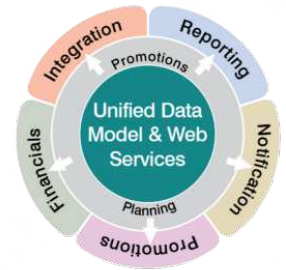


XTIVIA PROMOTIONS MANAGER

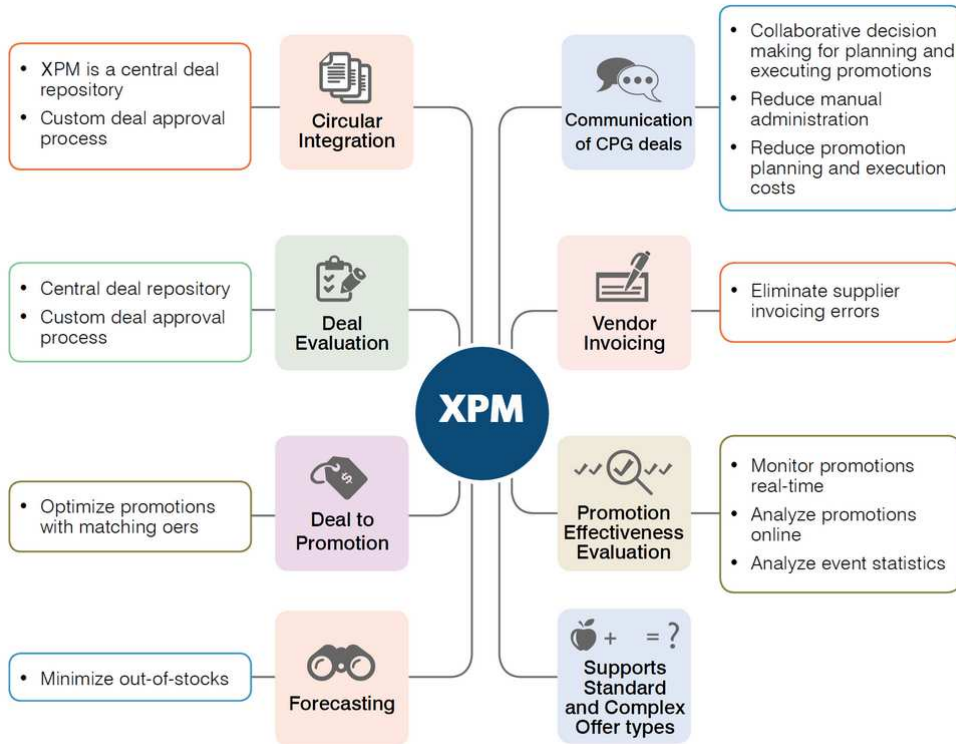
OVERVIEW

XTIVIA Promotions Manager (XPM) is a comprehensive retail HPM overview transpromotion planning and execution solution for the retail industry. Designed to automate and streamline processes around promotions.

XPM is built to support all leading practices specific to the retail industry promotions management process and is designed to fit into virtually any applications eco-system with its ready-to-use integration hooks.



KEY FEATURES



BENEFITS

- Maximize ROI on promotions
- Analyze promotions online
- Monitor promotions real-time
- Minimize out-of-stock scenarios
- Collaborative decision making for planning and executing promotions
- Optimize store operations
- Reduce promotion and execution costs
- Optimize promotion effectiveness
- Reduce manual administration and errors
- Analyze event statistics
- Eliminate supplier invoicing errors
- Customize promotion process

INTEGRATION

- XPM-project-management copyIntegration ready for SCM, ERP, CRM and BI applications
- Designed and built on open standards utilizing open-source products
- Architected to SOA standards and adopts all leading practices