

# AI-NATIVE PROMOTION PLANNING & OPTIMIZATION

## DRIVE SUPERIOR SALES & LOYALTY

Create impactful promotions that resonate with customers, boosting sales and fostering long-term loyalty.

## AMPLIFY TEAM EFFICIENCY

Streamline operations by automating promotion planning and integrating workflows, enhancing team productivity.

## MAXIMIZE SUPPLIER INCENTIVES

Optimize promotional ROI by integrating vendor deals and maximizing supplier support for every campaign.

## ENHANCE SUPPLIER COLLABORATION

Strengthen partnerships with suppliers by aligning promotional strategies, ensuring mutual success and maximizing benefits.

Craft impactful, high-traffic promotions that maximize ROI and customer loyalty across all channels. By automating planning, integrating vendor deals, and providing real-time insights, every aspect of the promotional strategy through post-event evaluation is optimized for maximum effectiveness. The solution simplifies workflow, supports "what-if" scenarios, and measures cross-promotional impacts, offering a single source of truth for future-ready promotion management. Integrate with our Deal Management for the ultimate end-to-end promotional strategy.

## KEY FEATURES

- **Self-Service Configuration:** Fine-tune promotions and offers while applying vendor support to understand sales and net profit post-deal application.
- **Automated Planning:** Say goodbye to spreadsheets with automated promotion planning directly connected to Deal Management.
- **What-If Scenarios:** Explore various promotions and offer scenarios to identify the highest-traffic options.
- **Halo and Cannibalization Analysis:** Measure the impact of promotions and offers on related items, enhancing forecasting accuracy for future campaigns.
- **Single Source of Truth:** Architected for the future, the platform offers one source of truth with a single engine that drives promotions, vendor deals, price optimization, and markdowns.
- **Efficient Workflow:** A streamlined workflow and calendar easily configurable to your workflow and process boosts team efficiency by automating from promo creation to post-event evaluation.

# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Elevate your promotional strategy with the ONE™ Platform, where unified data, tailored solutions, and future-readiness come together to transform your approach to promotions.*

## UNIFIED DATA FOR COMPREHENSIVE INSIGHTS

Our platform ensures that all aspects of your promotional planning are interconnected. By leveraging a demand-based forecast that spans across your entire product range, you gain a complete view of how your promotions impact various aspects of your business. Real-time insights into how pricing decisions influence other activities, such as assortment and allocation, provide immediate visibility into the effectiveness of your promotional strategies.

## TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Promotional planning requires a bespoke approach to effectively manage performance and deliver compelling value messaging. The ONE™ Platform offers a high degree of specification and configuration, previously only available in custom solutions. This flexibility allows you to design and manage promotions precisely according to your industry needs without the complexity and cost of traditional custom software. Whether you're configuring promotions or evaluating vendor incentives, our solution adapts to your unique processes and requirements.

## FUTURE-READY FOR EVOLVING NEEDS

Our platform is built to evolve with your business. As new tools and capabilities emerge, the ONE™ Platform integrates them seamlessly, ensuring your promotional strategies remain cutting-edge. With features like automated planning, "what-if" scenario analysis, and real-time halo and cannibalization analysis, you're equipped to stay ahead of market trends and continuously optimize your promotional efforts.

# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's ONE™ Platform is the only AI-native rapid development platform with Product Data Intelligence at its core that offers enterprise content management and marketing solutions (Master Data Management, Product Information Management, Product Experience Management, and GenAI capabilities) alongside merchandising solutions (Financial Planning, Assortment Planning, Allocation, Order Management, Lifecycle Pricing, Promotion Planning and Optimization, and Deal Management).

The AI-Native ONE™ platform provides a single integrated analytical platform that offers large enterprises packaged and extensible applications, as well as the flexibility for rapid development of new solutions. We give global enterprises a competitive edge, including companies in consumer industries such as retail, consumer goods, and healthcare.



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