TimeTrends®
Forecasting Solutions for Business

The TimeTrends Forecast Warehouse **Promotions Manager** is a versatile, configurable add-on to a TimeTrends Forecast Warehouse installation. The Promotions Manager drives the forecasting process in those environments where the Demand Plan is really a function of the effect of sales promotions.

♦   The Promotions Manager is an excellent tool around which to build a promotions management process. It will store a complete history of your promotional information such as multiple customer promotion types, values, locations and effective date ranges, in a manner that reflects your corporate promotional styles.

♦   The stored promotional information is always available for analysis through TimeTrends reporting and, when defining a new promotion, you may choose to either apply the stored historical lift or override it with your own lift value based on newly acquired market information.

♦   The Promotions Manager also provides a customizable process to intuitively combine the lift from promotional activities with the baseline statistical forecasts generated by the TimeTrends Forecast Warehouse.

♦   Promotions can be updated either directly on the server, over your local network or from anywhere in the world via the Internet.

♦   We recognize the sensitive nature and strategic importance of your promotional information. Enhanced, configurable security has been included in the module to limit the information that each named user can view and/or edit. Users can be limited by customer or customer group, by product or product group or any other attribute of your choosing.

♦   In the same manner as the other components of the TimeTrends Forecasting solution, promotional information can be automatically updated from other elements of your corporate information infrastructure and automatically issue reports and alerts as determined by your evolving requirements. This empowers your team to focus on **managing** the process rather than **doing** the process.

The *TimeTrends® Forecasting System* is a product of *ALT-C Systems Inc.*