

XPRESS BONUS CAMPAIGN MANAGER – A NEW DIMENSION IN SALES PROMOTION, CONTROL OF DYNAMIC SALES TARGETS

The Xpress Bonus Campaign Manager enhances the SAP-ICM (Incentive and Commission Management) through dynamic control of bonus and commission rules. In addition to fixed commission contracts, additional measures can be negotiated for creating incentives in the sales organisation in order to increase the overall turnover or just for certain product groups within a limited period of time.

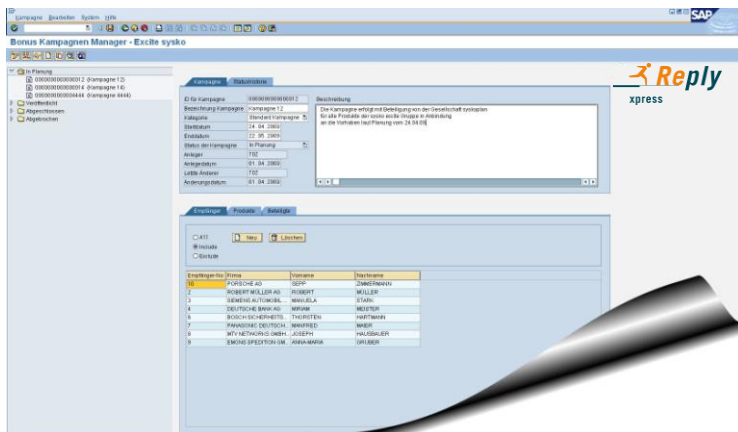
THE CHALLENGE

Dealers and sales teams need to receive situational guidance in their sales approach in addition to their set annual objectives. For limited periods of time, social events or selected products, it should be possible to reach additional ad hoc agreements in order to give extra motivation to the sales teams to reach the sales goals of the organisation.

THE SOLUTION

Our Xpress Bonus Campaign Manager offers a solution which is completely integrated into the SAP-ICM module. As a commercial business you can define, plan and activate bonus programmes, within the on-going business, which have immediate impact on sales events. The solution includes:

- Flexible design of innovative bonus schemes,
- Complete integration into classic bonus and commission systems,
- Configurable to individual needs,
- Easy operation via a central cockpit,
- Connection to any data source.



A status administrator provides the user with support from the planning stage through to the launch, each stage of the process can be optimised using convenient drag-and-drop functions.

YOUR BENEFITS

Rigid target agreements do not need to be changed, but they can be complemented by bonus campaigns. Sales management simply needs to address the following questions:

- Which are the relevant target groups?
- Which products will be part of the campaign?
- What period of time will the campaign cover?
- What are the suitable communication media?
- What are the incentives for the target group?

The Bonus Campaign Manager provides support with the answers through its intuitive structures and user interface:

- Definition of the target group through segmentation,
- Selection of products and product groups,
- Flexible design of time periods,
- Free choice of common communication channels,
- Definition of payment types.

When the sales events are evaluated in the commission system SAP ICM the relevant campaign rules are immediately recognised, the bonus amounts are calculated and entered automatically into the regular commission accounts of the affected dealers or sales staff.



As an industry specialist for retail and end-customer business, Xpress Reply offers IT solutions to support customer-oriented processes. Xpress Reply uses standard software from leading manufacturers as well as its own solutions to meet the special requirements in the B2C field. Our customers profit from innovative and reliable solutions, the sound industry knowledge of our Consultants and the partnership-like cooperation with us. The inclusion in the network of the European-wide IT service provider Reply gives Xpress Reply additional access to the knowledge of over 3,000 IT experts. In 2010, Reply had a turnover of over 384 million euros in the main offices in Italy, Germany and the United Kingdom.

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