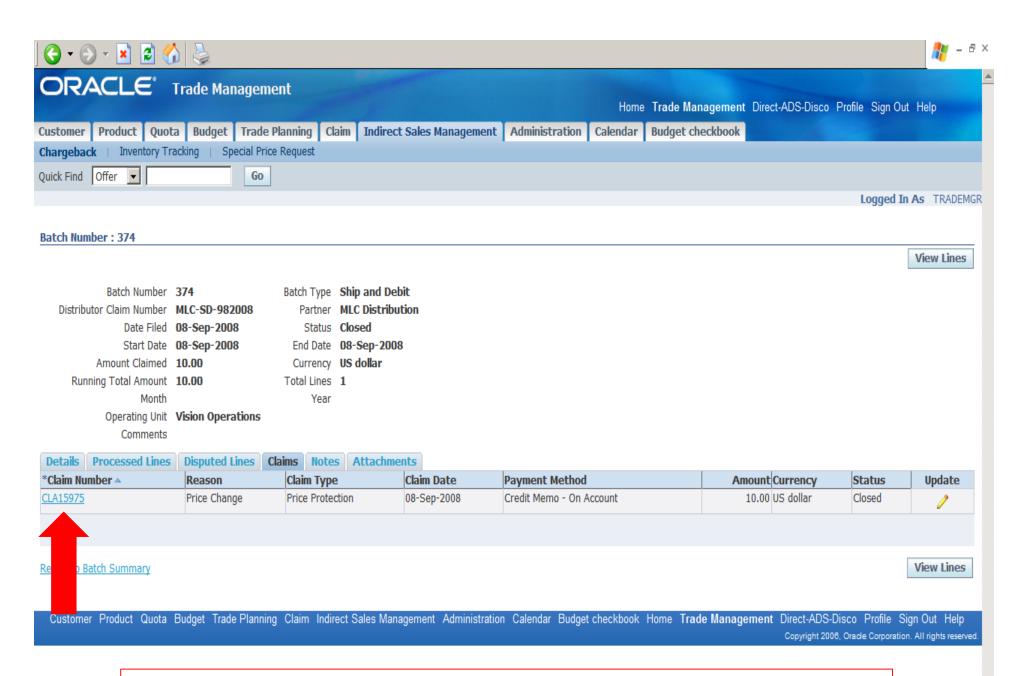
Amount Paid 36.95

Amount Disputed 10.00

POS Ship & Debit Batch, Issues Fixed, Batch Closed

Customer Product Quota Budget Trade Planning Claim Indirect Sales Management Administration Calendar Budget checkbook Home Trade Management Direct-ADS-Disco Profile Sign Out Help

Copyright 2006, Oracle Corporation. All rights reserved.



**POS Ship & Debit Batch Automatically Created Debit Claim** 



Settlement History Report

Customer Reason:

Owner: Sonneshein, Mr. Evans Status: Closed

Customer

Bill To Customer : MLC Distribution Ship To Customer: MLC Distribution

Customer Account Number: 2119 Customer Account Number: 2119

> Bill To: 10047 Ship To: MLC Distribution--10048

Address: 300 N First St SAN JOSE, CA, 95113,US Address: 300 N First St SAN JOSE, CA, 95113,US

Contact:

Broker: Sales Rep : David Alite

Reference: MLC-SD-982008 Reference Date:

**Amount** 

#### **POS Ship & Debit Claim Drilldown Shows Credit Memo Created**

	Transaction	Accounted
Currency	US dollar	US dollar
Amount	10.00	10.00
Amount Adjusted	0.00	0.00
Amount Settled	10.00	10.00
Remaining Amount	0.00	0.00

Source

Source Type: Special Pricing Source Number: SPR205 Source Date: 03-SEP-2008 Source Amount: 100.00 US dollar

Settlement

Settlement Method: Credit Memo - On Account

Effective Date:

Settled By: Sonneshein, Mr. Evans

Comments:

Previous Open Credit Memo:

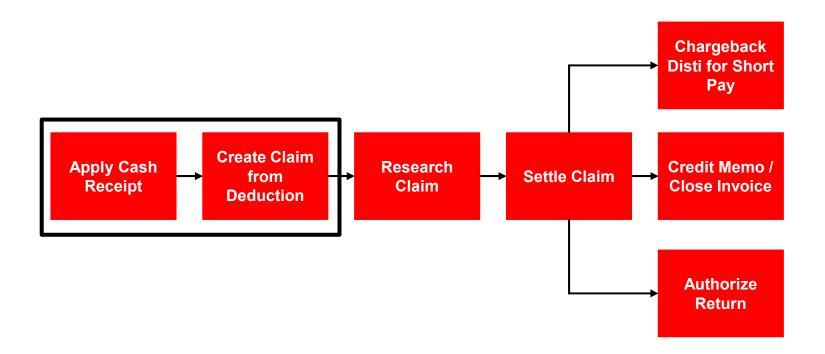
GL Date: 08-SEP-2008 Date: 08-SEP-2008

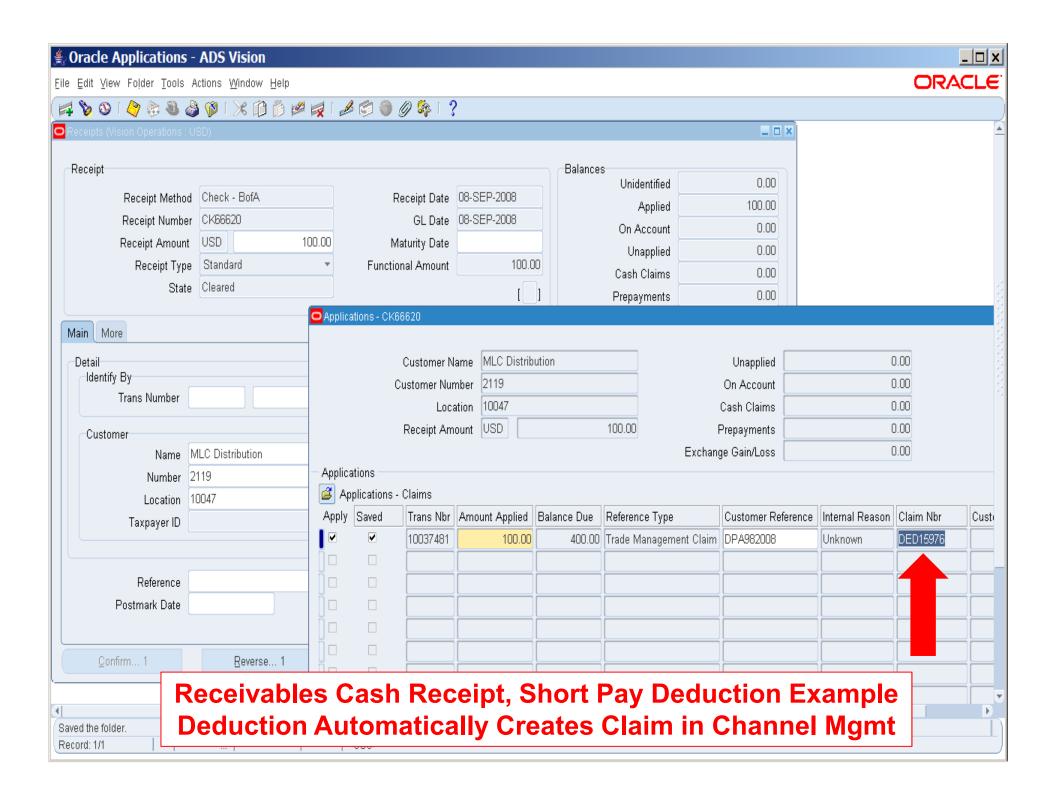
**Payment Detail** 

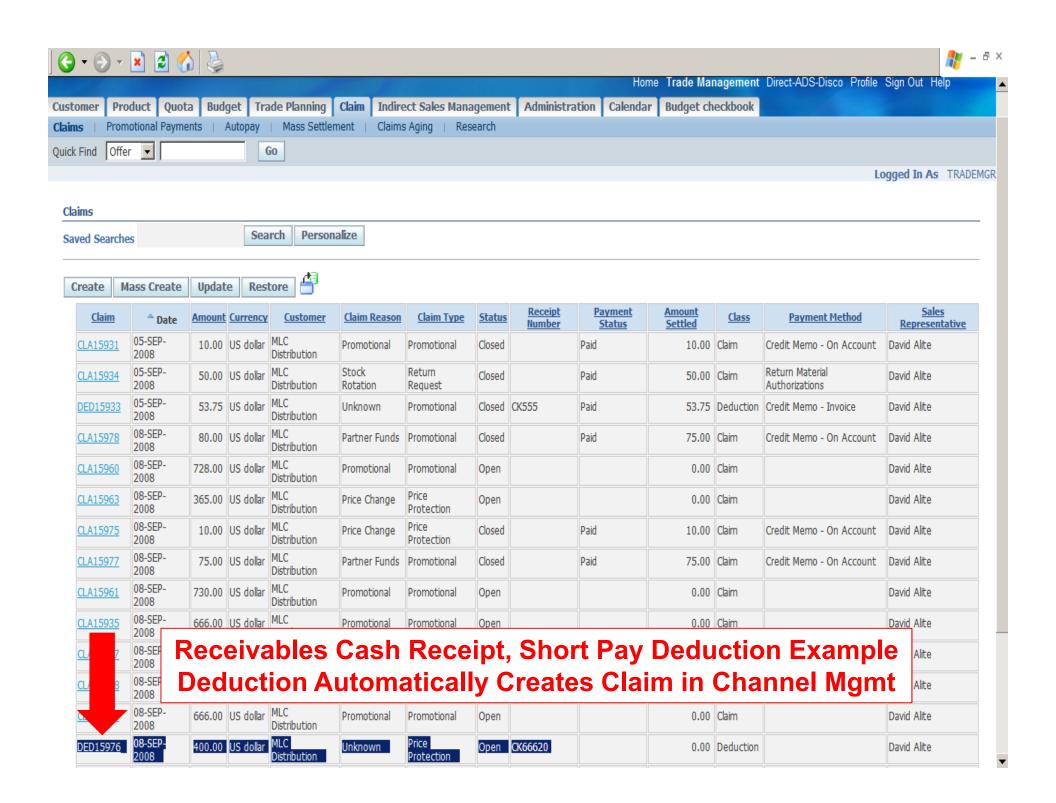
Transaction Type Transaction Number <u>Date</u> Amount Status Group Credit Memo 1334 08-SEP-2008 <10.00> Open

Lines

## **Oracle Deduction To Settlement Example**







# Trade Execution: Claims, Offers, Budgets



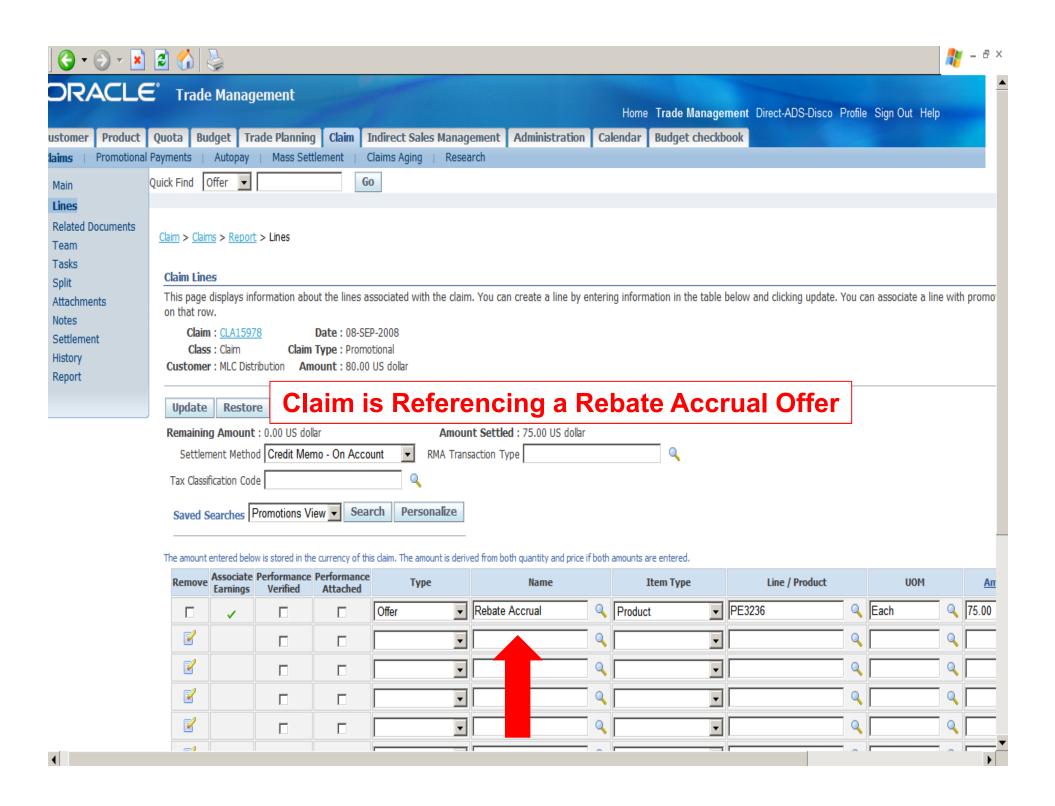


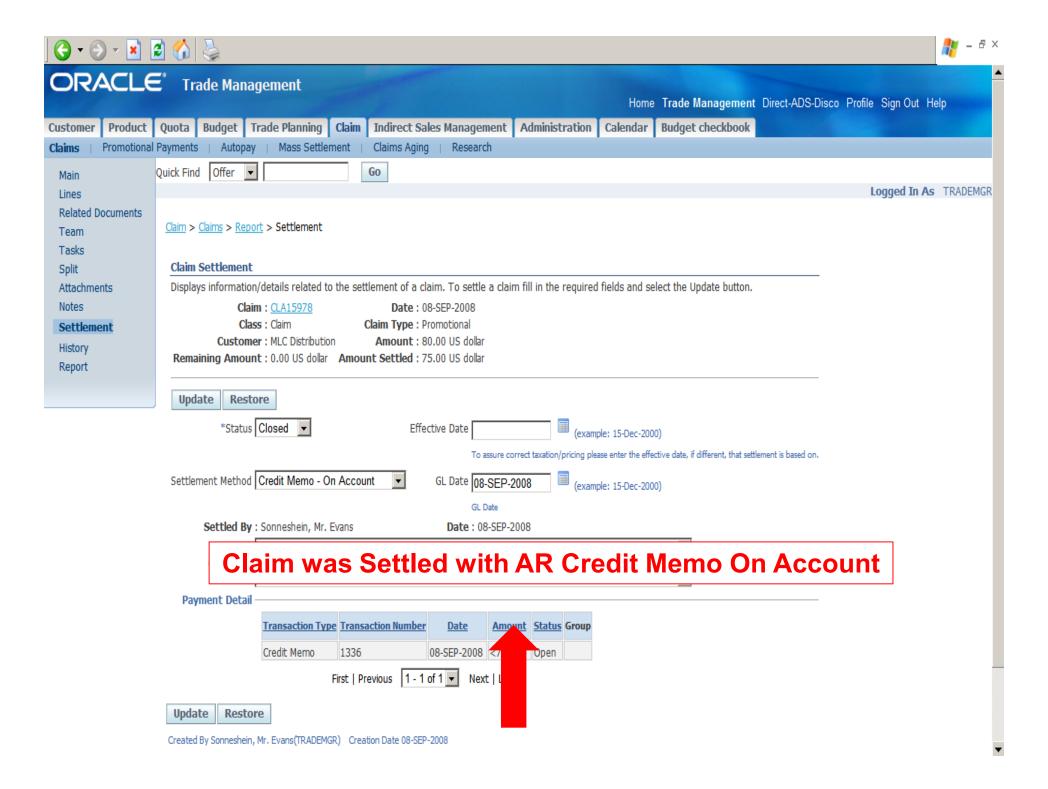
#### Claims

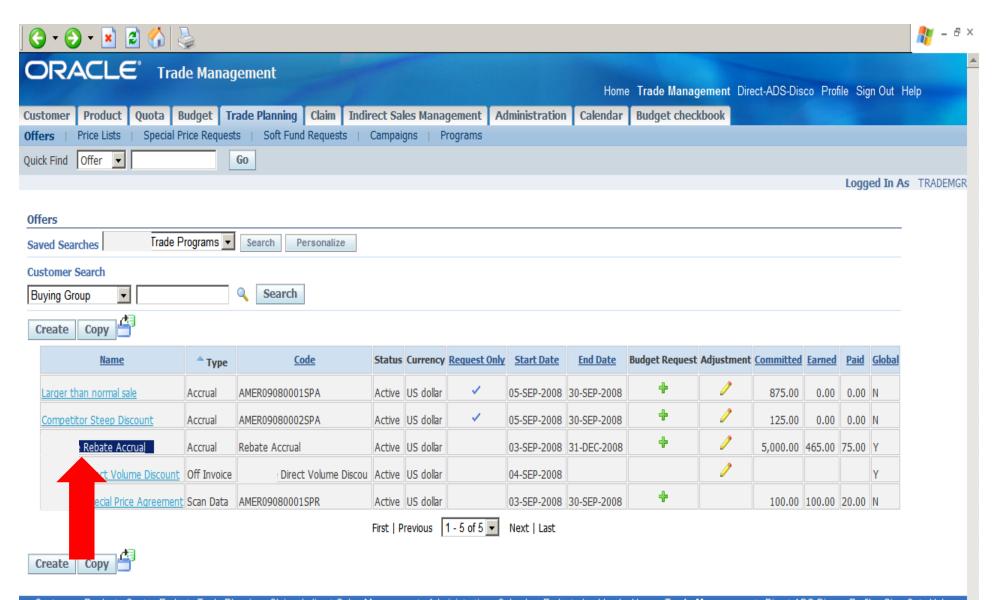
Saved Searches Search Personalize

Create Mass Create Update Restore

<u>Claim</u>	<sup>♠</sup> Date	Amount	Currency	Customer	<u>Claim Reason</u>	<u>Claim Type</u>	<u>Status</u>	Receipt Number	Payment Status	Amount Settled	<u>Class</u>	Payment Method	<u>Sales</u> <u>Representative</u>
CLA15931	05-SEP- 2008	10.00	US dollar	MLC Distribution	Promotional	Promotional	Closed		Paid	10.00	Claim	Credit Memo - On Account	David Alite
CLA15934	05-SEP- 2008			Return Request	Closed		Paid	50.00	Claim	Return Material Authorizations	David Alite		
DED15933	05-SEP- 2008	53.75	US dollar	MLC Distribution	Unknown	Promotional	Closed	CK555	Paid	53.75	Deduction	Credit Memo - Invoice	David Alite
CLA15978	08-SEP- 2008	80.00	US dollar	MLC Distribution	Partner Funds	Promotional	Closed		Paid	75.00	Claim	Credit Memo - On Account	David Alite
	08-SEP- 2008			Promotional	Promotional	Open			0.00	Claim		David Alite	
<u>CL</u> <u>3</u>	08-SE 2008	im	Exam	ple	Price Protection	Open			0.00	Claim		David Alite	
<u>CL</u> <u>5</u>	00.00		nal De		Price Protection	Closed		Paid	10.00	Claim	Credit Memo - On Account	David Alite	
CLA15977	08-SE /5.00 US dollar McC Partner Funds P				Promotional	Closed		Paid	75.00	Claim	Credit Memo - On Account	David Alite	
CLA15961	08-SEP- 2008	730.00	US dollar	MLC Distribution	Promotional	Promotional	Open			0.00	Claim		David Alite
CLA15935	08-SEP- 2008	666.00	US dollar	MLC Distribution	Promotional	Promotional	Open			0.00	Claim		David Alite
CLA15957	08-SEP- 2008	666.00	US dollar	MLC Distribution	Promotional	Promotional	Open			0.00	Claim		David Alite
CLA15958	08-SEP- 2008	666.00	US dollar	MLC Distribution	Promotional	Promotional	Open			0.00	Claim		David Alite
CLA15959	08-SEP- 2008	666.00	US dollar	MLC Distribution	Promotional	Promotional	Open			0.00	Claim		David Alite



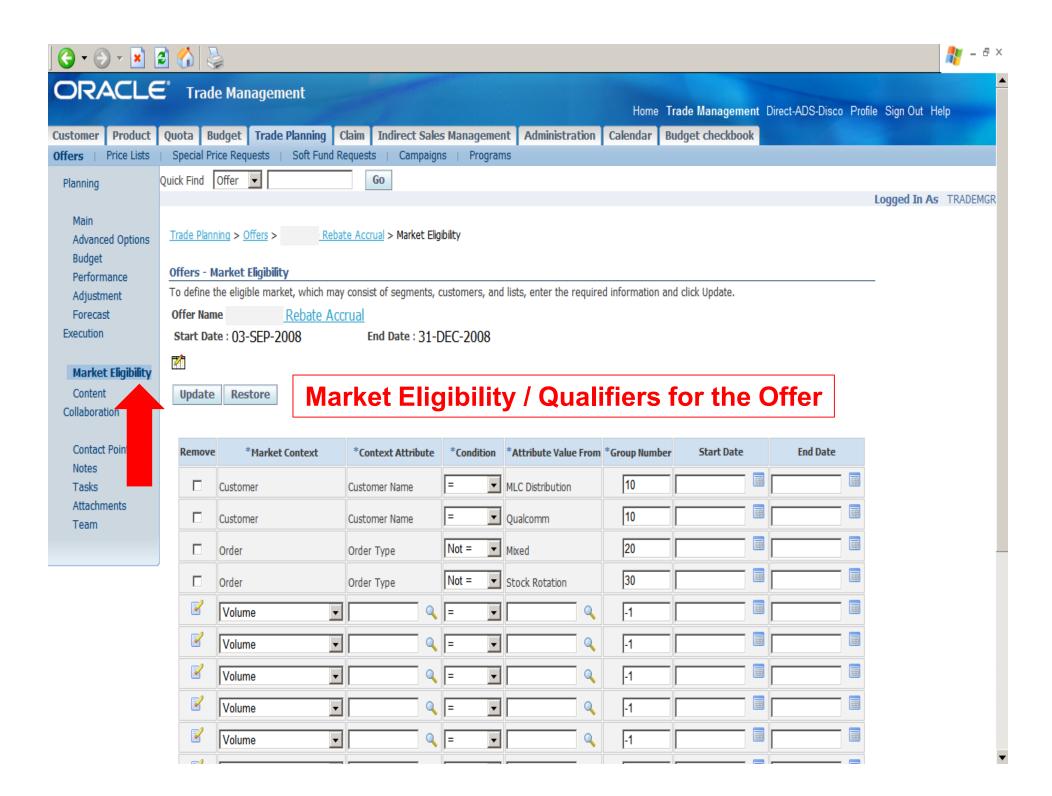


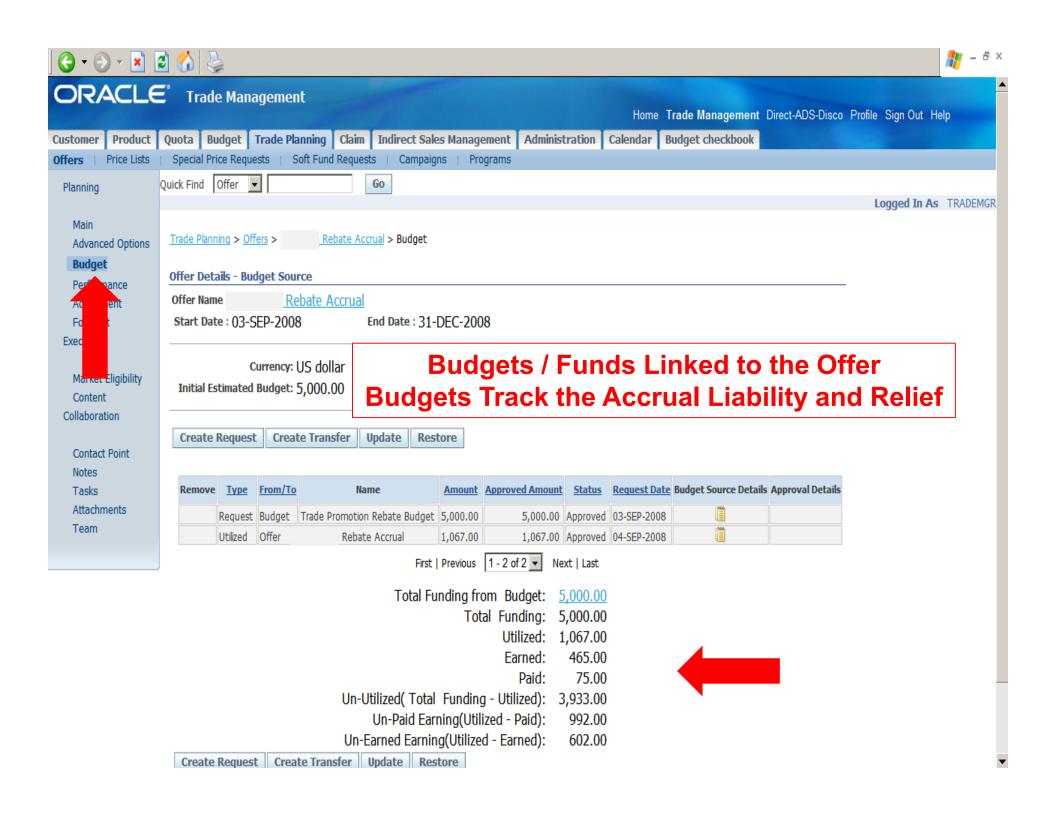


Customer Product Quota Budget Trade Planning Claim Indirect Sales Management Administration Calendar Budget checkbook Home Trade Management Direct-ADS-Disco Profile Sign Out Help

Copyright 2008, Oracle Corporation. All rights reserved.

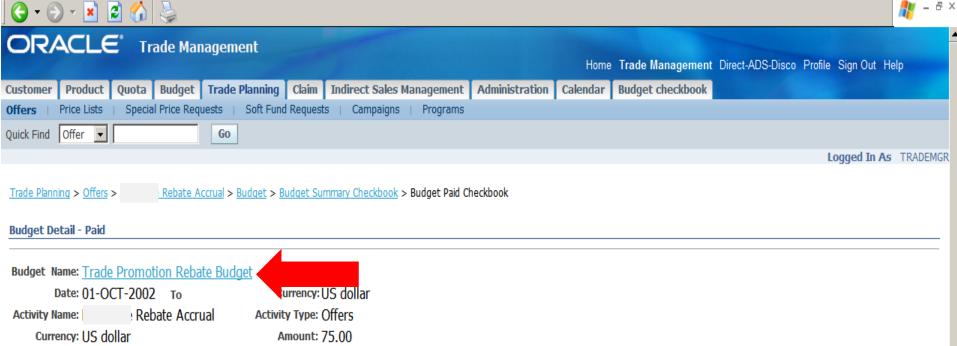
**Drilldown on the Offer Definition** 









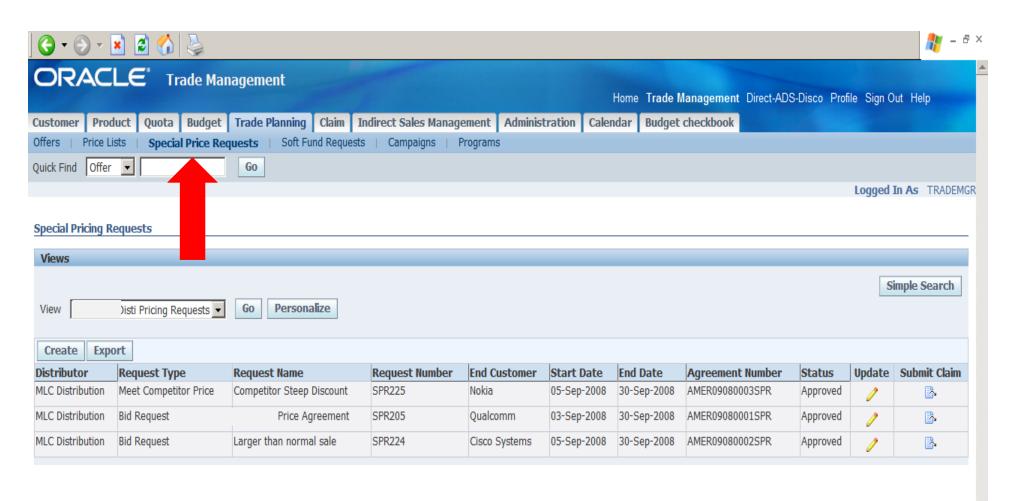




	Activity Document			Claim				Document			Payment Method	Paid Amount in Di		
Туре	<u>Code</u>	<u>Name</u>	Туре	<u>Number</u>	<u>Date</u>	Туре	Document	Product Name	<u>Date</u>	Customer	Payment Method	Transaction Currency	Budget Self Currency	GL Details
Offer	Rebate Accrual	Rebate Accrual	Order	CLA15978	08-SEP-2008	Order	66593	PE3236	04-SEP-2008	MLC Distribution	CREDIT MEMO	16.13 USD	16.13 USD	Ē
Offer	Rebate Accrual	Rebate Accrual	Order	CLA15978	08-SEP-2008	Order	66593	PE3236	04-SEP-2008	MLC Distribution	CREDIT MEMO	12.10 USD	12.10 USD	
Offer	Rebate Accrual	Rebate Accrual	Order	CLA15978	08-SEP-2008	Order	<u>66604</u>	PE3236	05-SEP-2008	MLC Distribution	CREDIT MEMO	16.13 USD	16.13 USD	Ē
Offer	Rebate Accrual	Rebate Accrual	Order	CLA15978	08-SEP-2008	Order	66608	PE3236	05-SEP-2008	MLC Distribution	CREDIT MEMO	<1.61> USD	<1.61> USD	Ē
Offer	Rebate Accrual	Rebate Accrual	Order	CLA15978	08-SEP-2008	Order	66618	PE3236	08-SEP-2008	MLC Distribution	CREDIT MEMO	16.13 USD	16.13 USD	
Offer	Kepate Accidal	Repate Accida	Order	CLA13976	00-3EP-2000	Order	00010	PE3230	U0-3EP-2UU0	MLC DISCIDUCION	CREDIT MEMO	10.13 030		10.13 030

The Budget Checkbook Shows what Sales Orders the Rebate Accrual Offer was Assigned to plus Subsequent Claim Settlements. User can Drilldown on Order and Credit Memo

Offer



Customer Product Quota Budget Trade Planning Claim Indirect Sales Management Administration Calendar Budget checkbook Home Trade Management Direct-ADS-Disco Profile Sign Out Help

Copyright 2006, Oracle Corporation. All rights reserved.

**Special Price Requests are Used to Give Distributors An Approved Debit Number that they Submit with POS** 

## **Questions** and Answers

