



TCI Promotion Planner

In today's increasingly competitive landscape, promotions play a key role in your success. Yet, planning and implementing effective promotional campaigns is a complex process that involves management and coordination of a variety of logistics including event timing, locations, items and vendors. In many situations, events are staged over several weeks, across one or more locations and involve multiple items that are funded by vendors in different ways. TCI Promotion Planner is an operational tool that provides you with a simplified approach for planning, analyzing, implementing and evaluating results generated from promotions.

See the Big Picture

Promotion Planner provides intuitive tools for planning and executing promotions to individual stores, store groups or across your entire chain. With Promotion Planner, you can:

- Define promotional events and items, including start and end dates
- Select items for promotions
- Review price and margin analysis
- Retain promotional events for future reference or use
- Replicate promotional events for regularly occurring activities



Promotion Planner provides a global perspective of all promotional activities and allows you to generate multiple promotions quickly and easily.

Using Promotion Planner, grocers are able to access a comprehensive view of Pricing Events in a convenient tabular format. Columns display key information about each event including the ID number, description, start and end dates. Each event within the Pricing Events table contains one or more associated items. The ability to see all events on a single screen simplifies event maintenance as well as versioning efforts. Whenever information is changed within an event, the corresponding item price information is automatically updated.

Simplify Promotion Planning

The Event Builder provides an intuitive workspace for developing, analyzing and selecting items for promotional events. From within a single screen, users can consider item costs, adjustments, current and effective prices when assigning items to an event. Retailers using TCI's Competitive Pricing module can also review and analyze competitive prices. The Event Builder provides extensive filtering capabilities so that users are presented only with information that is relevant to the pricing event date range. These capabilities allow grocers to efficiently analyze the impact of promotions on margins and create more profitable campaigns.



Flexible wizard-based tools allow you to easily replicate advertising and promotional events.

Repeat Your Success

Promotion Planner significantly reduces the time and effort required to set up promotions. Using the Event Cloning Wizard, users can easily replicate any base event or create multiple versions of promotions that support ad versioning for ad groups and ad zones. Information maintained in the Pricing Events table is available to the Event Cloning Wizard to streamline the versioning of events. This allows grocers to easily clone item records associated with existing events, create versions of events or update regular campaigns for seasonal events, vendor promotions and other requirements.

Get Profitable Results

Promotion Planner is a comprehensive promotion development solution that provides flexible tools to efficiently analyze, develop, coordinate and execute profitable campaigns. With a comprehensive view of promotional activity, intuitive wizard-based interfaces and powerful cloning capabilities, Promotion Planner makes generating and managing multiple, simultaneous promotions quick and easy. Now you can maximize the effectiveness and yield of promotional activities for significantly increased profitability.



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