



# Siebel Consumer Goods Guide

Siebel 2018

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# 1

## What's New in This Release

### What's New in Siebel Consumer Goods Guide, Siebel 2018

No new features have been added to this guide for this release. This guide has been updated to reflect only product name changes.

**NOTE:** Siebel 2018 is a continuation of the Siebel 8.1/8.2 release.

### What's New in Siebel Consumer Goods Guide, Siebel Innovation Pack 2017, Rev. A

This guide has been updated to correct or remove obsolete product and component terms.

### What's New in Siebel Consumer Goods Guide, Siebel 2018

Table 2 lists the changes in this revision of the documentation to support this release of the software.

**NOTE:** Siebel Innovation Pack 2017 is a continuation of the Siebel 8.1/8.2 release.

Table 1. New Product Features in Siebel Consumer Goods Guide, Siebel Innovation Pack 2017

Topic	Description
<a href="#">"About the Consumer Goods Payment Business Service" on page 218</a>	Modified topic. Deleted the Caution on Siebel EIM.

### What's New in Siebel Consumer Goods Guide, Siebel Innovation Pack 2016, Rev.A

Table 2 lists the changes in this revision of the documentation to support this release of the software.

**NOTE:** Siebel Innovation Pack 2016, Rev. A is a continuation of the Siebel 8.1/8.2 release.

Table 2. New Product Features in Siebel Consumer Goods Guide, Siebel Innovation Pack 2016, Rev. A

Topic	Description
<a href="#">"About the Consumer Goods Payment Business Service" on page 218</a>	Modified topic. Updated the topic and its heading to reflect the changes to the process of executing the CG Payment business service.



# 2

## Consumer Goods Overview

This chapter provides a brief overview of the Consumer Goods application. Topics include:

- [About Siebel Consumer Goods on page 15](#)
- [Business Solutions for Siebel Business Applications on page 15](#)
- [Business Functions of Screens on page 19](#)
- [About the Home Screen on page 22](#)

### About Siebel Consumer Goods

Oracle's Siebel Consumer Goods is a multichannel application designed for the consumer goods industry. These products help consumer goods manufacturers manage relationships across the entire demand chain. Marketing, sales, and customer service applications are fully integrated and are designed to manage the various complex interactions and relationships between brand owners, their partners (including brokers and distributors), their customers, and the end consumer. Siebel Consumer Goods provides customer, partner, and employee relationship management solutions for companies in the following industry segments:

- Food, beverage, and tobacco
- Over-the-counter (OTC) drugs and health-and-beauty aids (HBA)
- Household goods
- Consumer media
- Appliances and electronics

### Business Solutions for Siebel Business Applications

You can purchase many Siebel Business Applications modules to use with Siebel Consumer Goods. You can also purchase modules specific to Siebel Consumer Goods to provide enhanced functionality for various business processes. For information about the modules that you can use with the Siebel Consumer Goods application, contact your Oracle sales representative or local Oracle Sales Office.

Table 3 describes how the Siebel Business Applications can provide solutions for business issues. These solutions include optional features and modules.

Table 3. Siebel Business Applications for Key Business Issues

Business Issue	Siebel Business Applications Solutions
Account management	<ul style="list-style-type: none"> <li>■ Management of accounts through multilevel account hierarchies based on complex account relationships</li> <li>■ Management of account and customer information through profiles</li> </ul>
Agreement management	<ul style="list-style-type: none"> <li>■ Automated production of agreements from accepted quotes</li> <li>■ Coordination of pricing information</li> <li>■ Assignment of standard terms, conditions, and features</li> <li>■ Tracking to make sure that agreements and service entitlements are fulfilled</li> </ul>
Analytics	<ul style="list-style-type: none"> <li>■ Encapsulation of best practices across Siebel Business Applications</li> <li>■ Self-service access to intelligence across business applications</li> <li>■ Proactive intelligence for trade funds, trade promotion evaluation, sales performance, and retail execution</li> <li>■ Use of existing enterprise data sources</li> </ul>
Audit trail	<ul style="list-style-type: none"> <li>■ Creation of a history of all the changes that were made to various kinds of information</li> <li>■ Record of who accessed an item, the operation performed, when it was performed, and how the value was changed</li> <li>■ Security maintenance, examination of the history for a record, and modification documentation for future analysis and record keeping</li> </ul>
Billing management	<ul style="list-style-type: none"> <li>■ Integration with back-office billing systems</li> <li>■ Query and display of billing information</li> <li>■ Management of payment information, payment plans, bill adjustments, and bill profiles</li> </ul>
Brand management	<ul style="list-style-type: none"> <li>■ Management of brands through account distribution lists and personalization attributes</li> <li>■ Dynamic matching of accounts and products to make sure that accounts get the appropriate products</li> </ul>



Table 3. Siebel Business Applications for Key Business Issues

Business Issue	Siebel Business Applications Solutions
Call center optimization	<ul style="list-style-type: none"> <li>■ Single desktop to manage multiple types of customer interactions</li> <li>■ Computer telephony integration (CTI) to connect callers with the most qualified agent</li> <li>■ Integrated Web and Interactive Voice Response (IVR) self-service functionality</li> </ul>
Credit management	<ul style="list-style-type: none"> <li>■ Integration with a back-office credit system</li> <li>■ Management of credit alerts</li> <li>■ Notification of customers who are delinquent in payments</li> </ul>
Customer acquisition	<ul style="list-style-type: none"> <li>■ Analytical tools for segmenting prospects and developing targeted campaigns</li> <li>■ Campaign management tools for developing and executing multichannel campaigns</li> <li>■ Prebuilt performance analysis tools</li> <li>■ Call scripting, which delivers messages that use proactive selling and retention techniques during customer contacts</li> <li>■ Intelligent territory assignment, lead scoring, and routing</li> </ul>
Customer and partner applications	<ul style="list-style-type: none"> <li>■ Self Service, which allows your customers to create and track their trouble tickets and service requests and to search for answers to frequently asked questions (FAQs) through the Internet</li> <li>■ eSales, which allows your customers to browse through your company's products and services, customize them, and purchase them through the Internet</li> </ul>
Customer retention	<ul style="list-style-type: none"> <li>■ Comprehensive customer profile that is shared throughout the enterprise</li> <li>■ Sales tools that increase sales effectiveness and maximize time spent building relationships</li> <li>■ Tools for marketing analysis, campaign development, and execution</li> </ul>
Equipment and infrastructure	<ul style="list-style-type: none"> <li>■ Management of physical assets available at a customer site</li> <li>■ Tracking of equipment sales to accounts</li> <li>■ Management of meters and assets</li> </ul>

Table 3. Siebel Business Applications for Key Business Issues

Business Issue	Siebel Business Applications Solutions
Fraud management	<ul style="list-style-type: none"> <li>■ Integration with a back-office fraud management system</li> <li>■ Management of fraud alerts</li> <li>■ Definition of relevant thresholds for customer fraud profiles</li> <li>■ Classification of customer accounts to indicate the likelihood of fraud</li> <li>■ Management of customer accounts that are late in settlement or delinquent</li> </ul>
Information analysis and marketing	<ul style="list-style-type: none"> <li>■ Analysis of customer information and measurement of campaign results with marketing analytics</li> <li>■ Creation and execution of targeted marketing campaigns</li> <li>■ Internet marketing with Siebel Marketing: integrated email campaigns, customized Web offers, personalized Web pages, Internet newsletters, and Internet surveys</li> </ul>
Order configuration and management	<ul style="list-style-type: none"> <li>■ Automated generation of quotes and sales orders with Siebel Configurator</li> <li>■ Tracking of relationships between sales, sales orders, and work orders</li> <li>■ Definition of process rules and automatic escalation of open sales orders</li> <li>■ Use of product parameters in generating sales orders</li> <li>■ Provisioning of sales orders through work orders</li> <li>■ Incorporation of complex attributes such as style, color, size, and multiple ship-to destinations</li> </ul>
Pricing management	<ul style="list-style-type: none"> <li>■ Set of tools for defining pricing adjustments and the conditions under which they are applied</li> <li>■ Engine that evaluates condition statements and determines the pricing adjustments to apply</li> <li>■ Testing area that allows assessment of the pricing adjustments</li> <li>■ Integration with end-user interfaces such as Quotes, Orders, Siebel eSales, and Siebel Configurator</li> </ul>

Table 3. Siebel Business Applications for Key Business Issues

Business Issue	Siebel Business Applications Solutions
Service request management	<ul style="list-style-type: none"> <li>■ Single platform for logging, assigning, managing, and resolving customer problems</li> <li>■ Online solutions search capability</li> <li>■ Proactive customer notifications through email, pager, fax, and Internet</li> <li>■ Automatic escalation of overdue service requests</li> </ul>
Third-party and legacy integration	<ul style="list-style-type: none"> <li>■ Prebuilt COM interfaces to leading Operating System Software (OSS) and Enterprise Resource Planning (ERP) applications</li> <li>■ Integration mapping tools for cross-application process integration</li> <li>■ Bidirectional data exchange and synchronization provided by Siebel Enterprise Integration Manager (EIM)</li> <li>■ Credit verification and address validation</li> <li>■ Maintenance of billing accounts through an external billing system</li> </ul>
Up-selling and cross-selling	<ul style="list-style-type: none"> <li>■ Scripting engine that identifies up-sell and cross-sell opportunities with every customer contact</li> <li>■ Building of complex assortment plans to provide an atmosphere of suggestive selling</li> </ul>

## Business Functions of Screens

The Siebel Consumer Goods interface includes task-specific screens. Only administrators use some screens. For introductory information about using the Siebel Consumer Goods standard interface, see *Siebel Fundamentals*.

**NOTE:** This guide documents the preconfigured Siebel Consumer Goods application with all of the optional modules specific to Consumer Goods functionality. The sample database includes data for these optional modules. If your installation does not include some of these optional modules, your software interface will differ from the interface described in some topics of this guide.

Table 4 lists the most frequently used Siebel Consumer Goods screens and the business functions of the views in those screens. The exact configuration of Siebel Consumer Goods screens, views, and fields depends on your company's configuration of the application. This table also lists screens for Siebel Business Applications that you can use with Siebel Consumer Goods and the business functions of the views in those screens.

Table 4. Business Functions of Screens

Screen	Functions of the Screen Views	Information About the Screen
Accounts	Create, view, and update accounts. Set up and maintain account hierarchies. Define and maintain account profile information.	<a href="#">Chapter 4, "Managing Accounts"</a> <a href="#">Chapter 6, "Product Distribution"</a>
Activities	Manage activities with accounts, contacts, opportunities, and service requests, and create contact and account calls (with or without Smart Calls).	<i>Siebel Applications Administration Guide</i>
Agreements	Manage information about agreements, administrative contracts, and entitlements.	<i>Siebel Field Service Guide</i>
Assets	Manage information about products sold to accounts.	<i>Siebel Field Service Guide</i>
Audit Trail	Create automatically a history of the changes in the application.	<i>Siebel Applications Administration Guide</i>
Calendar	Create and display activities (including to-do activities) and share calendar information with co-workers.	<i>Siebel Fundamentals</i>
Campaigns	Manage outbound communications with prospects targeted for a marketing effort.	<i>Siebel Applications Administration Guide</i>
Contacts	Record and track business and personal contact information associated with an account, an opportunity, a trouble ticket, or a service request.	<i>Siebel Applications Administration Guide</i>
Cycle Counting	Manage inventory by grouping assets into classes and counting each class's assets over a period and at designated intervals.	<i>Siebel Field Service Guide</i>
Expense Reports	Manage expense-report information for your own expenses or your team's expenses.	<i>Siebel Applications Administration Guide</i>
Forecasts	Create business forecasts based on opportunities or products.	<i>Siebel Applications Administration Guide</i>
Groups	Create buying groups and planning groups, which allow account managers to plan for aggregate demand from multiple accounts.	For information about buying groups, see <a href="#">Chapter 6, "Product Distribution"</a>

Table 4. Business Functions of Screens

Screen	Functions of the Screen Views	Information About the Screen
Home	Configure the Home screen to display data and reports.	<a href="#">"About the Home Screen"</a>
Inventory Location Management	Associate assets with inventory locations.	<a href="#">Chapter 15, "Inventory and Order Management"</a>
Literature	Display company- and industry-related literature that the administrator catalogs.	<i>Siebel Applications Administration Guide</i>
Objectives	Help drive corporate goals by defining objectives for contacts and accounts. Monitor progress toward meeting sales goals.	<a href="#">Chapter 11, "Objectives"</a>
Opportunities	Manage sales opportunities for business and residential customers.	<i>Siebel Applications Administration Guide</i>
Part Browser	Check on-hand inventory.	<i>Siebel Field Service Guide</i>
Plans	Organize account promotions.	<a href="#">Chapter 8, "Trade Promotions"</a>
Products	Enter and maintain products, product images, product lines, product features, and price list definitions.	<a href="#">Chapter 5, "Products"</a>
Promotions	Plan and manage corporate promotions and account promotions.	<a href="#">Chapter 8, "Trade Promotions"</a>
Quality	Manage information about adverse events or reactions related to products.	<i>Siebel Applications Administration Guide</i>
Receiving	Record and review information relating to a physical receipt of material.	<i>Siebel Field Service Guide</i>
Repairs	Track defective products returned to a service center for repair.	<i>Siebel Field Service Guide</i>
Routes	Manage retail outlets by creating sales routes. Add individual accounts to a specific Route. Incorporate the route into a mobile field professional's routine visit schedule.  Use these routes to schedule store visits at regular, predefined intervals.	<a href="#">Chapter 13, "Routes"</a>
Sales Orders	Create sales orders and track order status. Generate order summaries.	<i>Siebel Order Management Guide</i>
Sales Volume Planning	View data related to sales volume planning.	<a href="#">Chapter 7, "Sales Volume Planning"</a>
Service Inventory	Manage the service parts inventory process.	<i>Siebel Field Service Guide</i>

Table 4. Business Functions of Screens

Screen	Functions of the Screen Views	Information About the Screen
Service Requests	Create, display, and update customer requests for information about or assistance with products or services.	<i>Siebel Field Service Guide</i>
Settlements	Manage deductions and claims.	<a href="#">Chapter 10, "Deductions and Claims"</a>
Shipping	Record and review information relating to a physical shipment of material.	<i>Siebel Field Service Guide</i>
SmartScript	Define the application workflow for an interactive situation in a script. These interactive situations can include inbound communications (such as customer service calls) and outbound contacts (such as telemarketing calls).	<i>Siebel SmartScript Administration Guide</i>
Solutions	Search, organize, and add to a knowledge base of answers to service requests and trouble tickets.	<i>Siebel Field Service Guide</i>
Target Accounts	Identify accounts by querying profile information (such as sales volumes or location) to generate a list of accounts. Use the list to schedule visits and plan routes.	<a href="#">Chapter 14, "Account Targeting"</a>
Visit Execution	Perform activities for sales visits to retail outlets.	<a href="#">Chapter 12, "Retail Execution"</a>

## About the Home Screen

The Home screen is the first screen that users see when they start Siebel Consumer Goods. The Home screen is customized to a user's needs. Additionally, users can personalize the layout of the Home screen by removing unwanted forms, changing field widths, and changing sort orders. For more information on customizing the Home screen, see *Siebel Applications Administration Guide*.

Administrators can configure the Home screen to display My Inbox, My Deductions, and so on. The forms that appear on the Home screen are based on the role of the user who is logged in, such as account manager, sales manager, claims manager, or brand manager.

The data that appears in the forms is specific to the position of the user, such as an account manager for specific customer accounts. The data that appears in the Home screen is also specific to user, time, and priority, for instance:

- Only the Account Manager's Planning level accounts appear in the My Accounts form.
- A predefined query for the Home Page plan is available in the preconfigured application. The query sorts the plan start date by descending order. Records are displayed in the order of start date.

- Claims that are listed in My Claims are not sorted by priority.

## Reports

The Home screen can also contain different types of reports that users can use to check the progress of their business. The reports can be in the form of Microsoft Excel spreadsheets, bar charts, line graphs, speedometers, pie charts, and bubble charts.

The reports have the following interactive functionality:

- Reports are dynamically generated, and colored up and down arrows show when business is increasing or decreasing.
- Hyperlinks allow users to drill down on more detail, such as from a monthly view of the data to a weekly view.
- Action links lead users to the area of the application where an issue can be resolved. For instance, if forecasted sales are low for a particular month, an action link can take the user to the Promotions view with lists of promotions occurring that month. The user can then adjust the promotions.
- Pop-up boxes appear when the cursor pauses on graphical objects, giving the user details about data without needing to navigate to another view.
- Reports can be refined with drop-down boxes to filter returned records.
- Reports can be exported to Microsoft Excel, Microsoft Word, and Microsoft PowerPoint. The export process can be automated and the data refresh can be called from the third-party application.
- Report data can be sourced from multiple databases, such as Siebel OLAP, Siebel OLTP, Demantra, SAP, or EDW.
- Reports can be contextual, so the data that appears in the report can be in the context of the record which the user currently has highlighted.





# 3

## Getting Started

This chapter covers the administration tasks that are specific to the Siebel Consumer Goods application. Topics include:

- [Other Guides for Administrative Setup Tasks on page 25](#)
- [Siebel Consumer Goods Administrative Setup Tasks on page 25](#)
- [Selected Setup Procedures on page 27](#)

### Other Guides for Administrative Setup Tasks

Use this chapter in combination with *Siebel Applications Administration Guide*, which covers the setup tasks that are common to all Siebel Business Applications, such as using license keys, defining employees, and defining your company's structure. It also provides the information that you need to implement, configure, and monitor the Siebel sales, service, and marketing products and to perform data administration and document administration tasks.

Some tasks in this chapter might replace the corresponding tasks in the administration guide, whereas others might be additional tasks. Make sure you review [Table 5 on page 26](#) before following the procedures in *Siebel Applications Administration Guide*.

This guide assumes that you installed, or if you are an existing customer, installed and completed the upgrade of, a Siebel Consumer Goods application. If you have not, consult the installation and upgrade guides on the *Siebel Bookshelf* that apply to your company's implementation.

The Siebel Database Server installation script creates an administrator account that you can use to perform the tasks described in this guide. For information about this process, see the *Siebel Installation Guide* for the operating system you are using and *Siebel Deployment Planning Guide*. Also see *Siebel System Monitoring and Diagnostics Guide* and *Siebel System Administration Guide*.

### Siebel Consumer Goods Administrative Setup Tasks

[Table 5 on page 26](#) lists and describes the administrative setup tasks that are specific to the Siebel Consumer Goods application and tasks that might differ from those of the other Siebel Business Applications. The table also directs you to documentation that provides information about each task.

When setting up your application, use [Table 5](#) and *Siebel Applications Administration Guide*. You can complete these tasks in any order.

**CAUTION:** Do not perform system administration functions on your local database because you can create unwanted results, such as data conflicts, a “local database” that is too large, or a large number of additional transactions to route.

Table 5. Siebel Consumer Goods Administrative Tasks

Administrative Task	Description	For More Information
Data loading and integration	Load data from other databases in your company into the Siebel database. You might also want to integrate with other database applications or perform periodic batch imports and exports of data between these applications.	<p><i>Siebel Enterprise Integration Manager Administration Guide</i></p> <p><i>Overview: Siebel Enterprise Application Integration</i></p> <p><i>Integration Platform Technologies: Siebel Enterprise Application Integration</i></p> <p><i>Transports and Interfaces: Siebel Enterprise Application Integration</i></p> <p><i>Business Processes and Rules: Siebel Enterprise Application Integration</i></p>
Sales territory definition	Associate account managers with accounts. You can create this association using Enterprise Integration Manager (EIM), Siebel Territory Manager, or Siebel Assignment Manager. You can also manually enter this association.	<p><i>Siebel Installation Guide</i> for the operating system you are using.</p> <p><i>Siebel Deployment Planning Guide</i></p> <p><i>Siebel System Administration Guide</i></p>
Period creation	Customize the LOVs for periods, season periods (if applicable), and period types (if necessary).	<a href="#">“Creating Periods” on page 28</a>
Siebel Workflow Policies setup	For customers using the Trade Promotions, Trade Funds, or Sales Volume Planning modules, set up Workflow Policies.	<a href="#">“Setting Up Siebel Workflow Processes for Consumer Goods” on page 29</a>

Table 5. Siebel Consumer Goods Administrative Tasks

Administrative Task	Description	For More Information
Product administration	If data is not imported with established catalog and category hierarchies, create and manage product definitions and attributes if necessary.	<a href="#">Chapter 5, "Products"</a>
	Create catalog and category hierarchies for use with Sales Volume Planning module.	<a href="#">Chapter 7, "Sales Volume Planning"</a>
Product distribution	Create an account distribution from historical shipments by using Enterprise Integration Manager (EIM) or by using Authorized Distribution List functionality. You can also manually enter an account distribution.	<a href="#">Chapter 6, "Product Distribution"</a>
Sales volume planning administration	Create sales volume planning account-product hierarchy.	<a href="#">Chapter 7, "Sales Volume Planning"</a>
Corporate promotions administration	Create corporate promotions that you can use to create account promotions.	<a href="#">Chapter 8, "Trade Promotions"</a>
Funds administration	Create fund groups to expedite creating account funds, and then allocate funds throughout a parent-child fund hierarchy.	<a href="#">Chapter 9, "Trade Funds"</a>

## Selected Setup Procedures

This topic provides setup procedures that are required for implementation of more than one module or option in the Consumer Goods application. Setup procedures that are specific to only one module are documented in the chapter describing the use of that module or option.

This topic provides instructions for the following procedures:

- ["Creating Periods" on page 28](#)
- ["Creating Values for the Period Type List of Values" on page 28](#)
- ["Setting Up Siebel Workflow Processes for Consumer Goods" on page 29](#)

## Creating Periods

Periods appear in drop-down lists when end users populate the Period field in various screens. Periods are used for sales volume planning and trade promotions.

For trade promotions, you must define the planning period, which is usually a fiscal year, but can be as short as a fiscal quarter. Because another part of the application might use calendar years, you can differentiate fiscal years from calendar years in the period name. For example, use the name FY 2007 for the 2007 fiscal year and the name Calendar 2007 for the 2007 calendar year.

The baseline periods for promoted product baselines and for sales volume planning must be the same. Thus, if you estimate promotional volumes in weeks, you must also manage the sales volume planning periods for product baselines in weeks. Managing sales volume planning periods by week rather than by month can result in significant additional administrative work and possible performance issues.

To expedite period selection, it is recommended that you include a zero in single digit periods. Some possible examples for period names follow:

- Week 01, 2007
- W01, 2007
- Month 01, 2007
- M01, 2007
- M01-Jan, 2007

**CAUTION:** Periods are sorted chronologically by start date. Therefore, you must not create periods that have the same period type and start date.

### *To create a period*

- 1 Navigate to the Administration - Data screen, then the Periods view.
- 2 Create a new period definition record.
- 3 Select the value in the Type field that corresponds to the unit for time the delivery period spans (such as Week or Month).

**NOTE:** If an appropriate value is not available in the Period Type list of values, you can create it, as described in [“Creating Values for the Period Type List of Values”](#) on page 28.

- 4 Select the first and last days of the delivery period in the Start and End date fields.
- 5 Complete the necessary fields.

## Creating Values for the Period Type List of Values

The data delivered with the Siebel Consumer Goods application includes the Period Type values of Day, Week, Bi-Weekly, Month, Quarter, Half-year, Year, and Season. If you want to create periods for intervals that are not represented by these values, create a new value. For example, if you want to create half-month periods, create a Period Type value named Bi-Monthly.

The Season Period Type value is required to create seasonal period records. If the Season value is inadvertently deleted from the Period Type list of values in your database, you must restore it.

For more information about administration tasks for lists of values, see *Siebel Applications Administration Guide*.

### **To add a value to the Period Type list of values**

- 1 Navigate to the Administration - Data screen, then the List of Values view.
- 2 Query for PERIOD\_TYPE in the Type field.
- 3 Select any of the Period Type records that the query shows.
- 4 Click Menu and select Copy Record.  
A copy of the record is created in the List of Values list.
- 5 Select the new record and enter a name in the Display Value field.
- 6 In the Order field, enter a number to specify the order in which the value appears in the Period Type list of values.  
**NOTE:** Each Period Type record must have a unique Order value.
- 7 Complete the necessary fields.

## Setting Up Siebel Workflow Processes for Consumer Goods

Perform the following steps in the order given to set up Workflow Policies for the Sales Volume Planning module:

- 1 **Enable Workflow Policies.** Depending on your current implementation, you might need to import workflow processes into Siebel Workflow Manager using Siebel Tools. For information about importing workflows, see *Siebel Business Process Framework: Workflow Guide*.
- 2 **Enable Siebel Workflow Manager.** You must enable Siebel Workflow Manager before you can begin the SVP process.
- 3 **Generate triggers.** The Generate Trigger (GenTrig) component on the Siebel Server allows you to create database triggers. Policy Manager uses these database triggers to identify records that can match policy conditions. Regenerate Generate Triggers when you create or delete new policies. For information about generating triggers, see the running generate triggers topic in *Siebel Business Process Framework: Workflow Guide*.
- 4 **Start Workflow Policies Agent for each applicable module.** Start Workflow Monitor Agent to execute your policies. Workflow Monitor Agent checks to see when the conditions of policies are met. For more information about starting Workflow Monitor Agent, see *Siebel Business Process Framework: Workflow Guide*.
- 5 **Test Workflow Policies Agent.**

You do not need to perform all these steps for the other modules. For more information about workflows, see *Siebel Business Process Framework: Workflow Guide*.

Table 6 lists the Consumer Goods modules that use Siebel Workflow processes.

Table 6. Consumer Goods Modules That Use Siebel Workflow Processes

Module	Name of Process	Action
Products	SIA CS Update Product Status	Spreads an end date change for a product to the associated accounts.
Sales Volume Planning	CG SVP Process	Automates the Sales Volume Planning Action field.
	Pricing Procedure - Default	Makes pricing effective in sales volume planning.
Trade Promotions and Trade Funds	CG Apply Corporate Promotion Process	Creates and updates an account promotion from a corporate promotion.
	CG Payment Process	Aggregates all payments with a status of Paid to the Payments Paid field for deals that are associated with account promotions, promoted categories, and promoted products. Aggregates all payments with a status of Paid to the Actual Total Spend field for account promotions, promoted categories, and promoted products.
	CS CG Account Plan Update Process	Updates a plan with product baseline data that is retrieved from sales volume plans based on the account for the plan, the time period designated by the start and end dates for the plan, and, if a category is selected for the plan, the products that are associated with that category and its subcategories.

**To set up the CG SVP Process**

- 1 Activate the CG SVP Process workflow process by performing the following steps:
  - a Navigate to the Administration - Business Process screen, then the Workflow Deployment view.
  - b In the Repository Workflow Processes list, select the CG SVP Process record.
  - c In the Active Workflow Processes list, select the CG SVP Process record and note that the Deployment Status is Active.
  - d If the Deployment Status is not Active, make the process active by clicking Activate in the Repository Workflow Processes list.
- 2 Enable the Workflow manager by performing the following steps:

- a Navigate to the Administration - Server Configuration screen, then the Enterprises view.
  - b In the Component Groups list, select the record containing Workflow Management, click Menu, and select Enable Component Group.
  - c Click the Synchronize view tab.
  - d In the Synchronize list, click Synchronize.
- 3 Generate triggers by starting server manager and entering the following commands:
- ```
> srvmgr /g <gateway server> /e <enterprise name> /s <siebel server name> /u  
sadmi n /p <password >  
  
> start task for comp GenTrig wi th Pri vUser=sadmi n, Pri vUserPass=<password>,  
EXEC=True  
  
> list task for comp GenTrig
```

Repeat the last command until the task shows as completed.

- 4 Start the Workflow Monitor Agent by entering the following commands in server manager:
- ```
> start task for comp WorkMon wi th Tabl eOwner=tabl e-owner, Tabl eOwnPass=password,  
Acti onAgent=Fal se, GroupName=' CG SVP'  
  
> list task for comp WorkMon
```

Repeat the last command until the task shows as sleeping.





# 4

## Managing Accounts

You use accounts primarily to represent the wholesale and retail companies to which you sell products and the organizations and physical locations in those companies. You can also use accounts to represent your company and competitor companies.

This chapter describes how to set up and maintain accounts and account hierarchies. Topics include:

- [About Accounts on page 33](#)
- [Scenario for Setting Up and Maintaining Accounts on page 34](#)
- [Viewing Account Plan Status on page 35](#)
- [Process of Managing Accounts on page 37](#)
- [Creating or Modifying Accounts on page 38](#)
- [Changing the Prices of Individual Line Items on page 40](#)
- [Updating Product Price and Cost on page 40](#)
- [Deleting Accounts on page 41](#)
- [Setting Up Account Hierarchies on page 41](#)
- [Profiling Accounts on page 42](#)
- [Creating Addresses for Accounts on page 43](#)
- [Removing Yourself from Account Teams \(End User\) on page 43](#)
- [Associating Activities with Accounts \(End User\) on page 44](#)
- [Associating Contacts with Accounts \(End User\) on page 45](#)
- [Adding Merchandising Locations to Accounts \(End User\) on page 45](#)

### About Accounts

Because accounts are critical to your business efforts, maintaining complete, accurate data in your accounts is a primary task. Administrators can perform bulk loading of data on accounts, but administrators and end users can also create and modify accounts manually as needed. For accounts with multiple departments and divisions, end users can enter independent information about those subaccounts.

For more information about bulk loading account information, such as account demographic information, hierarchy, and general account attributes, see *Siebel Enterprise Integration Manager Administration Guide*.

## About Account Hierarchies

You can manage and administer different hierarchies for different customers. For example, for a large chain of drugstores, you can establish a four-level hierarchy with the corporate headquarters office at the highest (first) level, its regional offices at the second level, its distribution centers at the third level, and its retail stores at the fourth level. For a distributor, you might establish a two-level hierarchy with the distributor at the highest (first) level and the retail outlets it serves at the second level. If a company uses a third-party distributor for its products, you can associate this indirect account as well. For more information about structuring organizations, see *Siebel Applications Administration Guide*.

## About Account Classification

You can classify Accounts in many ways. The following standard classifications can drive specific application functionality:

- **Account type.** Classifying an account by type, such as Retailer or Distributor, can drive a dynamic profile attribute form. This form determines the profile information that is stored and available for the account.
- **Distribution code.** You can apply Distribution codes to accounts and products to automatically create authorized distribution lists.
- **Market segment.** Classifying an account's market segment determines the types of products that appear in that account's product catalog when creating assortment plans. You classify the market segment for your customer accounts by assigning the personalization attribute Account Channel to accounts.

For more information about methods that are available for controlling authorized product distribution based on distribution codes or account market segment, see [Chapter 6, "Product Distribution."](#)

# Scenario for Setting Up and Maintaining Accounts

Marketing administrators, account managers, and retail sales representatives perform the process in this example scenario for accounts. Your company might follow a different process according to its business requirements.

The marketing administrator for a food manufacturing company maintains the account-related data in the Siebel Business Application. Generally, all of the account data is bulk loaded into the Siebel Business Application from the food manufacturer's legacy database. However, the company just acquired a new account, ABC Mart, and the administrator decides to manually input the information about this account directly into the Siebel Business Application.

The administrator begins by creating account records for all of ABC Mart's headquarters offices and retail outlets. He then organizes these accounts into a hierarchy. He positions the corporate headquarters for ABC Mart at the head of the hierarchy, with regional headquarters in the middle, and retail outlets at the end. For each account, he then adds account profile and account contact information, and creates addresses and account assessment templates. He arranges with the database administrator to import into the Siebel database consumer demographic information, including household size, income level, and location. Also, he can manually assign account team members or use Siebel Assignment Manager to automatically assign them, based on factors such as State, Area Code, and Type of account. He informs the new account manager when the account information is ready.

The account manager for ABC Mart instructs the retail sales representatives who report to her to enter activities and opportunities for each of the ABC Mart accounts for which they are responsible.

While the sales representatives interact with their contacts at the retail outlets, they enter unique information about each account, such as new contacts, addresses, assessments, best call times, store sizes, visit frequencies, or any additional demographic information. When sales territories change, representatives can remove themselves from account teams. When new representatives are hired, detailed information about accounts is available to them, based on their roles and responsibilities.

## Viewing Account Plan Status

To see the status of any particular plan, use the Plan Details view. This view contains data about plan details, account details, estimated volumes, and actual volumes. Account managers can see the status of a plan by viewing the following typical types of reports:

- Sales Trending: YTD actual sales compared with planned sales compared with YAGO Sales
- Sales Profitability: Gross sales compared with net sales compared with margin contribution
- Fund Forecasting: Fixed funds plus accrual rate plus planned volume
- Fund Accounting: Forecasted funds compared with committed (planned) spend minus accounting for committed funds reconciliation
- Spend Forecasting: YTD actual paid plus forecasted spent plus YTG planned to spend
- Promotion Performance: Planned volume compared with actual volume compared with claim volume
- Promotion Profitability: Total profitability compared with incremental profitability compared with ROI compared with sales/trade spend
- An account manager can see this data at the Total Account Plan level or drill down by:
  - Time: Year, Month, Week
  - Product: Category/Brand, Promoted Product Group, SKU
  - Account: Territory, HQ Account, Planning Account, Ship To Account

Account managers can also select a particular dimension to review, such as a specific PPG.

**To view the status of a plan**

- 1 Navigate to the Plans screen, Plan List, and then the Details View.
- 2 In the Plans list, select the relevant plan.
- 3 Review the fields for the plan.

The following table describes some fields.

Field	Description
Category	Allows the account plans for an account to be segmented by the category of products for which the account managers are responsible. This segmentation is especially important for large companies that use multiple account managers or brokers to service a single account.
Period	Designates the fiscal year of the plan. This field is can be used to group promotions and perform analyses by fiscal halves, quarters, or months.
Status	Indicates when the plans are complete and ready for review.
Volume Planning Type	Use Sell-In or Sell-Out data for volume planning. The default value is Sell-In.
Main Volume Planning Methodology	Select the most appropriate methodology: <ul style="list-style-type: none"> <li>■ <b>Baseline &amp; Incremental:</b> The ideal volume planning methodology for true promotion ROI analysis. It is the most labor intensive and might not be appropriate for account managers with very many accounts, for accounts or products that are over-promoted, or for accounts for which good sales data is not available.</li> <li>■ <b>Total Volume Planning (promoted/non-promoted volume planning):</b> For accounts and products that are not responsible for a significant percentage of sales, such as the smaller wholesalers, accounts and products that are over-promoted or almost never promoted, or for accounts and products for which good sales data is not available.</li> <li>■ <b>Promotional Volume Only:</b> For indirect accounts.</li> </ul>
Account Team	Limits visibility at the account plan level data to only the people actively involved with the account or category of products being sold into that account.
Baseline	The volume that would have been sold if no promotions were planned.
Incremental	The additional volume (over and above baseline volume) that is being sold due to the planned promotions.

Field	Description
Total	Baseline plus Incremental.
ROI	Return on Investment. The incremental profit from the planned promotions divided by the total spend.

## Process of Managing Accounts

This topic lists the tasks that administrators and end users typically perform to manage accounts. Your company might follow a different process according to its business requirements.

### Administrator Procedures

The following list shows tasks that administrators typically perform to manage accounts:

- 1 ["Creating or Modifying Accounts" on page 38](#)
- 2 ["Deleting Accounts" on page 41](#)
- 3 ["Setting Up Account Hierarchies" on page 41](#)
- 4 ["Profiling Accounts" on page 42](#)
- 5 Creating Account Contacts, as described in *Siebel Applications Administration Guide*
- 6 ["Creating Addresses for Accounts" on page 43](#)
- 7 Creating Account Assessment Templates, as described in *Siebel Applications Administration Guide*
- 8 Assigning Account Team Members
 

Use Siebel Assignment Manager or Siebel Territory Manager to manually or automatically designate Account team members:

  - For information about manually assigning account team members, see *Siebel Applications Administration Guide*.
  - For more information about using Siebel Assignment Manager, see *Siebel Assignment Manager Administration Guide*.

### End-User Procedures

The following list shows tasks that end users typically perform to access and use account information:

- ["Removing Yourself from Account Teams \(End User\)" on page 43](#)
- ["Associating Activities with Accounts \(End User\)" on page 44](#)
- ["Associating Contacts with Accounts \(End User\)" on page 45](#)
- ["Adding Merchandising Locations to Accounts \(End User\)" on page 45](#)

## Creating or Modifying Accounts

When implementing the Consumer Goods application, you might decide to import account-related information from another database in your company and avoid entering this information manually. However, when you add new customers and when your existing customers add new retail outlets, you might need to create new accounts manually.

Before you create an account, find out if you already have the account information in your database so that you do not enter information more than once. To determine if the account already exists in your database, query for values such as the company name, contact information, customer number, telephone number, or any other unique identifier.

As an administrator, you can create addresses for accounts. Later, you or end users can associate these addresses with the appropriate accounts. You can also edit existing addresses. Be careful when editing an existing address because the address for all accounts and contacts that are associated with that address also changes. For more information about querying your database for accounts, see *Siebel Fundamentals*.

Verifying if an account exists can be done automatically if deduplication is active. For more information about deduplication, see *Siebel Data Quality Administration Guide*.

This task is a step in [“Process of Managing Accounts” on page 37](#).

### To create an account

- 1 Navigate to the Administration - Data screen, then the Account List view.
- 2 Create a new record.
- 3 Drill down on the Account field hyperlink and click the More Info view tab.
- 4 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Address	<p>An account can have multiple addresses. Click the select button to access the Account Addresses dialog box, where you can select an existing address or create a new one. Select the Primary field in the dialog box to specify the primary address.</p> <p>You can edit an existing address in the Account Addresses dialog box. However, changing this address also changes every instance of the address for all the other accounts and contacts that are associated with it.</p>
Account Team	A list of employees who work with this account. This list determines who can access information about the account. The system administrator can determine the primary team member, or the person who creates the account record can be the primary team member.
Account Name	The name of the Account.

Field	Comments
Site	A description of the physical location or function of the account, such as headquarters, corporate, or San Francisco.
Parent	The parent account of the account. For more information, see <a href="#">“Setting Up Account Hierarchies” on page 41</a> .
Industries	The type of industry in which the account is involved, for example, manufacturing or service. You can enter multiple industries in this field.
Price List	The account specific price list, for example, Consumer Price List or North American Price List.
Buying Group	Select this check box if the account serves as a buying group for other accounts. For more information, see <a href="#">“About Buying Groups” on page 57</a> .
Account Type	The type of account, for example, HQ, Distributor, or Retailer.  This field determines the account Profile form layout. Use Siebel Tools to configure the Profile form. For more information, see <a href="#">“Profiling Accounts” on page 42</a> .
Synonyms	A preferred way to refer to accounts and associated sites. For example, an account named A and B Products, Inc. might have the following synonyms: AB, A and B, and AB Products.
Partner	Select this check box if the account is a partner.
Competitor	Select this check box if the account is a competitor.
Status	The status of the account, for example, Active or Prospect.
Disable Cleansing	Select this check box to disable cleansing for the account.  For more information, see <i>Siebel Data Quality Administration Guide</i> .
Fund Eligible	Select this check box to indicate that users can associate the account with a fund.
Lock Assignment	Provides information for the Territory Assignment program.  If you select Lock Assignment, the Territory Assignment program does not automatically change the account team for the account.
Assignment Area Code	If you use area codes in your account assignment process, enter an area code.  The Assignment Area Code value determines the area code that the Territory Assignment program uses to assign this account or subaccount.
Assignment Country Code	If you use country codes in your account assignment process, enter a country code.  The Assignment Country Code value determines the country code that the Territory Assignment program uses to assign this account or subaccount.

## Changing the Prices of Individual Line Items

When a customer buys enough product from the manufacturer to warrant a better pricing bracket, a new price list is associated with the customer. When there is a universal change to the prices of only a few items, you can change the prices only by using the Price List Line Items view.

Price and Cost are refreshed when Price List, Price List Item, Cost List, or Cost List Items are changed.

### *To change the price of a line item*

- 1 Navigate to the Pricing screen, Price Lists, and then the Price List Line Items view.
- 2 In the Price List Line Items list, drill down on the Name hyperlink of the price list.
- 3 To change the price of an item, create a new record to duplicate the item.

The price is updated and the Start Date field of the new price is populated.

## Updating Product Price and Cost

To perform accurate margin and ROI analysis, cost and prices are available at the account product level. As prices change over time, this information is stored at the Product Baseline level. When price lists or costs lists change, you can identify which product baseline records have been affected, and, in turn, which periods, products, and accounts need to be restated.

When the product baseline record is created in Administration - Data, Account Product, the Baseline applet, the Product Price and Cost fields are populated automatically. You can associate the price list with the account and populate price and cost for the product baseline.

### *To update produce price and cost*

- 1 Navigate to the Administration - Data screen, Account Product, and then the Baseline view.
- 2 Click Update Price/Cost to populate the price and cost for future account product baseline records.

In Administration – Data, Account Product, Baseline, when a new record is created, it automatically populates the price and cost if the price and cost lists are associated with the account.

When baseline records are created, but the price list is later associated with the account or any update in pricing or account price is associated in Administration, Pricing, the user can click the Update Price/Cost button in Account Product, Price Lists view or in Account Product, Baseline view to populate or update the price and cost value for product baseline records.

If any pricing is updated in account product baseline records, and those records are used in an account promotion, then the Refresh Pricing button in the promotion applet is enabled.



- 3 Click Refresh Pricing to refresh the data related to the pricing change of product baseline in the promotion hierarchy.

## Deleting Accounts

Deleting an account completely removes the account and all data related to the account, such as activities, contacts, and addresses, from the application.

If you do not know if the account is still active, contact the primary account team member and inquire before modifying or deleting the account. Do not delete active accounts.

You can remove yourself or others from the account team instead of deleting the record. End users can remove themselves from the account team, but they cannot delete records in the preconfigured Consumer Goods application. Removing a team member from the account team removes the account from the records that the removed team member can view.

As an administrator, you can delete individual accounts manually or delete accounts in batch using Enterprise Integration Manager (EIM). For information about EIM, see *Siebel Enterprise Integration Manager Administration Guide*.

This task is a step in ["Process of Managing Accounts" on page 37](#).

### *To delete an account*

- 1 Navigate to the Administration - Data screen, then the Account List view.
- 2 Select an account record.
- 3 In the Accounts/Orgs list, click Delete.

## Setting Up Account Hierarchies

For overview information about account hierarchies, see ["About Account Hierarchies" on page 34](#).

To set up account hierarchies, you create parent-child relationships between accounts. A list of guidelines for creating account hierarchies follows:

- Accounts can have any number of child accounts.
- Accounts can have only one parent account.
- An account hierarchy can have any number of levels.
- You can define Accounts as Buying Groups (an attribute flag of account).
- Accounts can have any number of associated product categories and products.
- Each account can have only one profile (based on Account Type).
- An account can have any number of associated assessments, and assessments can have many assessment values.

If your company uses the Sales Volume Planning module, you must create one contiguous account hierarchy with all the accounts for the sales volume planning process. For example, you might create a five-level hierarchy with your corporate headquarters at the highest level and your company's divisions at the second level. You can place the accounts representing all of the headquarters offices for your customers in the third level, distribution centers in the fourth level, and retail outlets in the fifth level. For more information about sales volume planning, see [Chapter 7, "Sales Volume Planning."](#)

This task is a step in ["Process of Managing Accounts" on page 37.](#)

### *To create an account-subaccount (parent-child) relationship*

1 Navigate to the Administration - Data screen, then the Account List view.

2 Verify that the parent account record exists; if it does not, create it.

For more information about creating accounts, see ["Creating or Modifying Accounts" on page 38.](#)

3 Verify that the child account record exists; if it does not, create it.

4 In the Accounts/Orgs list, select the child account record.

5 In the Account form, click the select button in the Parent Account field.

6 In the Pick Account dialog box, select the Parent account record, and click OK.

**NOTE:** You cannot create a new account from the Parent Account field; the account must already exist. For more information about creating accounts, see ["Creating or Modifying Accounts" on page 38.](#)

## Profiling Accounts

Account profiles maintain and display information specific to the type of an account. For example, an account of the type Retailer has a different profile than an account of the type Distributor.

This task is a step in ["Process of Managing Accounts" on page 37.](#)

### *To profile an account*

1 Navigate to the Accounts screen, then the Accounts List view.

2 Drill down on the Name field hyperlink for an account, and click the Profiles view tab.

The Profile form that appears on the Account Profile view depends on the type of account that you select:

■ If the Account Type value is HQ, an HQ Profile form appears.

■ If the Account Type value is Retailer, a Retail Profile form appears.

3 In the Profile form, complete the necessary fields.

## Creating Addresses for Accounts

You can create addresses for accounts. Later, end users can associate these addresses with the appropriate accounts. You can also edit existing addresses. Be careful when editing an existing address because the addresses for all accounts and contacts that are associated with that address also change.

This task is a step in ["Process of Managing Accounts" on page 37](#).

### *To create an address for an account*

- 1 Navigate to the Administration - Data screen, then the Addresses view.
- 2 In the Address form, create a new record, and complete the necessary fields.

Use the following procedure to associate an address with an account.

### *To associate an address with an account*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Select an account record.
- 3 In the Account form, click the select button in the Address field.
- 4 In the Account Addresses dialog box, move the address record from the Available column to the Selected column, and click OK.

In this dialog box, you can also create new addresses from which to choose.

## Removing Yourself from Account Teams (End User)

Unlike administrators, end users cannot delete accounts. If end users need to remove an account from their My Accounts view, they must remove themselves from the account team.

This task is a step in ["Process of Managing Accounts" on page 37](#).

### *To remove yourself from an account team*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Select an account record.
- 3 Click the select button in the Account Team field, move the row containing your name from the Selected column to the Available column, and click OK.

The change is reflected the next time you log in to the application.

## Associating Activities with Accounts (End User)

Siebel Business Applications allow end users to record many types of activities for a variety of reasons. You can record an activity to remind you to do something regarding an account. For example, an end user might want to make note of a meeting with a contact at an account.

In the Account Activities view, end users can:

- Create new activities.
- View all activities for an account.
- Modify existing activities.
- Drill down on the Type field hyperlink for an individual activity to view additional information.
- Chart completed activities for an account.

For more information about activities and managing your calendar, see *Siebel Fundamentals*.

This task is a step in [“Process of Managing Accounts”](#) on page 37.

### *To create an activity for your account*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account.
- 3 In the Activities list, create a new activity record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Type	From the drop-down list, select the specific type of activity to perform. This field provides a hyperlink to the Visit Execution view and to other views.
Description	A description of the activity.
Status	From the drop-down list, select the current status of the activity.
Activity	A high-level description of activity that an administrator provides. This field provides a hyperlink to the Activity Attachment view.  In the preconfigured Siebel Consumer Goods application, this field is General, by default, and you cannot update it. However, you can use Siebel Tools to modify the behavior of this field or to remove this field.
Employees	Click the select button to assign employees from the Employees list to the activity.  Depending on the type of activity you create, this record now appears on this person's My Activities calendar or to-do list.

## Associating Contacts with Accounts (End User)

End users can associate contacts with accounts.

This task is a step in [“Process of Managing Accounts” on page 37](#).

### *To associate contacts with accounts*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Contacts view tab. In this view, you can:
  - Create new contacts.
  - View all contacts for an account.
  - Modify existing contacts.
  - Drill down on the Last Name field hyperlink for a contact to create activities for that contact and account.

**NOTE:** Before creating a new contact, make sure that the contact does not already exist by querying the All Contacts view. If the contact does not exist, you can enter a new contact from the All Accounts View or the All Contacts view and associate the contact with the appropriate account. For more information about querying, see *Siebel Fundamentals*.

For the procedure about creating and modifying contact information, see *Siebel Applications Administration Guide*.

## Adding Merchandising Locations to Accounts (End User)

You can add merchandising locations to accounts. Merchandising locations are physical locations where products can exist, such as one or more display locations in a retail outlet or in a bin in a warehouse. Adding merchandising locations to accounts allows you to associate products with physical locations and to perform merchandising audits.

For more information about merchandising locations, see [“Associating Account Products with Merchandising Locations \(End User\)” on page 73](#) and [“Performing Merchandising Audits” on page 263](#).

This task is a step in [“Process of Managing Accounts” on page 37](#).

### *To add a merchandising location to an account*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Merchandising Location view tab.

- 3 In the Merchandising Locations list, create a new record, and complete the necessary fields. The following table describes some fields.

Field	Comments
Type	The type of merchandising location. Values include Bin, Aisle, Shelf, Trunk, Virtual, and Warehouse.
Location Order	The order in which the products or merchandising locations appear. This field facilitates retail audits. A field value example is side-by-side. The person performing the retail audit then knows the exact location of each individual product.
Asset Name	A product the customer owns, typically acquired through contract or purchase. For consumer goods companies, this field is typically a type of merchandising or display unit.
Asset Number	This field is automatically populated when you select an asset in the Asset field.

# 5

## Products

This chapter covers the procedures necessary to manage and use product and pricing information structures (catalogs, categories, and products) and describes how to access information about a product. Topics include:

- [About Catalog and Product Administration for Consumer Goods on page 47](#)
- [About Catalog-Category Hierarchies on page 47](#)
- [Scenario for Setting Up and Managing Products on page 48](#)
- [Process of Managing Products on page 49](#)
- [Defining Products on page 50](#)
- [Associating Multiple Accounts with Products on page 52](#)
- [Defining Product Lines on page 52](#)
- [Using the Product Explorer \(End User\) on page 53](#)

### About Catalog and Product Administration for Consumer Goods

The Catalog administration and Product administration screens and associated views that appear in Siebel Consumer Goods share much of the functionality in Siebel Business Applications. This chapter focuses on the catalog and product administration functionality that is unique to the Siebel Consumer Goods application.

For more information about controlling product distribution, see [Chapter 6, “Product Distribution.”](#)

For information about setting up and maintaining customizable products (products that you can interactively configure), see *Siebel Product Administration Guide*.

### About Catalog-Category Hierarchies

A product catalog is a collection of products arranged in a logical hierarchy of categories, according to your company’s business needs.

Figure 1 shows a schematic of a catalog-category hierarchy with the catalog at the root level. The catalog is parent of three categories that are parents of more subcategories or products.

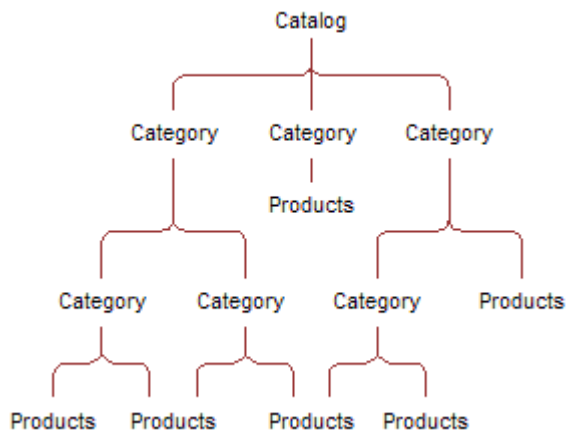


Figure 1. Product Catalog Hierarchy

You organize product catalogs by creating categories and structuring the categories and subcategories into parent-child relationships to form a catalog-category hierarchy. You then add products to categories. For example, the parent category, Beverages, can contain the Ace Splash Refrigerated Juice subcategory, which can contain all the Ace Splash brand refrigerated juice drink products. The Beverages category can also contain a subcategory for a different brand of beverages, Big Wave. When conducting a promotional campaign for a company’s line of beverages, you can use the category or subcategory definition, such as Big Wave, to make sure that only those associated products are available for users to include in the trade promotion.

For sales volume planning (SVP) however, a category-subcategory hierarchy must be contiguous with only one designated SVP parent (root) category. For information about setting up category-product hierarchies for SVP, see [“Process of Setting Up Category-Product Hierarchies” on page 82](#).

## Scenario for Setting Up and Managing Products

Marketing administrators and customer service representatives perform the process in this example scenario for managing products. Your company might follow a different process according to its business requirements.

The marketing administrator for a beverage and vending machines manufacturing company sets up and manages the company’s products. The administrator sets up two catalogs for the company, Beverages and Vending Machines. He adds product categories and subcategories to each catalog, structured according to the business needs of his company. He then adds products and product details such as features, comparison features, and marketing literature. He creates product lines, and then associates products to product lines. Finally, the administrator creates different price lists for various geographic locations, currencies, and customers.



A customer service representative from the company receives a call from a customer in California who is interested in one of the company's vending machines. By navigating through the Siebel Business Application, the representative can describe the product's key features and component products. During the conversation, the customer expresses an interest in features that are available in a higher-end model. Immediately, the representative can give the customer a feature-by-feature comparison of the two models and quote prices from the California price list. The representative can then follow up by sending the customer more detailed information, such as product brochures, using email or fax.

The service representative can also navigate through the Beverages catalog to help the customer decide the items to stock in the vending machine.

## Process of Managing Products

This topic lists the tasks that marketing administrators and customer service representatives typically perform to manage products. Your company might follow a different process according to its business requirements.

### Administrator Procedures

The following list shows procedures that administrators typically perform to manage products:

**1** Setting Up Catalogs, as described in *Siebel Order Management Guide*

In the Siebel Consumer Goods application, you can apply the Account Channel personalization attribute to product categories and to products and accounts. For information about using the Account Channel field, see [Chapter 6, "Product Distribution."](#)

In the preconfigured Siebel Consumer Goods application, the Account Channel field is not visible for catalogs. To enable this personalization attribute for catalogs, see *Using Siebel Tools*.

For information about setting up category-product hierarchies specifically for the Sales Volume Planning (SVP) module, see ["Modifying the SVP Business Service" on page 109](#).

**2** ["Defining Products" on page 50](#)

**3** Providing Greater Detail to Product Records, as described in *Siebel Product Administration Guide*

You can create product features, assign key features to a product, define product attributes and associate them with product classes, define related products, designate equivalent products, create comparison features for equivalent products, create product entitlements, associate literature with products, and associate images with products.

**4** ["Associating Multiple Accounts with Products" on page 52](#)

**5** ["Defining Product Lines" on page 52](#)

6 Creating and Managing Price Lists, as described in *Siebel Pricing Administration Guide*

**NOTE:** When the ENTERPRISE\_FLG is set to N, the default setting, Database Extract extracts only organization Price Lists and Items specific to each organization. You can use Siebel Enterprise Integration Manager (EIM) to import Price Lists and Price List Items by organization. If EIM sets the ENTERPRISE\_FLG to Y, all Price Lists and associated Price List Items are routed to all users regardless of organization. For more information, see *Siebel Enterprise Integration Manager Administration Guide*.

## End-User Procedures

Most of the end-user tasks associated with products and price lists involve viewing information. An administrator sets up product lines, products, and price lists.

The following list shows tasks that end users typically perform when working with products:

- [“Using the Product Explorer \(End User\)” on page 53](#)
- Viewing product information and associating attachments with products, as described in *Siebel Fundamentals*
- Viewing and comparing product key features and viewing the product image, as described in *Siebel Applications Administration Guide*

## Defining Products

Use the Administration - Product screen to enter products into the Siebel database by creating product records. The only required field in the product record is the product name. However, it is recommended that you also associate the record with a product line, category, and price list.

In the preconfigured Siebel Consumer Goods application, after you create a product record you cannot delete it. To prevent display of a product record in drop-down lists and dialog boxes, edit the product record by deselecting the Orderable, Sales Product, and Service Product check boxes. You can also control display of the product by setting the Effective Start Date and the Effective End Date fields.

Your company might also choose to configure the application to allow administrators to delete products, to delete products as part of the batch Enterprise Integration Management (EIM) process, or both. For more information about EIM processes, see *Siebel Enterprise Integration Manager Administration Guide*.

This task is a step in [“Process of Managing Products” on page 49](#).

### *To create a product record*

- 1 Navigate to the Administration - Product screen.

2 Create a new product record, and complete the necessary fields.

The following table describes some fields in the Products list.

Field	Comments
Name	The name of the product. This field is a hyperlink to the Product Detail Key Features Administration View by default.
Type	The type classification of the product. To configure your Types, see <i>Configuring Siebel Business Applications</i> . This field drives the dynamic Detail Product Form.
Product Line	The product line with which the product is associated. For information about creating product lines and associating products with product lines, see <a href="#">“Defining Product Lines” on page 52</a> .
Revision	The version or revision of a product. You can use this field in association with an internal employee position for routing requests related to the product. For example, for Product X, Version 7, you can initially assign service requests to the product line manager for Product X.
Billable Flag	Select this check box if the product is billable.
Report Header	Enter the name you want to use as the report header for this product.
Category	Select the category to which the product belongs. A category is a logical group of subcategories or products.
Customizable	Select this check box if the product can be customized.
UoM	The unit of measure in which you sell the product.
Product Level	An optional indicator of products in relation to each other.
Case Pack	The number of individual selling units in a case.
Lead Time	The standard lead time for ordering the product.
Organization	You can associate a product with an organization and limit who can see the product.
Target	The market to which the product is targeted.
Bundle	Select this check box to define a product bundle.

**NOTE:** To view competitor products, for example in conducting retail audits, the competitor products must exist in the distribution list of the account. Only administrators can add competitor products to an end user’s distribution list. End users who are responsible for account audits can then associate competitor products with the account they plan to audit. For information about conducting retail audits, see [Chapter 12, “Retail Execution.”](#)

- 3 To view all the fields for a product, drill down on the Name field hyperlink in the Product Administration view, and click the first More Info link in the More Info link bar.

For descriptions of additional fields that you can make visible using Siebel Tools, see *Siebel Product Administration Guide*.

## Associating Multiple Accounts with Products

You can associate multiple accounts with a product by using the product as the parent and each account as a child.

### *To associate multiple accounts with a product*

- 1 Navigate to the Administration - Product screen, then the Products view.
- 2 Select the product, and click the Product Account view tab.
- 3 Create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Account	The account for the product.
Delist	The data and time to remove the account.
Orderable	Select this check box if the account is orderable.
Promotable	Select this check box if the account is promotable.
Auditable	Select this check box if the account is auditable.

- 4 To add more accounts, repeat [Step 3](#).

## Defining Product Lines

Product lines are logical groupings of products. When you define a product line, you name it and then specify all the products in that line. If you have products that are already defined, you can associate them with the product line. You can assign product line managers.

**NOTE:** When you create a new product on the Products screen, you can add the product to an existing product line by specifying a value in the Product Line field of the Product record.

This task is a step in [“Process of Managing Products”](#) on page 49.

### *To create a product line*

- 1 Navigate to the Administration - Product screen, then the Product Lines view.

- In the Product Lines list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Product Line	The name of the product line for the products.
Product Line Manager	The name of the product line managers.
Products	The products associated with the product line. You can add or delete a product from a product line, and a product can belong to more than one product line.  A product must exist before you can associate it with a product line.

## Using the Product Explorer (End User)

Explorer views in Siebel Business Applications display information in a hierarchical, multipane format. The Product Explorer view has an explorer tree in the side pane, with folders arranged hierarchically, and a list in the main pane, representing the contents of the selected folder. For more information about using Explorer views in Siebel Business Applications, see *Siebel Fundamentals*.

This task is a step in ["Process of Managing Products"](#) on page 49.

### To use the Product Explorer

- Navigate to the Products screen.
- Drill down on the Name field hyperlink for a product record, and click the Explorer view tab.
- In the Explorer tree, find the page icon of the product for which you want information.  
**NOTE:** If the tree contains more products than are visible when you scroll to the end, and click the arrow at the end of the tree to display more products.
- Click the plus sign (+) next to the page icon of the product to expand the item and reveal its contents.
- Click the folder icons to view related Products, Attachments, Components, Price List, and Literature.

Available records appear as hyperlinks in a list in the main pane, next to the Explorer tree.



# 6

## Product Distribution

This chapter describes how to use Siebel Consumer Goods to manage all aspects of product distribution. Topics include:

- [About Controlling Product Distribution on page 55](#)
- [Scenario for Managing Product Distribution on page 57](#)
- [About Creating and Modifying Distribution Lists on page 58](#)
- [Process of Managing Product Distribution on page 60](#)
- [Creating Distribution Codes on page 60](#)
- [Creating Distribution Lists on page 61](#)
- [Amending Distribution Lists on page 63](#)
- [Copying Distribution Lists on page 64](#)
- [Deleting Products from Distribution Lists on page 65](#)
- [Setting Up Account Channel Values on page 65](#)
- [Assigning Product Categories to Account Catalogs on page 66](#)
- [Viewing and Modifying Distribution List Products \(End User\) on page 66](#)
- [Viewing and Modifying Distribution List Categories \(End User\) on page 68](#)
- [Reviewing Account Catalogs \(End User\) on page 69](#)
- [Creating Buying Groups \(End User\) on page 70](#)
- [Associating Sources of Supply with Accounts \(End User\) on page 71](#)
- [Associating Sources of Supply with Products \(End User\) on page 72](#)
- [Associating Account Products with Merchandising Locations \(End User\) on page 73](#)
- [About Configuring Product Distribution on page 73](#)

### About Controlling Product Distribution

You can structure and track the distribution of a wide range of products to large numbers of accounts. In addition, you can control where the product is held in the premises of an account.

Your company can control product distribution in the following ways:

- **Managing distribution lists to automate product distribution.** By assigning distribution codes to categories, products, and accounts in a customer's product distribution account hierarchy, you build a distribution system that determines the products that are distributed to each account. For more overview information about distribution lists, see ["About Distribution Lists" on page 56](#).
- **Classifying accounts by market segment.** Classifying an account's market segment automates the product distribution process by controlling the products (or product categories) that appear in that account's product catalog. You classify the market segments for your customer accounts by applying the personalization attribute Account Channel for each account. For more overview information about account market segments, see ["About Account Market Segments" on page 57](#).
- **Assigning product categories to an account.** Administrators or end users can manually assign specific product categories to specific accounts so that only products in those categories are available for distribution.
- **Creating buying groups.** Buying groups are accounts that act as product distributors, or suppliers, to multiple member accounts. For more overview information about buying groups, see ["About Buying Groups" on page 57](#).
- **Designating merchandising locations.** You can assign multiple merchandising locations to an account.

**NOTE:** For information that is specific to product distribution and its relationship to sales volume planning, see [Chapter 7, "Sales Volume Planning."](#)

### About Distribution Lists

Most consumer goods companies are organized in a hierarchical structure, often based on the company's channels of distribution. Typically, marketing administrators create product distribution lists that control the company products that are available for distribution to their customer distributor accounts and the retail outlets that they serve.

The Siebel Consumer Goods application can use distribution codes to automatically create an account-product record, which is a *distribution list* of the products that each account (in the product distribution account hierarchy) is authorized to receive. You can apply distribution codes to the appropriate level of the product distribution account hierarchy for each of your customers, usually to the customer's distribution centers and to the outlets that they serve, and to any or all of the products that your company manufactures. Each subaccount receives the full set or a subset of products that are authorized for the key distributor accounts directly preceding that subaccount in the hierarchy.

Most consumer goods companies use one or both of the following distribution methods to supply their retail outlets:

- **Direct distribution.** With this distribution method, the key account, usually the customer's own distribution center, is the sole intermediary between your company and the retail outlets.
- **Indirect distribution.** With this distribution method, another intermediary such as a third-party distributor, called an indirect account, exists between the key account and the retail outlets.



Retail product authorization is when your company's products are authorized for retail distribution at the key account, indirect account, and retail outlet levels. With indirect distribution, distribution lists are built from the products available to the indirect account. These products are a subset of the products from the key account distribution list.

For more information about creating distribution lists to control product distribution to accounts, see ["Creating Distribution Lists" on page 61](#).

## About Account Market Segments

If you have multiple channel partners operating in the same locale, such as a shopping mall, you might want them to carry different sets of products to avoid unnecessary price reductions that erode the brand equity of your products. Companies in this situation determine the product mix that an account carries based on the market segment of the account.

In the Siebel Consumer Goods application, you can use the Account Channel attribute to selectively display an account catalog with only the product categories and products that fit the account's market segment.

Administrators or account managers can tag your company's accounts with the Account Channel attribute, which determines to which type of distribution channel the account belongs, such as Mass Merchandiser or Electronics Specialists.

## About Buying Groups

A buying group is an account (consisting of multiple member accounts) that buys products at high volume, typically for the purpose of receiving discounted prices. All stores in a buying group can benefit by receiving products at prices lower than they receive if they purchase independently.

You can associate specific products with a buying group to determine the products available for distribution to the group members. Buying groups can purchase products on behalf of their member accounts. End users can check to see if their buying group plans to purchase some of the products they require and, if it does, they can remove those products from the plan and eliminate double ordering.

# Scenario for Managing Product Distribution

Marketing administrators and account managers perform the process in this example scenario when using distribution hierarchies and the Account Channel personalization attribute to determine how their products are distributed among their accounts. Your company might follow a different process according to its business requirements.

The administrator at a large beverage manufacturing company is responsible for making sure that the correct products are available for each customer account. He does so by controlling product distribution lists at the corporate level. These lists determine the set of products available at the key distribution account level of each account's hierarchy and the subsets of products available to the accounts down the hierarchy. In addition, the administrator determines where various products are available in retail outlets.

The Ace Corporation account consists of two warehouse distribution centers, Ace Corporation East and Ace Corporation West. Each warehouse supplies retail outlets throughout North America. Ace Corporation headquarters determines the beverage items that are stocked at each warehouse. In addition, Ace Corporation employs a third-party wholesaler, AnyCompany Distribution, to supply products to outlets in the state of Louisiana in the United States.

The administrator enters the Ace Corporation account hierarchy for product distribution into the Siebel database. He indicates that the Ace Corporation East and West accounts are Distributors and that AnyCompany Distribution is a wholesaler or supplier account for one or more of the Ace Corporation accounts in its product distribution account hierarchy.

He then establishes an authorized product distribution list for the Ace Corporation account product distribution hierarchy that is based on the inclusive distribution option. He gives both of Ace Corporation's distribution warehouses (Ace Corporation East and West) a distribution code of Premium for the category Fizz and a distribution code of Standard for the category Splash. This designation authorizes both warehouses to receive all of his company's beverage products that are part of the Fizz category, independent of product category, and all products in the Splash category that have a distribution code of Standard or Limited. However, because Louisiana bans the sale of alcoholic fruit drinks, the third-party wholesaler in Louisiana is not licensed to distribute them. The administrator gives the wholesaler a distribution code of Limited for the category Fizz so that only the subset of his company's products that do not contain alcoholic fruit drinks is shipped to this warehouse.

The account manager manages and updates the authorized product distribution lists, supplier references, and source of supply for each of her key accounts. She notes that Ace Corporation East cannot meet the demand for beverage products for all the retail outlets that it supplies, so she fulfills the needs of those outlets by designating Ace Corporation West as the alternative supplier for those outlets in the account hierarchy for product distribution.

Finally, the account manager specifies the percentage of the authorized product distribution list each warehouse supplies and designates merchandising locations for several of the products that are available to Ace Corporation's outlets.

## About Creating and Modifying Distribution Lists

Typically, marketing administrators create distribution lists that control the company products that are distributed to a customer's distributor accounts and the retail outlets that they serve.

Before creating a distribution list for a customer, you must create the appropriate distribution codes. Distribution codes impose a logic on the distribution of products across the account-category hierarchy that is inclusive or exclusive. In both systems, the distribution codes govern how products move from key accounts to subaccounts. For information about creating accounts and account hierarchies, see [Chapter 4, "Managing Accounts."](#)

For each product you add to the key account's distribution list, an account-product record is automatically created. The distribution code you enter for each product on the key account's distribution list is matched with the distribution codes given to each subsidiary account.

With inclusive distribution, the sequence or order that you assign to a group of distribution codes in the list of values (LOV) is used to assign rank to accounts. For example, outlets might have different distribution codes in the Beverages category. [Table 7](#) shows the distribution codes and the order that is assigned to those codes in an inclusive system.

Table 7. Distribution Codes, Order, and Products in an Inclusive System

Distribution Code	Order	Subaccount Receives
Premium	1	Premium, Standard, Limited
Standard	2	Standard, Limited
Limited	3	Limited

In an inclusive distribution system, subaccounts with the Premium distribution code receive the entire key account’s list of beverages, that is, products with Premium, Standard, or Limited distribution codes. Outlets with the Standard distribution code receive a subset of the entire list, which includes products with Standard and Limited distribution codes. Outlets with the Limited distribution code receive only those products with the distribution code of Limited.

With exclusive distribution, each distribution code defines a specific subset of products that do not depend on the order that you assign to the distribution codes. [Table 8](#) shows an example of distribution codes and products in an exclusive distribution system.

Table 8. Distribution Codes and Products in an Exclusive System

Distribution Code	Order	Subaccount Receives
Premium	1	Premium
Standard	2	Standard
Limited	3	Limited

In an exclusive distribution system, outlets with the Premium distribution code in the Beverages category receive a subset of the key account’s distribution list of products, which includes products that are part of the Premium category with Premium distribution codes. Outlets with the Standard distribution code for the Beverages category receive a subset of the entire list, which includes only those products with the distribution code of Standard in the Beverages category. Outlets with the Limited distribution code in the Beverages category receive only the products with the distribution code of Limited in the Beverages category.

You can also add unauthorized products to subaccount distribution lists. An *unauthorized product* is a product that you add to a subaccount’s distribution list outside the inclusive or exclusive distribution system.

# Process of Managing Product Distribution

This topic lists the tasks that administrators and end users typically perform to manage product distribution. Your company might follow a different process according to its business requirements.

## Administrator Procedures

The following list shows the tasks that administrators typically perform to manage product distribution:

- 1 [“Creating Distribution Codes” on page 60](#)
- 2 [“Creating Distribution Lists” on page 61](#) or [“Amending Distribution Lists” on page 63](#)
- 3 [“Copying Distribution Lists” on page 64](#)
- 4 [“Deleting Products from Distribution Lists” on page 65](#)
- 5 [“Setting Up Account Channel Values” on page 65](#)
- 6 [“Assigning Product Categories to Account Catalogs” on page 66](#)

## End-User Procedures

The following list shows the tasks that end users typically perform to manage product distribution:

- 1 [“Viewing and Modifying Distribution List Products \(End User\)” on page 66](#)
- 2 [“Viewing and Modifying Distribution List Categories \(End User\)” on page 68](#)
- 3 [“Reviewing Account Catalogs \(End User\)” on page 69](#)
- 4 [“Creating Buying Groups \(End User\)” on page 70](#)
- 5 [“Associating Sources of Supply with Accounts \(End User\)” on page 71](#)
- 6 [“Associating Sources of Supply with Products \(End User\)” on page 72](#)
- 7 [“Associating Account Products with Merchandising Locations \(End User\)” on page 73](#)

After administrators create distribution lists, end users can perform the other tasks involved in product distribution in any order. However, you can specify suppliers for products only after you create buying groups because you select the suppliers from the existing buying groups.

## Creating Distribution Codes

Before you can create a distribution list, you must first define the distribution codes that you want to use.

This task is a step in [“Process of Managing Product Distribution” on page 60](#).

**To set up distribution codes**

- 1 Navigate to the Administration - Data screen, then the List of Values view.
- 2 In the List of Values view, query for the Type field RTL\_PRFL\_DIST\_CODE.  
The query results show all the account distribution codes that are available.
- 3 In the Order column, assign a different number to each distribution code to create a sequence.

**NOTE:** The sequence that is applied to this LOV determines the order in which the distribution codes appear on the Dist. Code list. The sequence does not impose organization, but applies a rank in an inclusive distribution system.

## Creating Distribution Lists

After you define distribution codes, you can create a distribution list for a key account and specify the subaccounts of the key account. You can then define the products you want to include in the key account's distribution list.

This task is a step in ["Process of Managing Product Distribution"](#) on page 60.

**To create an account distribution list and define subaccounts**

- 1 Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.
- 2 Select the account record for which you want to create an account distribution list by performing a query in the list.  
**NOTE:** For direct distribution, this key account is a key distribution point for the customer, such as a distribution warehouse. For indirect distribution, this key account is responsible for indirect distribution, such as a third-party distributor.
- 3 (Optional) Click the More Info view tab, and select the Inclusive check box to assign inclusive distribution properties.
- 4 Click the Authorized Accounts view tab, and create a new record in the Authorized Accounts list.
- 5 Click the select button in the Account field, and in the Pick Account dialog box, select an account record to add as a subaccount to this key account, and click OK.
- 6 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Account Channel	Determines the type of distribution channel to which the account belongs.
Dist. Code	Distribution Code. Determines the products that this account receives.
Category	Determines the category of products this account receives.

**NOTE:** You can create multiple records for one subaccount. Each record for a subaccount must have a different category, but each category can have a different distribution code.

After you specify the subaccounts to include in the authorized distribution list, you can define the products available to those accounts.

**To define products for an account distribution list**

- 1 Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.
- 2 Select an account record for which you want to define products.
- 3 To add the products in a category to the Authorized Category Product list, complete the following steps:
  - a Click the Authorized Category Products view tab.
  - b Click Category.
  - c In the Select Category dialog box, query for the category with products to add to this account's distribution list and click OK.

All products in the selected category appear in the Authorized Category Products list, and the Categories list displays the category of a selected product.
- 4 (Optional) In the Authorized Category Products list, add a new product without a category.
- 5 To set up selection availability for each product in the Authorized Category Products list, use the fields in the following table.

Field	Comments
Orderable	Select this check box to make the product available for selection when a user adds products to a sales order.
Promotable	Select this check box to make the product available for selection when a user adds products to an account or corporate promotion if the Authorized Product field for the account or corporate promotion is selected.
Auditable	Select this check box to make the product available for selection when a user designates products for a retail audit.
Delist Date	The product is available for selection if the value in this field is on or before the date that the user adds products to sales orders, adds products to an account or corporate promotion, designates products for a retail audit.
List Date	The product is available for selection if the value in this field is blank or after the date that the user adds products to sales orders, adds products to an account or corporate promotion, designates products for a retail audit.

- 6 Include products in or exclude products from the distribution list for the account.

- To include a product in the distribution list for the account, select the product in the Authorized Category Products list, then specify the distribution code for that product in the Categories list.

If the Inclusive check box is selected for the key account, do not create more than one product-category record for the same product and category. With inclusive distribution, product-category records for the same product and category but with different distribution codes have contradictory meaning. Also, these records can result in error messages when you apply distribution code updates to the subaccounts for the key account.

- To exclude a product from the distribution list for the account, select the product in the Authorized Category Products list, and then select the Skip check box in the Categories list.
- 7 In the Authorized Category Products list, click Apply to propagate the key account's distribution list to the subaccounts that are associated with the account.
  - 8 Click the Authorized Distribution List view tab.

All the subaccounts are listed with assigned categories and products.

**NOTE:** To view competitor products, for example when conducting retail audits, the competitor products must exist in the distribution list of the account. Only administrators can add competitor products to an end user's products list. End users who are responsible for account audits can then associate competitor products with the account that they plan to audit.

## Amending Distribution Lists

You can amend the distribution list for a key account. For example, you can:

- Add an additional product category to a distribution list.
- Change the details of a product on a distribution list, for example, the distribution code, account code, sequence code, and if the product is included in the distribution list.

This task is a step in ["Process of Managing Product Distribution"](#) on page 60.

### *To add a product category to an account distribution list*

- 1 Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.
- 2 Select the key account record that you want to amend.
- 3 Click the Authorized Category Products view tab, and click Category.
- 4 In the Select Category dialog box, query for a product category to add to this account's distribution list, and click OK.

All products in the selected category appear in the Authorized Category Products list.

- 5 For each product, specify a distribution code on the Categories list.
- 6 (Optional) For each product, specify an account code and sequence code on the Authorized Category Products list.

**7** Click Apply.

The products in the product category are added to the distribution list of the key account and its subaccounts.

Use the following procedure to amend product details on an account distribution list.

***To amend product details on an account distribution list***

- 1** Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.
- 2** Select the account record that you want to amend.
- 3** Click the Authorized Category Products view tab.
- 4** Select the product that you want to amend.
- 5** Amend the appropriate fields in the Authorized Category Products list (Seq. code, Account Code) or the Categories list (Dist. code, Skip check box) as necessary.
- 6** Click Apply.

The changes that you made are applied to the key account and its subaccounts.

## Copying Distribution Lists

Instead of defining individual subaccounts and products for a distribution list, you can create a new distribution list for an account by copying to that account an existing distribution list from another account. After you perform this copying task, the new distribution list contains all of the authorized accounts and authorized category products from the existing distribution list.

***To copy a distribution list***

- 1** Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.
- 2** Select an account record with a distribution list that you want to copy to another account.
- 3** Click the Target Accounts view tab.
- 4** Select the target account to which you want to copy the distribution list.
- 5** Click Copy ADL.
- 6** To see the subaccounts and products for the target account, complete the following steps:
  - a** Navigate to the Administration - Authorized Distribution List screen, then the Account List view.
  - b** Select the target account.
  - c** Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.

The subaccounts appear in the Authorized Accounts view, and the products appear in the Authorized Category Products view.



## Deleting Products from Distribution Lists

After you create a distribution list for an account, you can delete products from the distribution list of the key account and its subaccounts.

**NOTE:** Deleting a product from a distribution list deletes associated merchandising location records, but does not delete associated store condition records.

This task is a step in [“Process of Managing Product Distribution”](#) on page 60.

### *To delete a product from an account distribution list*

- 1 Navigate to the Administration - Authorized Distribution List screen, then the Detail List view.
- 2 In the Accounts list, select the account record for which you want to delete a product.
- 3 Click the Authorized Category Products view tab, and query for the product you want to delete.
- 4 Click Delete.

The product is deleted from the distribution list for the key account.

- 5 Click Apply.

The product is also deleted from the distribution list for the subaccounts if the key account is the only supplier of the deleted product.

## Setting Up Account Channel Values

To make effective use of the Account channel personalization attribute, administrators or end users must select values for the Account Channel field for each of your company's accounts that is included on an authorized distribution list. The Account Channel field determines the type of distribution channel to which the account belongs.

To assign Account Channel personalization attributes to accounts, see [“Creating Distribution Lists”](#) on page 61.

**NOTE:** If you select no value for the account channel field, its value is recognized as null. Accounts with null Account Channel values are matched with product categories and products that have null values in those fields.

The data for the preconfigured Siebel Consumer Goods application includes predefined values for the Account Channel attribute under the list of values (LOV) type ACCOUNT\_CHANNEL. You can create new values or change any of the following existing values:

- Apparel Specialty
- Athletic Specialty
- Convenience Store
- Department Store
- Dollar
- Drug
- Electronics Speciality
- Grocery
- Mass Merchandiser
- Military
- Pet
- Sporting Goods
- Warehouse Club

For the procedure to create or change a value in the LOV, see *Siebel Applications Administration Guide*.

This task is a step in [“Process of Managing Product Distribution” on page 60](#).

## Assigning Product Categories to Account Catalogs

You can use the Account Channel personalization attribute and rules to control the product categories and products available for inclusion in an account’s catalog, as described in [“About Account Market Segments” on page 57](#).

At times, however, an administrator might want to override the personalization rule to further refine the products or product categories that are available to an account. In this case, the administrator assigns exactly the categories of products available for inclusion in an account’s catalog in the Account Categories view.

**NOTE:** If you assign one or more categories to an account through the Account Category view, only those categories are available for inclusion in the account’s catalog. No categories are available based on personalization rules; your category assignments instead override the rules.

This task is a step in [“Process of Managing Product Distribution” on page 60](#).

### *To assign categories to an account*

- 1 Navigate to the Administration - Catalog screen, then the Account Categories view.
- 2 In the Accounts list, select an account record.
- 3 In the Categories list, create a new record.
- 4 In the Pick Category dialog box, select one or more categories to add, and click OK.

## Viewing and Modifying Distribution List Products (End User)

End users can view the products on an account’s distribution list, add unauthorized products to a subaccount’s distribution list, and modify an account’s distribution list.

Account managers can use the Product Distribution list to enter a list of their customers products and to determine which products are added automatically to promotions when the Products button is clicked in the Account Promotions list of the Promotions screen. Account managers can also capture the regular retail shelf price (bench price), which is the non-promoted price at which the customer sells the product.

This task is a step in [“Process of Managing Product Distribution” on page 60](#).

**To view an account's distribution list products**

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Product Distribution view tab.  
The product distribution list for that account appears.

**NOTE:** In the preconfigured Siebel Consumer Goods application, you can add additional products to this account's distribution list from the Product Distribution view.

Use the following procedure to add an unauthorized product to an account's distribution list.

**NOTE:** A product that you manually add to a subaccount's distribution list is not affected by key account changes.

**To add an unauthorized product to an account's distribution list**

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Source of Supply view tab.  
The products on the account's distribution list are listed on the Products list.
- 3 In the Products list, create a new record.
- 4 Click the select button in the Product field.
- 5 In the Pick Product dialog box, select a product record to add to the account's distribution list, and click OK.
- 6 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Dist. Code	Distribution Code. Determines the products that this account receives.
Account Code	Retailers use this code to identify the product.
Seq. Code	Sequence Code. Specifies the aisle on which the product appears in the display sequence at the outlet.

Use the following procedure to modify a key account's distribution list.

**To modify a key account's distribution list**

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Select the key account record for the customer's distribution list.
- 3 Drill down on the Name field hyperlink, and click the Source of Supply view tab.  
The Products and Source of Supply lists appear.
- 4 Modify the Products list as necessary. You can:

- Add new products to the Products list.
- Change the sequence code.
- Assign the product a status of active or inactive.
- Change the distribution code.

## Viewing and Modifying Distribution List Categories (End User)

End users can view the products on an account's distribution list, add unauthorized products to a subaccount's distribution list, and modify an account's distribution list.

This task is a step in ["Process of Managing Product Distribution"](#) on page 60.

### *To view or modify category distribution list products*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Category Distribution view tab.
- 3 In the Category Distribution list, create a new record.
- 4 Click the select button in the Category Name field.
- 5 In the Category Products dialog box, select a product record and click OK.
- 6 Complete the necessary fields.

The following table describes some fields.

Field	Description
Category Name	Name of the category.
Description	Description of the category.
Effective Start Date	Date on which the distribution becomes effective.
Effective End Date	Date on which the distribution ends.
Bench Price	The usual price the retailer charges consumers. The regular retail price.
Bench Price Effective Date	Date on which the bench price becomes effective.
Bench Price Updated	A check mark in this field indicates that the Bench Price field was changed and used by the workflow.

Field	Description
Customer Cost Price	The cost of the product to the customer. For wholesalers and direct retailers, this is the same price as the list price, but for indirect retailers, who buy from wholesalers rather than direct from the manufacturer, this is the wholesaler to retailer price.  This price is not stored anywhere in the system. To set this price, a sales representative must enter it manually or import it from a source, such as a Demand Signal Repository (DSR), which might have spin data or sell-through data.
Customer Cost Effective Date	Date on which the customer cost price becomes effective.
Customer Cost Updated	A check mark in this field indicates that the Customer Cost field was changed and used by the workflow.

- 7 To add all the products associated with the category to the category product, click Products.
- 8 To update the Bench Price, Bench Price Effective Date, Customer Cost Price, and Customer Cost Price Effective Date fields from category to all the associated products, click Update Products.
- 9 To update the respective baseline products records that match the effective dates and account, click Update Price/Cost.

## Reviewing Account Catalogs (End User)

*Account catalogs* contain detailed information about the categories and products that your company makes available for a specific account to order.

If you are an account manager with responsibility for creating quotes and orders, account catalogs are a valuable resource in providing information about the products that are available. You can review catalogs in preparation for a visit or telephone call with an account's buyer. If you use the Siebel Consumer Goods application on a laptop computer, you can display the catalogs when you meet with buyers, allowing them to view prices and other critical information about your company's products for upcoming seasons.

This task is a step in ["Process of Managing Product Distribution"](#) on page 60.

### *To review an account catalog*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Account Catalogs view tab.  
A list of catalogs for the account that you select appears in the Account Catalogs list.
- 3 In the Account Catalogs list, drill down on the Name field hyperlink.  
The More Info view for the catalog appears.

- 4 In the Catalogs list, drill down on the Name field hyperlink a second time.  
The Categories view for the catalog appears. The Categories list displays the categories of the catalog, and the Category Details form displays the highest-level category.
- 5 In the Categories link bar, click the Products link. You can review:
  - The category hierarchy in the Categories list.
  - Product details, by drilling down on the Product field hyperlink in the products list.

## Creating Buying Groups (End User)

A buying group account acts as a product distributor, or supplier, for its multiple member accounts.

To create buying groups, complete the following tasks:

- 1 Create a buying group account, or designate an existing account as a buying group.
- 2 Associate member accounts with the buying group account.
- 3 Associate products with the buying group.
- 4 (Optional) Associate specific buying group member accounts with specific buying group products.

This task is a step in [“Process of Managing Product Distribution” on page 60](#).

### *To create a buying group*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Create a new buying group account record, or select an existing account record.  
For information about creating accounts, see [Chapter 4, “Managing Accounts.”](#)
- 3 Drill down on the Name field hyperlink and click the More Info view tab.
- 4 In the More Info form, select the Buying Group check box.  
The Account Attribute Flag is now Buying Group, and you can add member accounts to this buying group.

Use the following procedure to associate member accounts with a buying group.

### *To associate member accounts with a buying group*

- 1 Navigate to the Groups screen, then the Buying Group List view.
- 2 From the visibility filter, select Buying Group Accounts.  
The Buying Groups Accounts form and the Accounts list appear.
- 3 From the Buying Groups Accounts form, query to select the appropriate buying group record.  
The accounts that are already members of that buying group appear in the Accounts list.
- 4 In the Accounts list, create a new record.

- 5 In the Add Accounts dialog box, select one or more account records that you want to designate as members of the buying group, and click OK.

Use the following procedure to associate products with a buying group.

#### *To associate products with a buying group*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for a buying group record, and click the Source of Supply view tab.  
The Products and Source of Supply lists for the account appear.
- 3 In the Products list, create a new record.
- 4 Click the select button in the Product field.
- 5 In the Pick Product dialog box, select the product that you want to add, and click OK.
- 6 Repeat [Step 3](#) through [Step 5](#) for each product that you want to add.

## Associating Sources of Supply with Accounts (End User)

You can capture wholesaler to retailer relationships by product category and extend the source of supplier relationships to specify the percent at the category level. You can also extend the percentage to the product level and override the percentages for a particular promotion. You can enter a value in the Percentage field for a source of category supply, and then click the Update button to allocate this value to the corresponding account category product.

This task is a step in [“Process of Managing Product Distribution”](#) on page 60.

#### *To associate a source of supply with an account*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink, and click the Source of Category Supply view tab.  
The Account Category and Source of Category Supply lists for the account appear.
- 3 In the Account Category list, query on the Category Name field and complete the other necessary fields.
- 4 In the Source of Category Supply list, create a new buying group.
- 5 Click the select button in the Buying Group field.
- 6 In the Pick Account Suppliers dialog box, select the suppliers that you want to associate with the category, and click OK.

- 7 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Site	The location of the buying group.
Percentage	The percentage of the total category associated with the supplier.

- 8 Click Products to create the product records and associate the supplier accounts associated with the category to the products.

This information can be viewed from the Source of Product Supply view. To determine which products are added automatically when you click Products, see [“Viewing and Modifying Distribution List Products \(End User\)”](#) on page 66.

- 9 Click Update to copy or update the Percentage values from Category to Products.

## Associating Sources of Supply with Products (End User)

You can specify sources of supply for the products on a distribution list. You can associate multiple sources of supply with a single authorized product. This association helps account managers understand the distribution patterns of supply for the various accounts and buying groups.

This task is a step in [“Process of Managing Product Distribution”](#) on page 60.

### *To associate a source of supply with a product*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Source of Supply view tab.
- 3 In the Products list, select the product for which you want to designate a source of supply.
- 4 In the Source of Supply list, create a new record, and complete the necessary fields.
- 5 Click the select button in the Buying Group field.
- 6 In the Pick Account Suppliers dialog box, select the supplier that you want to associate with the product, and click OK.
- 7 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Primary Flag	Select this check box if you want the supplier to be the primary source.



Field	Comments
Site	The location of the buying group.
Percentage	The percentage of the total product order that comes from the supplier.

## Associating Account Products with Merchandising Locations (End User)

By associating an account's authorized product with merchandising locations, you can assign a specific physical location for that product, such as one or more display locations in a retail outlet or in a warehouse bin. A product can have multiple merchandising locations. If you delete a product record, its associated merchandising location records are also deleted. Deleting a merchandising location record does not delete associated store condition records. For more information about merchandising locations, see ["Adding Merchandising Locations to Accounts \(End User\)" on page 45](#) and ["Performing Merchandising Audits" on page 263](#).

This task is a step in ["Process of Managing Product Distribution" on page 60](#).

### *To associate products with an account merchandising location*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Merchandising Location view tab.
- 3 From the Merchandising Locations list, select the appropriate merchandising location record.
- 4 In the Product list, add products to the merchandising location:
  - a To add products individually, create a new record, click the select button in the Product field, select a product in the Account Product dialog box, and click OK.
  - b To add products by category, click Select Categories, select a category of products in the Add Products dialog box, and click OK.

All products in the selected category are added to the merchandising location.

## About Configuring Product Distribution

This topic contains information that might be useful when configuring the product distribution features. Topics include:

- ["Specialized Methods Invoked in Product Distribution" on page 74](#)
- ["Apply Button for an Authorized Distribution List" on page 75](#)

## Specialized Methods Invoked in Product Distribution

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 9](#).

Table 9. Buttons and Methods for Product Distribution Configurations

Button	Name of Method	Description	Supported On
Apply	OnAssignProductToSubaccount	Changes the ADL status of a selected account to Pending and then triggers a run time event to carry out the Apply task. On the Authorized Category Products view, the Apply task applies all authorized products and categories of the selected key distributor account down to its subaccounts in accordance with inclusive or exclusive logic.	Bus Comp Layer
Category	ShowPopup	Opens a dialog box of categories.	Applet Layer
Copy ADL	CopyADL	Creates a new ADL that is similar to an existing ADL.	Bus Comp Layer
Delete	DeleteSelected	Marks the selected S_ORG_PROD and S_ORG_DIST_LST records in the Authorized Products view for deletion from the parent account and its subaccounts. Triggers the business service SIA CS ADL Delete Business Service, which in turn calls the DeleteExtra method. The DeleteExtra method deletes the marked S_ORG_PROD and S_ORG_DIST_LST records.	Applet Layer
OK	AddCategoryProducts	Adds the category and the products associated with it to the parent account.	Applet Layer
Select Categories	ShowPopup	Adds all products in the selected category to the merchandising location.	Applet Layer

## Apply Button for an Authorized Distribution List

The Apply button, which is used to propagate product distribution lists to accounts based on distribution codes that are defined in an authorized distribution list, ceases to function if you change the following preconfigured parameter settings:

- For version 7.5, the TRUE value for the Force Active property in the ADL Status field in the Account business component.
- For version 7.7 or later, the Y value for the ForceActive control user property in the SIS Account Entry applet.



# 7

## Sales Volume Planning

This chapter describes how to set up and perform sales volume planning (SVP). Topics include:

- [About Sales Volume Planning on page 77](#)
- [About the SVP Aggregate Action on page 80](#)
- [Scenario for Using Sales Volume Planning on page 81](#)
- [Roadmap for Sales Volume Planning on page 81](#)
- [Process of Setting Up Category-Product Hierarchies on page 82](#)
- [Process of Defining SVP Hierarchies on page 85](#)
- [Performing the Initial Aggregation on page 88](#)
- [Running Aggregation Processing in Parallel on page 89](#)
- [Populating Locks on page 91](#)
- [Process of Establishing Baseline Basis Quantities on page 91](#)
- [Copying Baseline Information to Other Fields on page 95](#)
- [Manually Entering SVP Data on page 97](#)
- [Process of Performing Ongoing SVP Administrative Tasks on page 97](#)
- [Viewing SVP Data \(End User\) on page 100](#)
- [Skipping SVP Source Data \(End User\) on page 101](#)
- [Locking and Modifying SVP Data \(End User\) on page 102](#)
- [About SVP Algorithms on page 104](#)
- [About Category and Account Level Allocation on page 105](#)
- [About Number Handling and Percentage-Basis Calculations on page 106](#)
- [About Configuring Sales Volume Planning on page 106](#)
- [Configuring Sales Volume Planning on page 108](#)

### About Sales Volume Planning

Sales volume planning (SVP) is an iterative process in which consumer goods manufacturers model the projected sales for an upcoming period. Companies capture and update salesperson-influenced data pertaining to the quantity or value of product that their customers will purchase during a period of time. Uses of SVP include the following tasks:

- Top-down volume planning of target sales, usually starting with a high level number from a financial planning system.

- Bottom-up total sales forecast planning, usually with sales of the previous year as the starting point.
- Baseline volume estimating, usually starting with a derived baseline from Demantra or a Demand Planning system such as APO, I2, or Manugistics.

**NOTE:** This chapter uses the term quantity to represent any amount in SVP. You can also use a monetary amount, such as currency. However, you cannot use quantity and monetary amounts at the same time in SVP.

As part of their annual forecasting process, companies use SVP based on the data sets. These data sets make the SVP process possible and provide feedback, in the form of baseline and target quantities, for current and future sales volume plans. You can develop this data internally, or a third party can supply this data.

**NOTE:** It is recommended that companies perform complex trending and data modification on the initial load of historical records, such as shipment history, before importing this data into Siebel base tables.

See [Table 10](#) for definitions of the data sets.

Table 10. SVP Data Set Definitions

Data Set	Definition
Baseline	This data set is the quantity of product that would have been shipped, sold, or consumed without an account promotion for a period of time.  The Baseline view also shows incremental quantity, the quantity of product that is shipped, sold, or consumed as a direct result of an account promotion for a period of time. For example, because a product is on sale, a customer purchases two incremental pallets of the product in addition to the one the customer regularly purchases. Incremental quantity is generated during account promotion planning. For more information about account promotions, see <a href="#">Chapter 8, "Trade Promotions."</a>
Incremental	This data set is the quantity of product that is sold over and above the baseline quantity and that is attributed to an account promotion.
Target (Also referred to as quota or objective)	This data set is the quantity of product that a manufacturer expects to sell in a period of time. Targets can incorporate growth or decline rates for the SVP period.
Shipment	This data set is the quantity of product that is shipped to customers during a period of time. Because shipments are always historical data, end users can view, but not modify, the shipment data.
Consumption	Also called Consumption Volume. This data set is the quantity of product that customers purchase and use during a period of time. Because consumption is always historical data, end users can view, but not modify, the consumption data.

See [Table 11](#) for possible sources of these data sets.

Table 11. SVP Data Set Possible Sources

Data Set	Possible Sources
Baseline	<ul style="list-style-type: none"> <li>■ Obtain from shipments to accounts information.</li> <li>■ Obtain from customer warehouse withdrawals that a customer provides to the manufacturer or that a third-party data source provides.</li> <li>■ Derive from consumption data.</li> </ul>
Incremental	<ul style="list-style-type: none"> <li>■ Derive by calculating the difference between customer warehouse withdrawals, or shipments, and baseline.</li> <li>■ Obtain from a third-party data source.</li> <li>■ Incorporate lift matrices or use an educated estimate.</li> </ul>
Target (Also referred to as quota or objective)	<ul style="list-style-type: none"> <li>■ Derive from shipment, baseline, or consumption data from a prior period.</li> <li>■ Modify data based on a factor such as a growth or decline rate expected for the upcoming period.</li> </ul>
Shipment	<ul style="list-style-type: none"> <li>■ Import from an order processing system or a customer data warehouse.</li> </ul>
Consumption	<ul style="list-style-type: none"> <li>■ Obtain from a third-party data source.</li> <li>■ Use customer warehouse withdrawals as a proxy to derive.</li> </ul>

## About Basis, Planning, and Baseline Data Elements

The SVP module supports the following three-step baseline and target planning process:

- 1 The Baseline Basis (or Target Basis) fields are populated with data that you previously import or copy into the sales volume plan. These read-only fields serve as the basis data for the planning process.
- 2 The SVP process promotes this data into Baseline Planning (or Target Planning) values, which are then released to sales planners or account managers for adjustment. Sales planners and account managers make their adjustments based on known elements that impact trends for the planning periods.
- 3 After users make these adjustments, the values are promoted into the Baseline (or Target) fields where the values are also used as the account promotion baseline.

Your company can choose to use some or all of these elements in its planning process.

## About the SVP Aggregate Action

SVP is the process of modeling projected sales of a product at one or more accounts in a future time period. Companies establish sales volume plans to forecast or plan the quantity of products they expect to sell to these accounts during the SVP period. The SVP Aggregate action models this complex account-category-product-period hierarchy and allows for the allocation and aggregation of data through this hierarchy.

The SVP Aggregate action uses the account-category links that an administrator creates to construct the account-category-product hierarchy, and associates the imported source data with the appropriate SVP nodes. SVP nodes create records that represent the combination of accounts and category-products.

The SVP Aggregate action is an ongoing SVP task. Each time you run the action after the initial Aggregate action, a search is performed down the established account-category-product-period hierarchy structure and any new or missing nodes are created. The data is then reaggregated up through the account-category-product-period hierarchy.

Executing the SVP Aggregate action is a resource-intensive task because the action depends on the complexities of your account-category-product-period hierarchy and your source data set. The appropriate planning of this process is important when using the SVP module.

**NOTE:** The SVP Aggregate action does not aggregate across period types. Changes to data stored in weeks do not aggregate up into the monthly periods, and changes to data stored in years do not allocate down throughout the periods in the year. You can aggregate data, however, using Oracle Business Intelligence for reporting purposes. It is recommended that you store data in the standard periods of weeks or months.

### About Maximizing Aggregation Performance

The Aggregate action is the most resource-intensive action in the SVP module. To maximize performance, run Aggregate for only select period ranges. Also, use short intervals and run Aggregate only as frequently as your business requirements dictate. For example, if you store sales volume data by week, it is recommended that you run the aggregation at the end of each week and only for the that week.

**NOTE:** Running Aggregate for the first time creates a large number of transaction records. It is recommended that you perform this function in an environment that allows optimum performance.

Follow these guidelines to maximize aggregation performance:

- Make sure that the Siebel database is configured according to the *Siebel Installation Guide* for the operating system you are using.
- Turn off transaction logging during Aggregate.
- Reextract all mobile clients. For more information, see *Siebel Remote and Replication Manager Administration Guide*.

For more information about aggregation, see [“Performing the Initial Aggregation” on page 88](#).



# Scenario for Using Sales Volume Planning

SVP administrators, senior managers, and account managers perform the process in this example scenario for using SVP. Your company might follow a different process according to its business requirements.

An SVP administrator for a large beverage manufacturer knows that her company is beginning its annual planning effort. To generate the SVP, she performs several tasks. First, she identifies the source of the sales volume planning data. This source might be shipment or consumption data from previous periods. After she identifies the data, she reviews it to determine its relevancy for future SVP periods. As a result of the review, the SVP administrator chooses to skip certain account-product periods because of discontinued products or inactive accounts in those periods.

Next, she uses the data to establish a baseline for all products and accounts in the specified planning periods. She can modify the data directly or use it as a basis for populating the baseline planning field. In this case, the SVP administrator chooses to copy the values into the baseline planning fields for comparable periods and, while doing so, she uses the percentage change algorithm to increase the values by 5%. After the baseline planning column is populated, the SVP administrator informs the senior managers and region managers that they can manually adjust the values.

The senior managers modify the data and allocate these changes down the account-category-product hierarchy. The SVP administrator then informs the subordinate managers and account managers that the data is available.

The account managers then modify the baseline data based on their knowledge of their local accounts and markets. They use this information to plan account promotions for these accounts, and they enter the incremental quantity that they anticipate as a result of these account promotions. Finally, at the end of the planning cycle, the SVP administrator reaggregates the baseline and incremental data and exports the data to a demand planning tool that she can use in the consensus forecasting.

## Roadmap for Sales Volume Planning

This topic lists the tasks and processes that administrators and end users typically perform to successfully execute the SVP process. Your company might follow a different roadmap according to its business requirements.

### Administrator Procedures

The following list shows tasks and processes that administrators typically perform to execute sales volume planning:

- 1 [“Process of Setting Up Category-Product Hierarchies” on page 82](#)
- 2 [“Process of Defining SVP Hierarchies” on page 85](#)
- 3 [“Performing the Initial Aggregation” on page 88](#)
- 4 (Optional) [“Running Aggregation Processing in Parallel” on page 89](#)

- 5 ["Populating Locks" on page 91](#)
- 6 ["Process of Establishing Baseline Basis Quantities" on page 91](#)
- 7 ["Copying Baseline Information to Other Fields" on page 95](#)
- 8 ["Manually Entering SVP Data" on page 97](#)
- 9 ["Process of Performing Ongoing SVP Administrative Tasks" on page 97](#)

## End-User Procedures

The following list shows tasks that end users typically perform to execute sales volume planning:

- 1 ["Viewing SVP Data \(End User\)" on page 100](#)
- 2 ["Skipping SVP Source Data \(End User\)" on page 101](#)
- 3 ["Locking and Modifying SVP Data \(End User\)" on page 102](#)

# Process of Setting Up Category-Product Hierarchies

The following list shows the tasks that administrators perform to set up a category-product hierarchy:

- ["Setting Up Account Hierarchies" on page 82](#)
- ["Creating Category-Product Hierarchies" on page 82](#)
- ["Associating Products with Categories" on page 84](#)
- ["Acquiring Categories" on page 84](#)
- ["Deleting Products and Categories" on page 85](#)

This process is a step in ["Roadmap for Sales Volume Planning" on page 81](#).

## Setting Up Account Hierarchies

You must establish an account hierarchy in which every account in the hierarchy has a parent account except the root account (the highest-level account in an account hierarchy). Organizational entities that are part of sales volume plans must exist in this SVP account hierarchy. For instructions about setting up account hierarchies, see ["Setting Up Account Hierarchies" on page 41](#).

This task is a step in ["Process of Setting Up Category-Product Hierarchies" on page 82](#).

## Creating Category-Product Hierarchies

You must establish an explicit category-product hierarchy before beginning the SVP process. Categories and products in SVP must have a single designated SVP parent category.

This task is a step in [“Process of Setting Up Category-Product Hierarchies”](#) on page 82.

### *To create a category-product hierarchy*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 In the All Categories list, create a new record, and complete the necessary fields. Repeat this step for all categories.

The following table describes some fields.

Field	Comments
Category Name	The name of the category in the category-product hierarchy.
Parent SVP Category Name	The parent SVP name of the category (for example, All Products). This field is automatically populated when you later establish category-subcategory relationships.
SVP Level	The SVP level of the category. This field is automatically populated when you make an association to a subcategory.
Description	A description of the category-product hierarchy.
Effective Start Date	The starting date and time of the category.
Effective End Date	The ending date and time of the category.
Catalog Name	The name of the catalog that is associated with this category-product hierarchy.

- 3 In the All Categories list, select the root category, and drill down on the Category Name field hyperlink.

The SVP Category Details view appears.

- 4 In the Subcategories list, add the subcategory or subcategories for which you want to designate the parent category as the subcategory's SVP parent.

**NOTE:** You can designate many subcategories as SVP adoptees for the SVP parent. However, if a subcategory has another category as its SVP parent, your designation ends the previous SVP parent relationship and creates a new one.

## Associating Products with Categories

After establishing your multiple-category hierarchy, you associate products with each of the appropriate categories. Associate only products at the lowest level of the category hierarchy.

**CAUTION:** Even though you can add products to the upper levels of the category hierarchy, it is not recommended because the products are not recognized during SVP actions.

**NOTE:** If you create product to category links through other methods that are external to the application, you need to perform an Acquire Categories action to create the associations. For more information about this action, see [“Acquiring Categories” on page 84](#).

This task is a step in [“Process of Setting Up Category-Product Hierarchies” on page 82](#).

### *To associate products with a category*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 Drill down on the Category Name field hyperlink for a category.  
The SVP Category Details view appears.
- 3 In the Subcategories list, drill down on the Name field hyperlink until you reach the lowest level subcategory.
- 4 In the Products list, create a new record.
- 5 In the Add Internal Products dialog box, select one or more products, and click Add.
- 6 In the Products list, select one or more products for which you want to designate an SVP parent category.
- 7 Click SVP Adopt.

The SVP Adoptee field of the selected product is automatically populated with a check. This product now has the selected parent category as its SVP parent. The other products in the Products list, for which the SVP Adoptee field is cleared, are not active products for the parent category. They do not appear in sales volume plans for the parent category.

## Acquiring Categories

Associating products with categories creates the links that the application needs to enable the allocation process. If you make these associations through another method that is external to the application, you need to perform an Acquire Categories action to establish these links. You must perform this action when the category-product hierarchy changes.

This task is a step in [“Process of Setting Up Category-Product Hierarchies” on page 82](#).

### *To perform the Acquire Categories action*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Other Actions view.
- 2 In the Other Actions form, create a new record.

- 3 From the Action field drop-down list, select Acquire Categories.
- 4 Enter text in the Description field (for example, Fall Forecast - Acquire Categories).
- 5 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field. After the categories are acquired, the Status field changes to Complete and a dialog box appears, confirming that the action was successful.

## Deleting Products and Categories

When deleting products, you must first unadopt the product. Similarly, when deleting a category, first unadopt all products associated with that category.

**CAUTION:** If you do not delete products and categories using the method described in this topic, you must run the Acquire Categories action to make sure that the allocation functions correctly in the new hierarchy. You can also run the Acquire Categories action to synchronize the category-product hierarchy when inconsistencies are introduced through error. Failing to keep this hierarchy synchronized adversely affects the allocation functionality.

This task is a step in [“Process of Setting Up Category-Product Hierarchies”](#) on page 82.

### *To unadopt a product*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 Drill down on the Category Name field hyperlink for a category.
- 3 In the Subcategories list, drill down on the Name field hyperlink until you reach the lowest level subcategory.
- 4 In the Products list, select one or more products that you want to delete.
- 5 Click SVP Adopt.

The check in the SVP Adoptee field of the selected product is cleared. This product is no longer active for the parent category in SVP functions.

## Process of Defining SVP Hierarchies

Connecting the account hierarchy with the category-product hierarchy establishes the SVP hierarchy, also known as the account-product tree. You can connect these hierarchies by associating accounts in the account hierarchy with the categories in the category-product hierarchy.

**CAUTION:** Make sure the account hierarchy is explicit and contiguous, with every account in the hierarchy having a parent account except the root account. All organizational entities that are part of sales volume plans must exist in this SVP account hierarchy.

The following list shows the tasks that administrators can perform to define the SVP hierarchy:

- [“Manually Associating Categories with Accounts”](#) on page 86

- [“Manually Associating Subcategories with Accounts” on page 86](#)
- [“Modifying Account-Category Hierarchies” on page 87](#)
- [“Deleting Account-Category Hierarchies” on page 87](#)
- Importing the associations with the data from a back-office system

**CAUTION:** Running Aggregate can take you less time than manually establishing associations between every account and category-product hierarchy. However, the Aggregate action aggregates sales volume data and can take a long time to complete. Therefore, if you run Aggregate to create these associations, import the SVP data before running Aggregate.

This process is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

## Manually Associating Categories with Accounts

You can manually associate categories with accounts.

This task is a step in [“Process of Defining SVP Hierarchies” on page 85](#).

### *To manually associate a category with accounts*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 Drill down on the Category Name field hyperlink for a category.  
The SVP Category Details form appears.
- 3 From the visibility filter, select SVP Category Accounts.
- 4 Scroll down to the Accounts list and create a new account record.
- 5 In the Pick Account dialog box, select the accounts that you want to add to the category, and click Add.

## Manually Associating Subcategories with Accounts

You can manually associate subcategories with accounts.

This task is a step in [“Process of Defining SVP Hierarchies” on page 85](#).

### *To manually associate a subcategory with accounts*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 In the All Categories list, select the subcategory that you want to associate with accounts.
- 3 Drill down on the Category Name field hyperlink for the subcategory.  
The SVP Category Details view appears.
- 4 From the visibility filter, select SVP Category Accounts.

- 5 Scroll down to the Accounts list and create a new account record.
- 6 In the Pick Account dialog box, select the accounts that you want to associate with the subcategory, and click Add.

## Modifying Account-Category Hierarchies

You can modify account-category hierarchies to reflect changes to accounts and categories in your organization. An account-category hierarchy changes when you change a parent-child account relationship. Perform changes to a parent-child account relationship by designating a new or different parent account for an account record. You can make these changes from one of the Sales Volume Planning views or from the general Data Administration views for accounts.

After making these changes, you must perform the Aggregate action. Take special consideration if the hierarchy change removes all associated subaccounts from a parent account. For information about the Aggregate action, see [“Performing the Initial Aggregation” on page 88](#).

This task is a step in [“Process of Defining SVP Hierarchies” on page 85](#).

### *To modify an account-category hierarchy*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 In the All Categories list, select a category record.
- 3 From the visibility filter, select SVP Category Accounts.
- 4 Scroll down to the Accounts list, select an account record, and modify the Parent Account field.

## Deleting Account-Category Hierarchies

You can delete an account-category association by removing the account from the SVP Category Accounts view. After making this change, you must perform the Aggregate action. For information about the Aggregate action, see [“Performing the Initial Aggregation” on page 88](#).

This task is a step in [“Process of Defining SVP Hierarchies” on page 85](#).

### *To delete an account-category hierarchy*

- 1 Navigate to the Administration - Catalog screen, then the SVP Categories view.
- 2 In the All Categories list, select a category record.
- 3 From the visibility filter, select SVP Category Accounts.
- 4 Scroll down to the Accounts list, select an account record, and delete it.

## Performing the Initial Aggregation

The SVP Aggregate action executes and builds the account-category relationships that are defined earlier in the physical database. After this process is complete, SVP users can navigate the associated account-category hierarchy to understand or change periodic product movement data.

You can specify that the Aggregate action aggregates baseline data and rolls up incremental quantity from any level across the entire account-category-product hierarchy. You can also aggregate specific source fields (such as incremental quantity) rather than the entire source table.

You must run the SVP Aggregate action independently for each product movement table: baseline, target, consumption, and shipment. For example, a planning administrator who wants to establish targets and a baseline basis must run the Aggregate action twice—the first time to establish the targets and a second time to establish a baseline basis. You use the same SVP hierarchy when performing the Aggregate action for targets and a baseline basis. The Aggregate action fails if the product movement tables do not contain data.

**NOTE:** Before performing aggregation, make sure that products are associated with the authorized product distribution list for their respective account. For more information about distribution lists, see [“Creating Distribution Lists” on page 61](#).

This task is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

### To perform an aggregation

- 1 Navigate to the Administration - Sales Volume Planning screen.
- 2 In the Aggregate view, create a new record.
- 3 From the Action field drop-down list, select Aggregate.
- 4 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Description	The name of the sales volume plan.
Source Table	The complete data set (baseline, shipment, consumption, or target) that you want to aggregate. Select a source table if you want to aggregate the entire data set.
Source Field	The subset of data that you want to aggregate (for example, incremental quantity or shipped quantity). Select a source field if you want to limit the aggregation to a specific column of SVP data.
Start Period	The starting period of the source field or table.
End Period	The ending period of the source field or table.
Starting Account Level	The level of the hierarchy from which you want to begin the aggregation. If this field is blank, aggregation starts at the lowest level of the account hierarchy.



- 5 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field.

**NOTE:** If you prepare sales volume data for multiple periods and want to track the progress of the action, click the Sub Actions view tab to see the status of the periods as they are processed.

After the aggregation is built, the Status field changes to Complete and a dialog box appears, confirming that the action was successful.

## Running Aggregation Processing in Parallel

You can expedite aggregation processing by running parallel SVP Aggregate actions.

**NOTE:** You must enable the Workflow Process Manager component for each Siebel Server. For information about enabling components on a Siebel Server, see *Siebel System Administration Guide*.

To facilitate parallel processing, you partition your aggregation into multiple aggregation actions. For example, if you want to aggregate consumption data for the first 12 weeks of the year, instead of creating a single 12-week SVP Aggregate action record, create four Aggregate action records of three weeks each.

After you create the aggregation actions, you can run the actions in parallel, as multiple tasks on one server or as tasks on multiple servers.

To set up parallel aggregation processing, perform the following tasks:

- 1 Make sure Siebel Workflow Manager is started. For more information, see [“Setting Up Siebel Workflow Processes for Consumer Goods”](#) on page 29.
- 2 Enable the Workflow Process Manager component on each Siebel Server. For information about enabling components on a Siebel Server, see *Siebel System Administration Guide*.
- 3 Start the Workflow Monitor Agent on each Siebel Server. For more information, see *Siebel Business Process Framework: Workflow Guide*.
 

**NOTE:** To run multiple aggregation processes in parallel, each process needs a Workflow Monitor Agent. For example, if you want to run five processes in parallel, you must start five Workflow Monitor Agents. Similarly, if you want to run six parallel processes on a single server, you must start six Workflow Monitor Agents on that server.
- 4 Modify the CG SVP Action business component to enable the Mass Invoke button. For more information, see [“Modifying the CG SVP Action Business Component”](#) on page 90.
- 5 Set up and run parallel SVP Aggregate actions from a single-server or multiple-server environment. For more information, see [“Performing Parallel Aggregation Processing”](#) on page 90.

This task is a step in [“Roadmap for Sales Volume Planning”](#) on page 81.

## Modifying the CG SVP Action Business Component

To enable the Mass Invoke button, which you need for parallel processing, you must modify the CG SVP Action business component. If you do not modify the CG SVP Action business component as described in the following procedure, you cannot use the Mass Invoke button.

### *To modify the CG SVP Action business component*

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Component object, and in the Object List Editor, query for the following business component: CG SVP Action.
- 3 In the Object Explorer, select the Business Component User Prop child object.
- 4 For the Generate Account Category user property, change the value to FALSE.

## Performing Parallel Aggregation Processing

Before beginning this procedure, confirm that the AOM parameters for the eConsumer Object Manager (ENU) are as follows:

Minimum MT Servers =  $n$  plus 1

Maximum MT Servers =  $n$  plus 1

Where  $n$  is the number of servers that you use.

**CAUTION:** If you are configuring parallel SVP processing for the first time, you can use Workflow Simulator to test the following procedure before using Workflow Monitor Agent. For more information about Workflow Simulator, see *Siebel Business Process Framework: Workflow Guide*.

### *To perform parallel aggregation processing*

- 1 Log in to the Siebel Consumer Goods application, and navigate to the Administration - Sales Volume Planning screen, then the Other Actions view.
- 2 Create an SVP Populate Locks action and click Execute Action.  
All records are unlocked and available for aggregation.
- 3 Create an SVP Acquire Categories action and click Execute Action.  
Account category records are created for each combination of accounts and categories.
- 4 After you determine how to divide the aggregation into subperiods, create and execute an SVP Aggregate action record for each subperiod aggregation using the instructions in ["Performing the Initial Aggregation" on page 88](#).
- 5 For each Siebel Server running Consumer Goods that you want to use to process this aggregation, log in and launch a new instance of the Consumer Goods application Web client.
- 6 On each client, navigate to the Administration - Sales Volume Planning screen.
- 7 From the Aggregate view, click Mass Invoke.  
Repeat this step for each client.

- 8 Close each client.
- 9 To monitor the progress of your parallel aggregations, launch a new instance of the Consumer Goods application Web client and navigate to the Administration - Sales Volume Planning screen.  
The SVP Action list displays the status of each Aggregate action. Make sure that at least two Aggregate actions have a status of Executing at the same time. This condition confirms that the processing is running in parallel.

## Populating Locks

After building an SVP hierarchy, you populate the hierarchy's locks. When you populate locks, multiple users cannot simultaneously edit data, and you can remotely edit forecast data.

**NOTE:** Until you populate the locks, end users cannot view SVP data.

Locks are populated at the account level, preventing users at lower account levels from overwriting modifications that users make at higher account levels.

For more information about locking SVP data, see [“Locking and Modifying SVP Data \(End User\)” on page 102](#).

This task is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

### *To populate SVP hierarchy locks*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Other Actions view.
- 2 In the Other Actions form, create a new record.
- 3 From the Action field drop-down list, select Populate Locks, and enter text in the Description field.
- 4 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field. After the locks in the hierarchy are populated, the Status field changes to Complete and a dialog box appears, confirming that the action was successful.

## Process of Establishing Baseline Basis Quantities

After importing the SVP data, you copy the data to the Baseline Basis Qty field. Typically, your first step in creating a baseline is generating a baseline basis quantity. A *baseline basis quantity* is generated from imported SVP source data and represents the preadjusted quantity that would have been sold without an account promotion.

The following list shows that tasks that administrators perform to establish a baseline basis quantity:

- [“Generating Baseline Basis Quantities for Existing Products” on page 92](#)
- [“Generating Baseline Basis Quantities for New Products” on page 93](#)

- [“Precalculating Adjusted Baseline Basis Quantities” on page 94](#)

This process is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

## Generating Baseline Basis Quantities for Existing Products

For existing products, you can use shipment or consumption data from an earlier period or baseline data from a demand planning tool as the source data for generating a baseline basis. After determining the source of the baseline basis, for example, historical shipments, you copy these records to the baseline basis quantity.

This task is a step in [“Process of Establishing Baseline Basis Quantities” on page 91](#).

### *To generate a baseline basis quantity for an existing product*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Copy Actions view.
- 2 In the Copy Actions form, create a new record.
- 3 From the Action field drop-down list, select Copy Field.
- 4 In the Account field, select the highest level account structure, for example, All Accounts or Company HQ.
- 5 Select a value in the Category field or the Source Product field.  
**NOTE:** You must select the Account field before you select the Category field or the Source Product field.
- 6 Complete the rest of the fields in the form.

The following table describes some fields.

Field	Comments
Description	A description of the action that creates the sales volume plan, for example, copy Shipped Qty to Baseline Basis Qty.
Category	The category in the category-product hierarchy.
<b>Source</b>	
Source Product	The product in the category-product hierarchy.
Source Field	The source field of the baseline basis, for example, Shipped Qty or Consumed Qty.
Start Period	The starting period of the source field.
End Period	The ending period of the source field.
Include Skipped	Select this field to include skipped account-product periods.
<b>Algorithm</b>	

Field	Comments
Algorithm	The algorithm, for example, Percentage Change or Trended Volume-Period. For more information about algorithms, see <a href="#">“About SVP Algorithms” on page 104</a> .
%Change	The percentage change from the source field to the target field. You must select Percentage Change in the Algorithm field to enter data in this field.
<b>Target</b>	
Target Field	The target field of the baseline basis, for example, Baseline Basis Qty.
Start Period	The starting period of the target field.
End Period	The ending period of the target field.

#### 7 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field.

**NOTE:** If you prepare sales volume data for multiple periods and want to track the progress of the action, click the Sub Actions view tab to see the status of the periods as they are processed.

After the fields are copied, the Status field changes to Complete and a dialog box appears, confirming that the action was successful. On the Sales Volume Planning screen, the Basis Qty field in the Category Baseline list is now populated for this product.

## Generating Baseline Basis Quantities for New Products

For new products, you can copy baseline shipment or consumption data from a similar existing product to generate a baseline basis. After determining the source of the baseline basis, for example, historical shipments of a similar product, you copy these records to the new product’s baseline basis quantity.

This task is a step in [“Process of Establishing Baseline Basis Quantities” on page 91](#).

### *To generate a baseline basis quantity for a new product*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Copy Actions view.
- 2 In the Copy Actions form, create a new record.
- 3 From the Action field drop-down list, select Copy Product.

**NOTE:** If you want to copy information between products, the products must be part of the same account. If products are part of the same account hierarchy but at different account levels, you cannot copy product information from an existing product to a new product.

- 4 Select the Apply ADL check box if you want to create records for only the accounts that are already added to the ADL (Authorized Distribution List) for the new product:

- If no ADL is established for the new product, or if you want to sell the new product to the same accounts to which you sell the source product, leave this check box blank.
- If you select the Apply ADL check box, the Default Value field is available, and you can enter an estimated value for those ADL accounts that do not buy or receive the source product.

5 Complete the rest of the fields in the form.

Step 6 of [“Generating Baseline Basis Quantities for Existing Products” on page 92](#) describes the available fields.

6 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field.

After the fields are copied, the Status field changes to Complete and a dialog box appears, confirming that the action was successful. On the Sales Volume Planning screen, the Basis Qty field in the Category Baseline list is now populated for this new product.

## Precalculating Adjusted Baseline Basis Quantities

After you establish a baseline basis quantity, you can adjust this quantity to reflect growth or decline rates by using a percentage change algorithm or a trended volume by period algorithm.

You can precalculate changes to the baseline basis quantity. This predetermination of the quantity shows values for this data and provides you with a quick reference to the total quantity. If you think that quantity values were skipped and want to understand the source value (predetermination) for all periods (including skipped periods), select the same periods before performing the predetermination.

After making all of the needed adjustments to the baseline basis quantity, you copy the values to the baseline basis planning quantity.

This task is a step in [“Process of Establishing Baseline Basis Quantities” on page 91](#).

### *To precalculate an adjusted baseline basis quantity*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Copy Actions view.
- 2 In the Copy Actions form, create a new record.
- 3 In the Account field, select the account in the account-product hierarchy to use to calculate the adjusted baseline basis.
- 4 Select a value in the Category field or the Source Product field for the category or product in the category-product hierarchy to use to calculate the adjusted baseline basis.

**NOTE:** You must select the Account field before you select the Category field or the Source Product field.

5 Complete the rest of the fields in the form.

Step 6 of [“Generating Baseline Basis Quantities for Existing Products” on page 92](#) describes the available fields.

6 Click Calculate Source.

The Source Value field displays the unadjusted Source field quantity, and the Target Value field displays the adjusted Source field quantity.

7 (Optional) Enter a quantity value in the Override field.

The value in the Override field appears in the Target Value field, and the %Change field is adjusted to reflect the value in the Override field.

**NOTE:** The Override field does not depend on the values in the Algorithm field or %Change field.

## Copying Baseline Information to Other Fields

The baseline quantity is the quantity of product that would have been sold without an account promotion. After establishing a baseline quantity, account managers can use this value in conjunction with the Trade Promotions module to better plan incremental quantity for account promotions. You can also use the baseline quantity to establish and generate target quantities.

When you copy baseline information to other fields in the Siebel Consumer Goods application, you can copy baseline information:

- From the Baseline Basis Qty field to the Baseline Planning Qty field.

After copying, SVP administrators release the imported SVP data to their senior managers. These managers modify the data to reflect their markets and allocate the modified quantities down the account-product hierarchy. For more information about modifying the data, see [“Skipping SVP Source Data \(End User\)” on page 101](#).

- From the Baseline Planning Qty field to the Baseline Qty field.

After senior managers modify and allocate the baseline planning quantities, you can copy the Baseline Planning Qty field to the Baseline Qty field.

- From the Baseline Qty field to the Baseline PY Qty field.

To establish baseline quantities for the prior year, you can copy the Baseline Qty field to the Baseline PY Qty field.

- From the Baseline Qty field to the Baseline Target Qty field.

To establish baseline quantities for expected targets, you can copy the Baseline Qty field to the Baseline Target Qty field.

This task is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

### *To copy baseline information into other fields*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Copy Actions view.
- 2 In the Copy Actions form, create a new record.
- 3 From the Action field drop-down list, select Copy Field.

## 4 Complete the necessary fields.

The following table describes some fields.

Field	Comments
Description	A description of the action that creates the sales volume plan, for example, copy Baseline Basis Qty to Baseline Planning Qty.
Account	The account in the account-product hierarchy to copy.
Category	The category in the category-product hierarchy to copy. Select a value in the Category field or the Source Product field. You must select the Account field before you select the Category field or the Source Product field.
<b>Source</b>	
Source Product	The product in the category-product hierarchy to copy. Select a value in the Category field or the Source Product field.
Source Field	The source field to copy from.
Start Period	The starting period of the source field.
End Period	The ending period of the source field.
Source Value	The source value to copy.
Apply ADL	Select the Apply ADL check box if you want to create records for only the accounts that are already added to the ADL (Authorized Distribution List) for the new product. If no ADL is established for the new product, or if you want to sell the new product to the same accounts to which you sell the source product, leave this check box blank. For more information about Authorized Distribution Lists, see <a href="#">Chapter 6, "Product Distribution."</a>
Default Value	If you select the Apply ADL check box, the Default Value field is available. Enter a default value for those ADL accounts that do not buy or receive the source product.
Include Skipped	Select this field to include skipped account-product periods.
<b>Algorithm</b>	
Algorithm	The algorithm, for example, Percentage Change or Trended Volume-Period. For more information about algorithms, see <a href="#">"About SVP Algorithms" on page 104.</a>
%Change	The percentage change from the source field to the target field. You must select Percentage Change in the Algorithm field to enter data in this field.
Override	If the target field value already exists in the database, you can use this field to specify a value that overrides that value.
<b>Target</b>	



Field	Comments
Target Product	The product in the category-product hierarchy to which a value is copied. Select a value in the Category field or the Source Product field.
Target Field	The target field to which a value is copied.
Start Period	The starting period of the target field.
End Period	The ending period of the target field.
Duration	The length of the target field from the start period to the end period.
Target Value	The value of target. This constant target value overwrites all other values.

5 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field.

**NOTE:** If you prepare sales volume data for multiple periods and want to track the progress of the action, click the Sub Actions view tab to see the status of the periods as they are processed.

After the fields are copied, the Status field changes to Complete and a dialog box appears, confirming that the action was successful.

## Manually Entering SVP Data

Marketing administrators who want to prepare sample databases for training or testing purposes can manually enter account-product data for use in the SVP process. Manually entering this data eliminates the need to import these records.

**NOTE:** Use caution when entering this data manually. It is recommended that you establish and use a separate SVP hierarchy for training purposes.

This task is a step in [“Roadmap for Sales Volume Planning”](#) on page 81.

### *To manually enter account-product data*

- 1 Navigate to the Administration - Data screen, then the Account Product view.
- 2 Enter the account-product data that you want.

## Process of Performing Ongoing SVP Administrative Tasks

The following list shows the tasks that administrators typically perform for ongoing SVP administration:

- [“Creating SVP Periods”](#) on page 98
- [“Importing or Copying SVP Data”](#) on page 98

- [“Resetting Account and Category Levels” on page 98](#)
- [“Performing Periodic Aggregations” on page 99](#)
- [“Allocating Changes Down Multiple Levels of the Account Hierarchy” on page 99](#)
- [“Resetting SVP Hierarchy Levels” on page 100](#)
- [“Resetting SVP Hierarchy Locks” on page 100](#)

This process is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

## Creating SVP Periods

You must create periods to represent the units of time that you work with in the SVP process. SVP supports period types of weeks or months. For information about creating periods, see [“Creating Periods” on page 28](#).

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

## Importing or Copying SVP Data

You must import the data to use in the SVP process. You can import SVP source data into any of the standard product movement tables (baseline, target, consumption, and shipment) using Siebel Enterprise Integration Manager (EIM). Data that is imported into these tables is copied or staged to the appropriate catalog-category tables for the same product movement types. The SVP module uses predefined interface tables for importing source data. For more information, see *Siebel Enterprise Integration Manager Administration Guide*.

**NOTE:** SVP source data is recorded at the lowest level of your account and product hierarchies. Therefore, when importing SVP source data, you must import this data at the lowest level of your hierarchies—for example, at the Ship To-SKU level.

You can also copy SVP data from existing products to records for similar new products. You can then use this data as the source records for your upcoming SVP actions. For more information about copying SVP data from existing products to records for similar new products, see [“Generating Baseline Basis Quantities for New Products” on page 93](#).

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

## Resetting Account and Category Levels

Resetting levels displays the current levels associated with each account that is represented in your SVP hierarchy. If you want the Account Level field to auto-populate in SVP views and forms, you must reset account and category levels. Resetting account levels allows you to view an account's level.

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

***To reset Account and Category levels***

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Other Actions view.
- 2 In the Other Actions form, create a new record.
- 3 From the Action field drop-down list, select Reset Levels, and enter text in the Description field.
- 4 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field. After the levels in the account-product hierarchy are reset, the Status field changes to Complete and a dialog box appears, confirming that the action was successful.

**Performing Periodic Aggregations**

You need to run Aggregate to incorporate account, category, or product changes into the SVP hierarchy. You also need to run the process to aggregate baseline data changes or to create SVP data for future periods. For information about running Aggregate, see [“Performing the Initial Aggregation” on page 88](#).

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

**Allocating Changes Down Multiple Levels of the Account Hierarchy**

If you need to allocate changes down multiple levels of the account hierarchy, use the Administration - Sales Volume Planning screen and run an Allocate action. For example, if the Vice President of Sales mandates a change in the forecast at the root account level that applies to all accounts in the hierarchy, run the Allocate action. This action pushes changes down the account hierarchy from the selected account to any of the 10 hierarchical levels. For more information about allocating changes, see [“Locking and Modifying SVP Data \(End User\)” on page 102](#) and [“About Category and Account Level Allocation” on page 105](#).

When changes are made to a volume, they are automatically rolled up and pushed down the category-product hierarchy with the account node being worked on. To push the changes down to the next level of account nodes, click the Allocate button. Because the allocation process can involve updating thousands of records, the system is designed to allow end users to only allocate down one level of the account hierarchy at a time. To allocate down more than one level or to aggregate up the account hierarchy, an administrator must initiate this action from the SVP Administration view. When a value is changed at the Category Baseline level, that change must be pushed down to the Product Baseline level and converted to the other units of measure before being rolled-up back to the original category baseline level.

Sales volumes (in currency, units, cases, and so on) can be entered at any level of the account or product hierarchy and pushed down or rolled-up the hierarchy, to keep all numbers in the hierarchy in synchronization.

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

## Resetting SVP Hierarchy Levels

During the SVP period, you can reset the levels of an account-product tree. Perform this task if new accounts are added or if the category-product hierarchy is changed. Resetting account-product tree levels resets the account level and category level designations to reflect the updated hierarchical change. For more information, see [“Resetting Account and Category Levels” on page 98](#).

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

## Resetting SVP Hierarchy Locks

You can reset the locks of an SVP hierarchy to allow users at lower account levels to modify SVP data. You can also reset SVP hierarchy locks if an account team lock prevents a user from modifying that user’s data, and the members of the account team cannot resolve the lock. For example, the members of the account team might be out of the office or on vacation, or a lock error might occur. Resetting SVP hierarchy locks overrides the established lock and allows other users to modify the previously locked records.

This task is a step in [“Process of Performing Ongoing SVP Administrative Tasks” on page 97](#).

### *To reset SVP hierarchy locks*

- 1 Navigate to the Administration - Sales Volume Planning screen, then the Other Actions view.
- 2 In the Other Actions form, create a new record.
- 3 From the Action field drop-down list, select Reset Locks, and enter text in the Description field.
- 4 Click Execute Action.

In the SVP Action list, the status of Pending appears in the Status field. After the locks in the hierarchy are reset, the Status field changes to Complete and a dialog box appears, confirming that the action was successful.

## Viewing SVP Data (End User)

Throughout the SVP period, sales managers view SVP data to monitor shipment or consumption quantities, gather feedback about the effectiveness of account promotions, and track their progress in meeting their targets. For more information about SVP data, see [“About Sales Volume Planning” on page 77](#).

When you create a query to find data in the Category Baseline and Product Baseline lists, the query definition is applied to your subsequent selections in the Accounts and Category lists. For example, to view category baseline records for a quarter, you define the query to return results for the three months in that quarter. When you drill down to the next level, the previously defined query automatically returns records for only that quarter. Similarly, queries that you create in the Product Baseline list are applied when you select subsequent records in the Products list. For more information about creating, executing, and canceling queries, see *Siebel Fundamentals*.

This task is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

### To view SVP data

- 1 Navigate to the Sales Volume Planning screen.
- 2 In the Sales Volume Planning link bar, for the data that you want to view click one of the following links:
  - **Baseline.** If you click this link, the Category Baseline list and Product Baseline list appear with the Accounts list, Category list, and Products list.
  - **Shipment.** If you click this link, the Category Shipment list and Product Shipment list appear with the Accounts list, Category list, and Products list.
  - **Consumption.** If you click this link, the Category Consumption list and Product Consumption list appear with the Accounts list, Category list, and Products list.
  - **Target.** If you click this link, the Category Target list and Product Target list appear with the Accounts list, Category list, and Products list.
  - **Baseline - Flat.** If you click this link, the Product Baseline - Flat list appears with the Accounts list and Category list. You can click Prior Year, Current Year, or Next Year, to see baseline data for the time period.
- 3 In the Accounts list, select an account.
- 4 In the Category list, select the root category, or drill down on the Name field hyperlink to navigate through the subcategories until you reach the level that you want to view:
  - To return to a higher level, click Go Up.
  - To return to the root, or highest-level category, click the browser Back button.
- 5 In the Category Baseline list, Category Shipment list, Category Consumption list, or Category Target list, select a value from the drop-down list that is next to the list buttons.  
The Period Analysis value shows data in a graphical chart by period.
- 6 Scroll down to the Products list, and drill down on the Name field hyperlink for a product to view the data.
- 7 In the Product Baseline list, Product Shipment list, Product Consumption list, or Product Target list, select a value from the drop-down list that is next to the list buttons.  
The Period Analysis value shows data in a graphical chart by period.

## Skipping SVP Source Data (End User)

After importing the SVP source data, managers can make adjustments to reflect changes in the account-product hierarchy. For example, an account might no longer be part of your organization, a product might be discontinued, or a period might not apply to SVP. You make these adjustments by excluding or *skipping* some of the source data. You can skip data at any level of the hierarchy. For any parent records that you skip, all associated child records are also skipped. You can skip data for baseline or shipment data.

The following procedure uses shipment data as the source for the SVP process. Your company might use a different source depending upon its business requirements.

This task is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

### *To skip source data*

- 1 Navigate to the Sales Volume Planning screen and click either of the following links, as appropriate to your needs:
  - **Baseline.** To view the Baseline view.
  - **Shipment.** To view the Shipment view.
- 2 In the Accounts list, select an account record.
- 3 In the Category list, select the product record for which you want to view shipments.  
In the Category Shipment list, the quantity of shipped product for the selected account-product pair appears.
- 4 In the Category Shipment list, select the Skip check box for each period that you want to skip.  
You can skip data at any level.

**NOTE:** If you skip a category, all products in that category are skipped. If you do not want to skip all products in a category, you can skip at the product level.

When the administrator aggregates this data, the periods for which you select the Skip check box are not included in the final numbers.

## Locking and Modifying SVP Data (End User)

Locking allows users to modify data throughout the account-product-category hierarchy without interfering with the modifications of other users.

The SVP module offers two options for locking account-product nodes:

- Automatic locking based on the account-product node’s position in the SVP hierarchy. Any user in the account hierarchy can automatically lock a node to prevent users at lower positions in the account hierarchy from modifying their account-product nodes.
- Manual locking.

This task is a step in [“Roadmap for Sales Volume Planning” on page 81](#).

## Automatically Locking Account-Product Nodes

To prevent overwriting numbers, account nodes must be locked before their numbers can be edited. Locking a node prevents other people from making any modifications to any ascendant account node or any descendant account node. The SVP module uses an allocation lock process during the allocation and aggregation process. An *allocation lock* is a Boolean variable that is kept at the highest account level. When an allocation lock is set, the lock prevents all subordinate account levels from updating SVP data. Before an allocation lock is granted, the application checks the current account node to confirm that its upper lock is active and searches to ascertain that no allocation lock is currently held in the superior account node.

Allocation locks are maintained for the account hierarchy. In a single instance of the category-product hierarchy, all updates are allocated and aggregated immediately.

After a user completes SVP allocation-related updates, the actual allocation is invoked, and the application modifies the locks as follows:

- By updating the upper lock in the originating allocation node
- By disallowing further changes there until the user performs the Aggregate action

**NOTE:** You can see the nodes that are locked by viewing the Allocate Lock column in the Accounts list in the Sales Volume Planning screen. You might need to manually refresh this view to see the results of a recently attempted lock request.

## Locking, Modifying, and Allocating Account-Product Nodes

You can lock and unlock an account-product node manually. However, you can unlock the account-product node only if no changes are made. If changes are made, the node remains locked until one of the following actions occurs:

- The changes are allocated.
- A user performs an aggregate action, and the specific updates are aggregated up the organizational hierarchy.

The following procedure uses baseline planning quantity as an example to describe how to lock and modify account-product nodes. It also includes information about how locking and unlocking can occur automatically.

### *To lock, modify, and allocate the baseline planning quantity*

- 1 Navigate to the Sales Volume Planning screen, then the Baseline view.
- 2 In the Accounts list, select an account record.
- 3 Lock the category for which you want to modify the baseline planning quantity as follows:
  - To lock the category manually, click Lock.
  - To lock the category automatically:
    - In the Category list, select the category for which you want to modify the baseline planning quantity.

- Optionally, navigate down to the product list, and select the product for which you want to modify the baseline planning quantity.
- 4 Scroll down to the Category Baseline or Product Baseline list, select the record that you want to modify, and edit the fields.

Modifying a baseline planning value automatically locks the selected account nodes when connected to the server (even if you did not click Lock in [Step 3](#)).

- 5 To apply the same change to multiple periods, click Mass Change, complete the fields in the Baseline Mass Change dialog box, and click Execute.

Adjustments that you make to the baseline planning quantity affect only the products and categories in the account.

- 6 Perform one of the following steps to view the navigation mechanism for the Product Baseline:
  - a Navigate to a category sublevel. In the Category Baseline list, from the Category Baseline drop-down list, select one of the following values:
    - Period Analysis
    - Sub-Account Baseline
    - Sub-Category Baseline
    - Sub-Product Baseline
  - b Navigate to a product sublevel, and perform the following steps:
    - In the Category List, select a product.
    - Scroll down to the Product Baseline list, and from the Product Baseline drop-down list, select Sub-Account Baseline.
  - c In the Category Baseline or Product Baseline lists, click Refresh.

This step is for informational purposes only to see how [Step 4](#) and [Step 5](#) (if executed) impact the allocation of values for an account down through the category hierarchy. The Basis% field is recalculated to reflect the new proportions of the account-product hierarchy.

- 7 Repeat [Step 4](#) until you finish modifying the basis planning quantity.
- 8 Scroll up to the Accounts list, and click Allocate.

The baseline planning quantity is allocated to the next lower level of the account hierarchy. When the allocate action is complete, the account-product node is unlocked. Managers at the next lower level of the account hierarchy repeat this process until the baseline planning quantity is allocated to the lowest level of the account hierarchy.

**NOTE:** If the allocation does not complete (due to pending subaction records that are not processed), then the action does not complete, and the account remains in locked mode.

## About SVP Algorithms

The following two algorithms are available in the SVP module:



- **Percentage Change.** Modifies the source value by a percentage and populates the target proportionately. A period definition is not required.
- **Trended Volume Period.** Compares the value in the Trended Volume Period to the value in the Source Period to obtain a variance, and uses this variance to extrapolate the value in the target period. A period definition is required. [Table 12](#) shows an example of trended volume period calculations.

Table 12. Trended Volume Period Calculations

Source Period	Trended Volume Period	Variance	Target Period
Start: Week 1, 1998 (Quantity: 100)	Start: Week 1, 1999 (Quantity: 110)	10% increase (from source period to trended volume period)	Start: Week 1, 2000 (Quantity: 121) Apply Variance to the value in the trended volume period to obtain the value in the target period.
End: Week 2, 1998 (Quantity: 100)	End: Week 2, 1999 (Quantity: 90)	10% decrease (from source period to trended volume period)	End: Week 2, 2000 (Quantity: 81) Apply Variance to the value in the trended volume period to obtain the value in the target period.

## About Category and Account Level Allocation

Category and account level allocation functionality allows users to push changes down the account and category-product hierarchies in segments to allow groups of users to make subsequent changes.

Also known as intra-account allocation, category allocation occurs automatically after a user changes baseline records. It occurs in the category-product structure associated with the specific account that a user modifies. When a user makes a change and commits that change by stepping off the record, the change is pushed out through the category-product hierarchy in that account.

Trigger account level allocation using one of the following methods:

- **Down one level.** You can allocate changes down one level using the Allocate button in the Sales Volume Planning screen.
- **Down multiple levels.** Only an administrator can allocate changes down multiple levels, using the Administration - Sales Volume Planning screen.

## About Allocating Changes Down One Level of Account Hierarchy

By allocating changes while in the Sales Volume Planning screen, the end user can allocate changes down one level of the account hierarchy.

**NOTE:** Category-product changes are allocated in the account immediately when the user steps off of the record.

For more information about allocating changes, see [“Locking and Modifying SVP Data \(End User\)”](#) on page 102.

## About the Account Allocation Level Parameter

The Account Allocation Level parameter defines the scope of an allocation. It specifies the account level in the SVP hierarchy that is used when performing an SVP allocation action. For example, to allocate two levels, navigate to the Administration - Sales Volume Planning screen, and in the Action form, click the Allocation Level drop-down arrow, and select Allocation Level 2.

**NOTE:** The parent account is always Level 1, and each subaccount level is the next sequential number. These allocation levels are specific to the SVP account hierarchy.

# About Number Handling and Percentage-Basis Calculations

Various actions handle negative and decimal numbers as follows:

- **Copy Field and Copy Product actions:**
  - Negative source records are converted to target records with a value of zero by default. To change this behavior, set the Allow Negatives field user property to TRUE, which transfers the unaltered number.
  - Floating point decimal numbers are truncated to integer values. To change this behavior, set the Decimal Number field user property to TRUE, which transfers the unaltered number.
- **Aggregation actions.** Both negative and floating point decimal numbers are supported and calculated as such. All negative cases are field zeroed-out when the user enters a value.
- **Allocation actions.** Negative and floating point decimal numbers are zeroed-out and not supported. Floating point decimals in the SVP quantity fields are truncated such that only the integer portion of the value is taken into consideration. For currency fields, two digits after the decimal point are calculated.

The percentage basis is calculated in each SVP-specific Category list (for example, Category Baseline or Category Target) as the proportion of the record to the total value of records in the referenced list.

# About Configuring Sales Volume Planning

This topic contains information that might be useful when configuring SVP features.

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 13](#).

Table 13. Buttons And Methods For SVP Configurations

Button	Method	Description	Supported On
Allocate	MthdAlloc	Changes the status of the allocate action to Pending (ready for Workflow Monitor to pick up).	Bus Comp Layer
Calculate Source	OnCalculate	Sums up the total value of the Source field that is specified between the Start and End fields.	Bus Comp Layer
Current Year	CurrentSVPYear	Displays baseline data for the current year in the Baseline - Flat view.	Bus Comp Layer
Execute	MassChange	Finds all Baseline or Target records with a period between the start period and end period, then updates the field specified with <i>Value</i> according to the Algorithm Type. For Percentage Change, the new value is (1 plus <i>Value</i> divided by 100) multiplied by <i>old value</i> ; for Flat Change, the new value is <i>Value</i> .	Applet Layer
Execute Action	OnExecute	Changes the status of actions from Initialized to Pending (ready for the Workflow Monitor to pick up).	Bus Comp Layer
Save to File	CreatePopup	Exports selected columns from the SVP screen to an Excel spreadsheet.	Applet Layer
Load from File	LoadFromFileInBusComp	Imports selected columns in an Excel spreadsheet to the SVP screen.	Applet Layer
Lock	mthdlock	Locks a node and makes the node modifiable.	Bus Comp Layer

Table 13. Buttons And Methods For SVP Configurations

Button	Method	Description	Supported On
Mass Change	ShowPopup	<p>Opens a dialog box that displays the following options:</p> <ul style="list-style-type: none"> <li>■ Algorithm type</li> <li>■ Field</li> <li>■ Value</li> <li>■ Period Start</li> <li>■ Period End</li> </ul> <p>The dialog box also contains the Execute button.</p>	Applet Layer
Next Year	NextSVPYear	Displays baseline data for the next year in the Baseline - Flat view.	Bus Comp Layer
Prior Year	PriorSVPYear	Displays baseline data for the prior year in the Baseline - Flat view.	Bus Comp Layer
Refresh	OnRefresh	Refreshes the form and recalculates the planning percentages.	Bus Comp Layer
Skip All	SetAll	Sets the Skip flag to True.	Bus Comp Layer
SVP Adopt	mthdAdoptSVPParent	Adopts categories in a hierarchy and makes them a part of the SVP category hierarchy.	Bus Comp Layer
Unlock	mthdUnlock	Unlocks a node and makes the node not modifiable.	Bus Comp Layer

## Configuring Sales Volume Planning

To configure sales volume planning, perform the following tasks:

- 1 ["Setting Up Siebel Workflow Processes for Consumer Goods" on page 29](#)
- 2 (Optional) ["Modifying the SVP Business Service" on page 109](#)
- 3 (Optional) ["Configuring SVP Category Aggregation and Mass Change" on page 109](#)

## Modifying the SVP Business Service

You can modify the SVP business service. For example, you might want the business service to send an email message to alert the system administrator when the workflow process is complete. This alert eliminates the need for the system administrator to monitor the entire process.

**CAUTION:** Do not attempt to modify the SVP workflow process.

### To modify the SVP business service

- 1 Navigate to the Administration - Business Process screen, then the Workflow Processes view.
- 2 In the Workflow Processes list, click Query.
- 3 In the Process Definition form, enter CG SVP Process in the Name field.
- 4 Click Go.
- 5 Drill down on the Name field hyperlink for the CG SVP Process that is active.

The Workflow Process Designer view appears. You can use the graphical flowchart tool in this view to modify the business service. For more information about using Siebel Business Process Designer, see *Siebel Business Process Framework: Workflow Guide*.

## Configuring SVP Category Aggregation and Mass Change

To view the SVP data in units, Gross Revenue, and Net Invoice Revenue, use SVP Category Aggregation in the Consumer Goods application. SVP Category Aggregation enables the user to specify those fields that are linked back to SVP from the promoted products in the plans through user properties for business components. Before you can use Category Aggregation, you must enable it using Siebel Tools. For more information about promoted products, see [Chapter 8, "Trade Promotions."](#)

The Mass Change button allows you to perform an update on the Baseline Planning Currency and the Baseline Planning Qty fields for Category Baseline records. You can make other fields visible in the Field drop-down list in the Mass Change dialog box and enable Mass Change functionality on custom fields.

### Configuring Baseline Custom Fields for Category Aggregation

You can add a custom baseline field to the category aggregation process. This field must be based on an extension column.

#### To configure a custom baseline field for category aggregation

- 1 Log in to Siebel Tools.
- 2 Create the column for the custom field in the applicable tables (S\_PROD\_BASELINE and S\_CG\_CAT\_BASELN) by performing the following steps:

- a In the Object Explorer, select the Table object, and in the Object List Editor, query for the applicable table.
- b In the Object Explorer, select the Column child object, and create the column.
- c Click Apply/DDL, select the Apply action, and click OK.

For more information about extending columns in tables, see *Configuring Siebel Business Applications*.

### 3 Create the custom field in the following business components:

- CG SVP Product Baseline
- CG SVP Product Baseline - Aux
- CG SVP Product Baseline - for Adding Data
- CG SVP Category Baseline
- CG SVP Category Baseline - Aux
- CG SVP Category Baseline - for Adding Data

To create the custom field, perform the following steps:

- a In the Object Explorer, select the Business Component object, and in the Object List Editor, query for the business component.
- b In the Object Explorer, select the Field child object, and create the custom field.

### 4 Create the list column for the custom field in the following applets:

- CG SVP Product Baseline List Applet
- CG SVP Category Baseline List Applet
- CG SVP Account Product Baseline List Applet
- CG SVP Account Category Baseline List Applet

To create the list column, perform the following steps:

- a In the Object Explorer, select the Applet object, and in the Object List Editor, query for the applet.
- b In the Object Explorer, select the List child object, select the List Column child object, and create the list column for the custom field.

### 5 Create the user property for the custom field in the CG SVP Product Baseline-Aux business component by performing the following steps:

- a In the Object Explorer, select the Business Component object, and in the Object List Editor, query for the CG SVP Product Baseline-Aux business component.
- b In the Object Explorer, select the Business Component User Prop child object, and create a new user property with a name of the next available Build Tree name (for example, Build Tree 10) and a value of the custom field name.

**NOTE:** You can use the **Category Aggregation Field** user properties to configure category aggregation for custom fields.

### 6 Deploy your changes to the Siebel Runtime Repository.

## Using Category Aggregation

When it is enabled, you can use category aggregation to link fields back to SVP from the promoted products in the plans.

**NOTE:** A sales volume planning shipment record can be associated with many promoted products. However when an SVP shipment record is associated with a promoted product, no adjustment in shipment quantity is made for other promoted products with which the shipment record is associated. Therefore, each promoted product has the full shipment quantity associated with it.

### *To link fields back to SVP from the promoted products*

- 1 Navigate to the Sales Volume Planning screen.
- 2 In the Accounts list, query for and select an account for which you want to link SVP fields back to the promoted products.

**NOTE:** Account promotions with promoted categories, promoted products, and attributes must exist. For more information about account promotions, see [Chapter 8, "Trade Promotions."](#)

- 3 In the Category list, select the required category, and scroll down to the Category Baseline list.
- 4 Click Calculate.

## Making Extra Fields Available for Mass Change

You can update extra fields using the Mass Change button by adding new entries to the SVP Source LOV. After you add these extra fields, you can perform a mass change on these fields as described in ["Locking and Modifying SVP Data \(End User\)"](#) on page 102.

### *To make extra fields available for mass change*

- 1 Navigate to the Administration - Data screen, then the List of Values view.
- 2 In the List of Values list, create a new record. Repeat this step for all extra fields that you want to add.

The following table describes some fields.

Field	Comments
Type	Enter SVP Source.
Display Value	The display value of the field that you want to add.
Language-Independent Code	The LIC of the field that you want to add.
Order	The order that you want the field to appear in the drop-down list.





# 8

## Trade Promotions

This chapter describes how to create corporate promotions and account promotions, how to simulate the results for account promotions, and how to manage deals and phasing for account promotions. Topics include:

- [About Trade Promotions on page 113](#)
- [Scenario for Setting Up and Carrying Out Trade Promotions on page 114](#)
- [Viewing Account Promotion Details on page 115](#)
- [Roadmap for Managing Trade Promotions on page 115](#)
- [Process of Managing Corporate Promotions \(End User\) on page 116](#)
- [Creating High-Level Promotions for Account Promotions \(End User\) on page 129](#)
- [Process of Managing Plans for Account Promotions \(End User\) on page 130](#)
- [Process of Managing Account Promotions \(End User\) on page 136](#)
- [Process of Simulating High-Level Promotions and Account Promotions \(End User\) on page 153](#)
- [About What-If Scenarios at the Account Plan Level on page 159](#)
- [Process of Managing Deals for Account Promotions \(End User\) on page 160](#)
- [Process of Managing Phasing for Account Promotions \(End User\) on page 162](#)
- [About Some Fields for Promotions on page 168](#)
- [About Phasing Results on page 181](#)
- [About Configuring Trade Promotions on page 183](#)
- [Configuring Trade Promotions on page 189](#)
- [Planning by Using Different Units of Measure on page 195](#)

### About Trade Promotions

Trade promotions include account promotions and corporate promotions.

*Plans* apply to a specific account and a specific category of products, contain a group of account promotions for a specific time period, such as a fiscal year, and show the aggregate data for the account promotions that they contain.

*Account Promotions* are trade promotions that you create for a specific account. An account is sometimes referred to as a planning account. A planning account is the lowest level of your account hierarchy for which you make promotional decisions.

*Corporate promotions* are company-wide trade promotions of a product or brand. A brand manager can create a corporate promotion to launch a new product, and an account manager can create a corporate promotion that is applicable to multiple accounts. You can assign accounts to corporate promotions, or you can associate corporate promotions with account promotions that users create.

A brand manager who wants to recommend promotional strategies to account managers can create a pull corporate promotion. A *pull* corporate promotion is a corporate promotion that account managers can use as a template to create individual account promotions.

An account manager who handles multiple accounts can create a push corporate promotion. A *push* corporate promotion is a corporate promotion that account managers use to create multiple similar account promotions all at once. For example, an account manager is responsible for an account for a national retailer. Because each of the retailer's regions has autonomy to make promotional decisions, the account manager divides the national account into regional accounts. For the occasional account promotion that applies to all regions, the account manager uses a corporate promotion to automatically create an account promotion for each regional account.

## Scenario for Setting Up and Carrying Out Trade Promotions

Brand managers and account managers perform the process in this example scenario for trade promotions. Your company might follow a different process according to its business requirements.

The account manager for a large chain of grocery stores creates a plan for account promotions applicable to the chain. The plan will include all of the retailer's account promotions for following fiscal year, but only the category of products that the account manager is responsible for selling.

For the following fiscal year, the account manager can create account promotions for this plan by manually generating them from scratch, by adapting the information in a corporate promotion template that a brand manager creates, and by using a corporate promotion that a sales manager or brand manager pushes to her. In the account promotion, she includes information about the products that to be promoted, the promotional tactics to use to increase sales, the deals and spending details to provide the chain as incentive for participating in the promotion, as well as the volumes, revenues, and profits that the account promotion will likely generate.

When she simulates the results for an account promotion that she creates, the Consumer Goods application retrieves the predicted lift factors from the lift factor table based on the promoted products, account, time period, and tactics for the account promotion, and then applies these lift factors to the baseline volumes to calculate incremental volumes. The total of the baseline and incremental volumes is the planned volume for the account promotion. The Consumer Goods application applies the promoted price to this planned volume to derive the planned sales revenue for the account promotion, and applies the spending rate to this planned volume to estimate the planned variable expenditures.

The account manager can submit the account promotion to her manager for approval by changing the its status. Her manager can approve the account promotion (pending review and acceptance by the grocery store chain), reject the account promotion, or request more information. After the grocery store chain accepts the account promotion, the account manager recognizes this acceptance by changing its status.

## Viewing Account Promotion Details

Account managers can quickly review all promotions across all accounts for which they are responsible. Sales managers can see and rank all the promotions in their territory, or brand managers can see all the promotions that promote their products.

### To view account promotion details

- 1 Navigate to the Promotion screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click the Details view tab.
- 4 In the form, complete the necessary fields.

The following table describes some fields.

Field	Description
Corporate Promotion	Use as a starting template for the promotion. This field is useful for leveraging the marketing materials and research already done to plan a company-wide promotion, such as for new product introductions and seasonal events.
Promotion Reason	Classifies the trade spend and helps with automatic association of the promotion spend to the correct fund. Options include: <ul style="list-style-type: none"> <li>■ ROI. Generates additional profit for the company.</li> <li>■ Critical Stock. Moves product that is approaching its expiration date.</li> <li>■ New Product. Helps introduce a new product to the market.</li> <li>■ Clearance Stock. Helps a customer move excess warehouse inventory.</li> <li>■ Trade Term. Provides an overall picture of total trade spend and helps analyze total promotion profitability and total customer profitability.</li> </ul>
Scenario Planning	Add one or more scenarios that allow decision makers to more analytically choose how they might spend available funds or how they can best move critical inventory at the lowest cost. For more information about scenario planning, see <a href="#">“About What-If Scenarios at the Account Plan Level”</a> on page 159.

## Roadmap for Managing Trade Promotions

This topic lists the processes and tasks that end users typically perform to manage trade promotions. Your company might follow a different roadmap according to its business requirements.

The following list shows processes and tasks that end users typically perform to access and use trade promotions:

- [“Process of Managing Corporate Promotions \(End User\)” on page 116](#)
- [“Creating High-Level Promotions for Account Promotions \(End User\)” on page 129](#)
- [“Process of Managing Plans for Account Promotions \(End User\)” on page 130](#)
- [“Process of Managing Account Promotions \(End User\)” on page 136](#)
- [“Process of Simulating High-Level Promotions and Account Promotions \(End User\)” on page 153](#)
- [“Process of Managing Deals for Account Promotions \(End User\)” on page 160](#)
- [“Process of Managing Phasing for Account Promotions \(End User\)” on page 162](#)

## Process of Managing Corporate Promotions (End User)

The following list shows tasks that end users typically perform to manage corporate promotions:

- [“Creating Corporate Promotions” on page 116](#)
- [“Adding Categories to Corporate Promotions” on page 122](#)
- [“Adding Products to Corporate Promotions” on page 124](#)
- [“Adding Attachments to Corporate Promotions” on page 126](#)
- [“Attaching Literature to Corporate Promotions” on page 127](#)
- [“Creating Account Promotions from Corporate Promotions” on page 127](#)
- [“Viewing Performance Data for Account Promotions in Corporate Promotions” on page 128](#)

This process is a step in [“Roadmap for Managing Trade Promotions” on page 115](#).

### Creating Corporate Promotions

Brand managers can manage corporate promotions. A corporate promotion includes information about promotional tactics for the corporate promotion, start and end dates for the corporate promotion, the objective for the corporate promotion, and other details. Account managers can review corporate promotions when creating account promotions for their accounts. They use the information included in corporate promotions, such as suggested promotional tactics, when they create account promotions.

**NOTE:** When you delete a corporate promotion, the account promotions that are associated with it are not deleted. If you do not want to retain associated account promotions when you delete a corporate promotion, delete those account promotions before you delete the corporate promotion. For more information, see [“Retaining Account Promotions When Deleting Corporate Promotions” on page 190](#).

This task is a step in [“Process of Managing Corporate Promotions \(End User\)” on page 116](#).

**To create a corporate promotion**

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Create a new record, and then enter a name in the Promotion field.
- 3 Complete the other necessary fields.

Table 15 on page 170 and the following table describe some fields.

Field	Comments
Period	The time period, such as a fiscal year, for which the corporate promotion is in effect. The start and end dates for promotion, shipment, and consumption in a corporate promotion default to the start and end dates for this time period. You can change these default values.
Promotion Start Date	The recommended start date for the corporate promotion. This date must be in the time period for the corporate promotion.
Promotion End Date	The recommended end date for the corporate promotion.
Shipment Start Date	The recommended date when the shipments for this corporate promotion can begin. This date can be before the corporate promotion start date.
Shipment End Date	The recommended date when the shipments for this corporate promotion end. This date might be after the corporate promotion end date when you allow your customers to replenish their safety stock at promotion prices after the promotion is over.
Consumption Start Date	The date when a promotional tactic is in effect. This date must be in the time period of the corporate promotion. Retail execution teams can use consumption dates to verify promotion execution. You can compare consumption dates to electronic Point of Sale (ePOS) dates to verify sale amounts during a promotion.
Consumption End Date	The date when a promotional tactic is no longer in effect.
Description	Enter general information about the corporate promotion.
Objective	Enter information about the goal of the corporate promotion. You also can enter a retail objective for retail execution, such as a retail audit to verify the execution of the corporate promotion.
Support	Enter information about the reason or justification for the corporate promotion.

Field	Comments
Tactics	<p>Select the promotional tactic or tactics for the corporate promotion. Tactics constitute a method of promoting products to the consumer, and include the following main categories:</p> <ul style="list-style-type: none"> <li>■ Price, including percentages of TPR (Temporary Price Reduction)</li> <li>■ Display, including shelf, end-of-aisle (end cap), and check-out</li> <li>■ Feature, including flyers and newspaper advertisements</li> </ul> <p>Some of the available options combine these categories. For information about additional fields for tactics, see <a href="#">“Fields for Details About Promotional Tactics” on page 170.</a></p>
Parent Account	<p>Select the account for the corporate promotion. If a parent account with child accounts applies to the corporate promotion, select that parent account to include the child accounts in the corporate promotion. If you select a wholesaler or distributor account, the child accounts include the indirect retailers that the account services.</p> <p>If you want to use the Authorized Category field and the Authorized Product field to restrict the categories and products that you can add to the corporate promotion, you must select a value in this field. If the corporate promotion applies to all accounts or to multiple parent accounts, leave this field blank.</p>
Category	<p>Click the select button, select a parent category in the Category dialog box, and click OK. The promoted categories that you can add to the corporate promotion are restricted to the child categories for this parent category.</p>
Active	<p>Select this field if you want to be able to associate the corporate promotion with an account promotion. For more information about this field, see <a href="#">“Creating Account Promotions” on page 137.</a></p>

Field	Comments
SRM Request Id	<p>When you click the Create Account Promotions button in the Target Accounts view to create account promotions for the corporate promotion, or click the Apply Updates button in the Corporate Promotions List view to revise account promotions for the corporate promotion, this field is populated with data according to the following criteria:</p> <ul style="list-style-type: none"> <li>■ If the Consumer Goods application is operating on a server, a process request is sent to the Server Request Manager, and this field is automatically populated with a row ID from the Server Request Manager. (This row ID is the value in the ROW_ID field in the S_SRM_REQUEST table.) This processing also applies to the Products button in corporate promotions.</li> <li>■ If the Consumer Goods application is not operating on a server, this field is not populated with data.</li> </ul>
Execution Status	<p>When you click the Create Account Promotions button in the Target Accounts view to create account promotions for the corporate promotion, or click the Apply Updates button in the Corporate Promotions List view to revise account promotions for the corporate promotion, this field is populated with data according to the following criteria:</p> <ul style="list-style-type: none"> <li>■ If the Consumer Goods application is operating on a server, a process request is sent to the Server Request Manager, and this field is populated the status of the account promotion creation process or revision process in the Server Request Manager. Values include: Pending, In Progress, Error, and Finished. This processing also applies to the Products button in corporate promotions.</li> </ul> <p><b>NOTE:</b> The creation process or the revision process can take several minutes to complete.</p> <ul style="list-style-type: none"> <li>■ If the Consumer Goods application is not operating on a server, this field is not populated with data.</li> </ul>

Field	Comments
Authorized Category	<p>This flag limits the categories that are available for selection in the Add Categories dialog box when you add promoted categories to a corporate promotion and in the Categories dialog box when you click the select button in the Category field for a promoted category in a corporate promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the categories that are available for selection are not restricted further.</li> <li>■ If you select this check box, the categories that are available for selection are restricted to those categories that are associated with the parent account on the corporate promotion.</li> </ul> <p>This flag limits the categories that appear in the Promoted Categories list for an account promotion when you click the Create Account Promotions button in the Target Accounts view to create an account promotion from a corporate promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the promoted categories in the corporate promotion appear in the Promoted Categories list.</li> <li>■ If you select this check box, the promoted categories in the corporate promotion appear in the Promoted Categories list if those promoted categories are associated with the selected target accounts.</li> </ul>



Field	Comments
Authorized Product	<p>This flag limits the products that are available for selection in the Add Products dialog box when you add promoted products to a corporate promotion and in the Pick Product dialog box when you click the select button in the Product field for a promoted product in a corporate promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the products that are associated with the selected promoted category are available for selection.</li> <li>■ If you select this check box, the products that are associated with the selected promoted category are available for selection if those products are on the authorized distribution list for the parent account in the corporate promotion and if the Promotable field is selected for those products on that authorized distribution list.</li> </ul> <p>This flag limits the products that appear in the Promoted Products list when you click the Products button to automatically add multiple products to a corporate promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the products that are associated with all promoted categories and subcategories in the corporate promotion appear in the Promoted Products list.</li> <li>■ If you select this check box, the products that are associated with all promoted categories and subcategories in the corporate promotion appear in the Promoted Products list if those products are on the authorized distribution list for the parent account in the corporate promotion and if the Promotable field is selected for those products on that authorized distribution list.</li> </ul> <p>This flag limits the products that appear in the Promoted Products list for an account promotion when you click the Create Account Promotions button in the Target Accounts view to create an account promotion from a corporate promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the promoted products in the corporate promotion appear in the Promoted Products list.</li> <li>■ If you select this check box, the promoted products in the corporate promotion appear in the Promoted Products list if those promoted products are on the authorized distribution lists for the selected target accounts and if the Promotable field is selected for those products on the authorized distribution lists.</li> </ul>

## Adding Categories to Corporate Promotions

You can associate categories with a corporate promotion. A promoted category contains a group of stock keeping units (SKUs) that are usually promoted together and that have the same price. A promoted category can be a product category or a promoted product group in the product hierarchy.

Adding a category to a corporate promotion allows you to add the products in that category to the corporate promotion. For information about how to associate products with a category, see [“Adding Products to Corporate Promotions”](#) on page 124.

This task is a step in [“Process of Managing Corporate Promotions \(End User\)”](#) on page 116.

### *To add categories to a corporate promotion*

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Drill down on the Promotion field hyperlink for a corporate promotion record.
- 3 Click Add in the Promoted Categories list to create a new record, select the categories in the Add Categories dialog box, and click OK.
  - The categories that are public as well as the categories that are private and associated with access groups for which you are a member appear in the Add Categories dialog box.
  - If the Category field for the corporate promotion has a value, the categories that are available for selection are restricted to the child categories for that parent category.

**NOTE:** If you change the parent category for a corporate promotion after you select categories, your category selections do not change because of your change to the parent category. But you can select different categories.
  - If the Parent Account field for the corporate promotion has a value, and if the Authorized Category field for the corporate promotion is selected, the categories that are available for selection are further restricted to those categories that are associated with the parent account.

## 4 Complete the other necessary fields.

“Fields for Details About Promotional Tactics” on page 170 and the following table describe some fields.

Field	Comments
Period	By default, the time period, such as a fiscal year, for the corporate promotion. The start and end dates for a promoted category default to the start and end dates for this time period. You can change these default values.
Tactics	<p>The promotional tactic or tactics for the promoted category. Tactics constitute a method of promoting products to the consumer, and include the following main categories:</p> <ul style="list-style-type: none"> <li>■ Price, including percentages of TPR (Temporary Price Reduction)</li> <li>■ Display, including shelf, end-of-aisle (end cap), and check-out</li> <li>■ Feature, including flyers and newspaper advertisements</li> </ul> <p>Options are available that combine these categories. For information about additional fields for tactics, see <a href="#">Table 15 on page 170</a>.</p>
Start Date	The start date for the promoted category.
End Date	The end date for the promoted category.
Off Invoice Rate	The discount rate (dollars for each unit) that you subtract from the product price on the invoice to the customer. You provide this discount to the customer as compensation for participating in a corporate promotion. If you enter data in this field, you cannot enter data in the Off Invoice Pct field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.

Field	Comments
Off Invoice Pct	The discount percentage that you subtract from the product price on the invoice to the customer. You provide this discount to the customer as compensation for participating in a corporate promotion. If you enter data in this field, you cannot enter data in the Off Invoice Rate field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.
Bill Back Rate	The discount rate (dollars for each unit) that the customer applies to the appropriate units to bill you or that the customer subtracts from the product price on the invoice to the customer to short pay that invoice. You provide this discount to the customer as compensation for participating in the corporate promotion. If you enter data in this field, you cannot enter data in the Bill Back Pct field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.
Bill Back Pct	The discount percentage that the customer applies to the appropriate units to bill you or that the customer subtracts from the product price on the invoice to the customer to short pay that invoice. You provide this discount to the customer as compensation for participating in the corporate promotion. If you enter data in this field, you cannot enter data in the Bill Back Rate field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.

## Adding Products to Corporate Promotions

To add products to corporate promotions, you associate the products with the promoted categories in the corporate promotion. You can associate a product with a promoted category in a manual or automated fashion.

This task is a step in [“Process of Managing Corporate Promotions \(End User\)”](#) on page 116.

### *To add products to a corporate promotion*

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Drill down on the Promotion field hyperlink for a corporate promotion record.
- 3 If you want to automatically add all applicable products for all categories in the corporate promotion, click Products.
  - The products that are associated with all promoted categories and subcategories in the corporate promotion appear in the Promoted Products list.
  - If the Parent Account field for the corporate promotion has a value, and if the Authorized Product field for the corporate promotion is selected, the products that appear in the Promoted Products list are further restricted to those products that are on the authorized distribution list for the parent account and for which the Promotable field is selected on that authorized distribution list.

- 4 If you want to manually add individual products, select a category in the Promoted Categories list, click Add in the Promoted Products list to create a new record, select the products in the Add Products dialog box, and click OK.
  - The products that are associated with the selected promoted category are available for selection.
  - If the Parent Account field for the corporate promotion has a value, and if the Authorized Product field for the corporate promotion is selected, the products that are available for selection are further restricted to those products that are on the authorized distribution list for the parent account and for which the Promotable field is selected on that authorized distribution list.
- 5 Complete the other necessary fields.

Table 15 on page 170 and the following table describe some fields.

Field	Comments
SKU	The stock keeping unit number of the promoted product. By default, this field is populated when you select a promoted product.
Description	The description of the promoted product. By default, this field is populated when you select a promoted product.
Start Date	The start date for the promoted product.
End Date	The end date for the promoted product.
Tactics	<p>The promotional tactic or tactics for the promoted product. Tactics constitute a method of promoting products to the consumer, and include the following main categories:</p> <ul style="list-style-type: none"> <li>■ Price, including percentages of TPR (Temporary Price Reduction)</li> <li>■ Display, including shelf, end-of-aisle (end cap), and check-out</li> <li>■ Feature, including flyers and newspaper advertisements</li> </ul> <p>Options are available that combine these categories. For information about additional fields for tactics, see <a href="#">Table 15 on page 170</a>.</p>
Off Invoice Rate	The discount rate (dollars for each unit) that you subtract from the product price on the invoice to the customer. You provide this discount to the customer as compensation for participating in a corporate promotion. If you enter data in this field, you cannot enter data in the Off Invoice Pct field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.

Field	Comments
Off Invoice Pct	The discount percentage that you subtract from the product price on the invoice to the customer. You provide this discount to the customer as compensation for participating in a corporate promotion. If you enter data in this field, you cannot enter data in the Off Invoice Rate field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.
Bill Back Rate	The discount rate (dollars for each unit) that the customer applies to the appropriate units to bill you or that the customer subtracts from the product price on the invoice to the customer to short pay that invoice. You provide this discount to the customer as compensation for participating in the corporate promotion. If you enter data in this field, you cannot enter data in the Bill Back Pct field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.
Bill Back Pct	The discount percentage that the customer applies to the appropriate units to bill you or that the customer subtracts from the product price on the invoice to the customer to short pay that invoice. You provide this discount to the customer as compensation for participating in the corporate promotion. If you enter data in this field, you cannot enter data in the Bill Back Rate field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products.

## Adding Attachments to Corporate Promotions

You can view attachments and attach documents, such as images of point-of-sale materials, to corporate promotions. Each attachment record in the Attachment list identifies one attached file. If the appropriate application is installed on your computer, you can open these files by drilling down on the Name field hyperlink of the record. For example, if a Microsoft PowerPoint (.ppt) presentation file is listed and PowerPoint is installed on your computer, you can open the file by drilling down on the Name field hyperlink.

This task is a step in [“Process of Managing Corporate Promotions \(End User\)”](#) on page 116.

### *To add an attachment to a corporate promotion*

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Drill down on the Promotion field hyperlink for a corporate promotion record.
- 3 Click the Attachments view tab.
- 4 To add a new file attachment, click New File, navigate to the file, select it, and click Open.  
The attachment appears in the Attachments list.
- 5 To add a new URL attachment, click New URL, enter the URL in the URL file, and click Add.  
The attachment appears in the Attachments list.

## Attaching Literature to Corporate Promotions

You can associate literature with corporate promotions. Each literature record in the Literature list identifies one attached file. If the appropriate application is installed on your computer, you can open these files by drilling down on the Name field hyperlink of the record. For example, if a Microsoft PowerPoint (.ppt) presentation file is listed and PowerPoint is installed on your computer, you can open the file by drilling down on the Name field hyperlink.

A literature document is a reference to a document on the file server, while an attachment document is an actual document. Attach large documents as literature, not as attachments, so that you can access them more efficiently.

This task is a step in [“Process of Managing Corporate Promotions \(End User\)”](#) on page 116.

### *To attach literature to a corporate promotion*

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Drill down on the Promotion field hyperlink for a corporate promotion record.
- 3 Click the Literature view tab.
- 4 In the Literature list, create a new record, and complete the necessary fields.

For more information about working with literature in Siebel Business Applications, see *Siebel Applications Administration Guide*.

## Creating Account Promotions from Corporate Promotions

To create an account promotion from a corporate promotion, you associate the target account with the corporate promotion. The target accounts that you can associate with a corporate promotion are restricted to the organizations to which you are associated.

Each of the account promotions that you create from a corporate promotion includes data from the corporate promotion, such as field values, attachments, literature, applicable categories, and applicable products. For more information about the applicable categories and products, see [“Authorized Category”](#) on page 120 and [“Authorized Product”](#) on page 121.

This task is a step in [“Process of Managing Corporate Promotions \(End User\)”](#) on page 116.

### *To create account promotions from a corporate promotion*

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Drill down on the Promotion field hyperlink for a corporate promotion record.
- 3 Click the Target Accounts view tab, and display the accounts for which you want to create account promotions:
  - To display all available accounts, select Target Accounts from the visibility filter.

- To display the child accounts for the parent account of the corporate promotion, select Target Child Accounts in the visibility filter.  
If the Parent Account field for the corporate promotion has no value, no accounts appear when you select Target Child Account.
- 4 Select one or more accounts in the Target Accounts list, and click Create Account Promotions.
  - If the Consumer Goods application is operating on a server:
    - The SRM Request ID field and the Status field for the corporate promotion are automatically populated with data.
    - A Finished value in the Status field for the corporate promotion denotes successfully completed processing.
    - An Error value in the Status field for the corporate promotion denotes unsuccessfully completed processing.
  - If the Consumer Goods application is not operating on a server, you are able to navigate in the application again when processing is complete.
  - When processing is successfully completed, the selected target accounts appear in the Accounts list that follows the Target Accounts list, the accounts are associated with the corporate promotion, and an account promotion is created for each of these accounts.
- 5 In a corporate promotion, enter a value in the Multi Buy Qty field and target a set of accounts.  
The Multi Buy Qty field is a Tactic Field and refers to the number of units that consumers need to buy to qualify for a deal. For example, the deal might be to buy one, get one free; buy three, get the fourth free, and so on.
- 6 Click Apply Updates.  
The value in the Multi Buy Qty field is reflected in all individual accounts in the account promotion lists.

## Viewing Performance Data for Account Promotions in Corporate Promotions

You can view the performance data for the account promotions that are associated with a corporate promotion.

This task is a step in [“Process of Managing Corporate Promotions \(End User\)”](#) on page 116.

### *To view the performance data for an account promotion in a corporate promotion*

- 1 Navigate to the Promotions screen, then the Corporate Promotions List view.
- 2 Drill down on the Promotion field hyperlink for a corporate promotion record.



- 3 Click the Performance view tab.

The account promotion data for the corporate promotion appears. In this view, the availability of charts that show spending and volume data for account promotions depends on a Chart Server.

## Creating High-Level Promotions for Account Promotions (End User)

Account managers can create high-level promotions for account promotions 12 to 18 months before actually implementing those account promotions. These high-level promotions can include general data such as, accounts, promoted categories, promotional tactics, time periods, expected volumes, and expected expenditures. These high-level promotions do not include more specific data, such as promoted product information or promotion names.

You can add to account promotions the categories and their associated data in a high-level promotion. For more information, see [“Adding Categories to Account Promotions” on page 141](#).

Account managers can also simulate the results of high-level promotions for account promotions. For more information, see [“Simulating the Results for High-Level Promotions for Account Promotions” on page 155](#).

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

### *To create a high-level promotion*

- 1 Navigate to the Plans screen, then the Plan List view.

If you want to create a new plan for account promotions, see [“Creating Plans for Account Promotions” on page 131](#).

- 2 Drill down on the Name field hyperlink for a plan record.
- 3 Click the High-Level Planning view tab.

**NOTE:** If you want to create a high-level promotion that is not associated with a plan for account promotions, navigate to the Promotions screen, then the High-Level Planning view. If you want to create a high-level promotion for an account, navigate to the Accounts screen, then the Accounts List view, drill down on the Name field for an account, and click the High-Level Planning view tab.

- 4 In the list of high-level promotions, create a new record, click the select button in the Categories field, select a category in the Add Categories dialog box, and click OK.

The Add Categories dialog box shows the categories that are public and the categories that are private and associated with access groups for which you are a member.

- 5 Complete the other necessary fields.

“About Some Fields for Promotions” on page 168 and the following table describe some fields.

Field	Comments
Start Date	The start date for the high-level promotion.
End Date	The end date for the high-level promotion.
Lift Factor	This field is populated when you click the Simulate button to simulate the results for the high-level promotion. For more information about lift factors, see “Process of Simulating High-Level Promotions and Account Promotions (End User)” on page 153.

- 6 Click Forecast to update the Est Baseline Volume field and the Est Baseline Revenue field for the high-level promotion with data from sales volume plans.

The fields are populated with category baseline data that is retrieved from sales volume plans based on the promoted category as well as the account and time period for the high-level promotion. For information about viewing baseline data in sales volume plans, see “Viewing SVP Data (End User)” on page 100.

If you change the promoted category, account, or time period data, and then click Forecast again, the Est Baseline Volume field and the Est Baseline Revenue field are updated again.

**NOTE:** For information about configuring the Forecast button to update other fields, see “Configuring the Forecast Button” on page 194.

## Process of Managing Plans for Account Promotions (End User)

The following list shows tasks that end users typically perform to manage plans for account promotions:

- “Creating Plans for Account Promotions” on page 131
- “Creating Default Values for Plans” on page 134
- “Adding Attachments to Plans” on page 135
- “Viewing Calendars for Plans” on page 136
- “Viewing the Audit Trail for Plans” on page 136

This process is a step in “Roadmap for Managing Trade Promotions” on page 115.

## Creating Plans for Account Promotions

A *plan* applies to a specific account and a specific category of products, contains a group of account promotions for a time period, such as a fiscal year, and shows the aggregate data for the account promotions that it contains. Account managers can create plans and then add account promotions to those plans. Alternatively, they can create account promotions that are not associated with a plan. Account promotions include promoted categories and promoted products.

By default, the visibility filter in the Plan List view filters plans based on the team members for the accounts in plans. You can change this default so this visibility filter filters plans based on the team members in plans. Changing the default for this visibility filter is applicable to situations in which a manufacturer works with multiple brokers who share the same account. The brokers can view only the plans that include them as members. For more information, see [“Changing the Visibility Filter for Team Members” on page 190](#).

This task is a step in [“Process of Managing Plans for Account Promotions \(End User\)” on page 130](#).

### *To create a plan for account promotions*

- 1 Navigate to the Plans screen, then the Plan List view.

Alternatively, you can navigate to the Accounts screen, then the Accounts List view, drill down on the Name field hyperlink for an account, and click the Plans view tab.

- 2 Create a new record, and then enter a name in the Name field.
- 3 Complete the other necessary fields.

[“About Some Fields for Promotions” on page 168](#) and following table describe some fields.

Field	Description
Product Category	<p>Allows the account plans for an account to be segmented by category of products for which the account managers are responsible. This is especially important for large companies that use multiple account managers or brokers to service a single account.</p> <p>Selecting a category at plan level acts as a parent category. When the user creates promotions under the plan, the parent category copies to the promotion and displays the sub-categories to add at the promoted category level.</p>
Period	Designates the fiscal year of the plan. This is can be used to group promotions and perform analyses by fiscal halves, quarters, or months.
Status	Enables account managers to inform management when the plans are complete and ready for review.

Field	Description
Volume Planning Type	<p>Enables account managers to designate the data type:</p> <ul style="list-style-type: none"> <li>■ For a direct retailer, this can be ePOS/consumption (sell-out) data, ex-factory/shipment (sell-in) data.</li> <li>■ For a wholesaler or distributor, this can be wholesaler to retailer, also known as spin (sell-out) data or ex-factory/shipment (sell-in) data. For an indirect retailer it can be ePOS/consumption (sell-out) data or wholesaler to retailer, (spin sell-in) data. It allows account managers to plan data volumes using the best data sets available to them. Consumption-based volume planning is the most ideal, but ePOS and wholesaler sell-out data are not available for all accounts.</li> </ul> <p>Creating a new record automatically adds the account team as the plan or promotion team. The creator then becomes the primary in the plan or promotion team.</p>
Main Volume Planning Methodology	<p>Enables account managers to plan by the most appropriate methodology:</p> <ul style="list-style-type: none"> <li>■ Baseline &amp; Incremental is the ideal volume planning methodology, as true Promotion ROI Analysis cannot be done otherwise, but it is also the most labor intensive and it might not be appropriate for regional account managers who can be responsible for dozens of different accounts. It is also not appropriate for accounts or products that are over-promoted or for accounts for which good sales data is not available.</li> <li>■ Total Volume (Promoted/Non Promoted) is the appropriate methodology for accounts and products that are not responsible for a significant percentage of sales, such as the smaller wholesalers, accounts and products that are over-promoted or almost never promoted, or for accounts products for which good sales data is not available.</li> <li>■ Promotion Volume Only is the appropriate methodology for indirect accounts.</li> </ul>
Account Plan Team	<p>Allows the visibility to account plan level data to be limited to only the people actively involved with the account or category of products that are being sold into that account.</p>

Field	Description
Category	<p>Click the select button, select a category in the Category dialog box, and click OK.</p> <p>The Category dialog box shows the categories that are public and the categories that are private and are associated with the access groups of which you are a member.</p>
Plan Team	The team members for the plan. By default, the user who creates the plan is designated as the primary team member, and you cannot change this designation. Also, by default, the other team members are users who are associated with the account for the plan. You can change these other team members.
Execution Status	The status of the processing that updates the baseline fields when you click Update. Values include: Pending, In Progress, Error, and Finished. When the value is Pending or In Progress, the Update button is disabled.
Lift	(Est Incremental Volume divided by Est Baseline Volume) multiplied by 100. This field is populated when you click the Simulate button to simulate an account promotion and thus change the Est Incremental Volume field for the plan. If you change the Lift field, the Est Incremental Volume field is recalculated as follows: (Est Baseline Volume multiplied by Lift) divided by 100. For more information about these fields, see <a href="#">“Est Incremental Volume” on page 172</a> and <a href="#">“Est Baseline Volume” on page 171</a> .

- 4 Click Update to update the baseline fields in the plan with data from the sales volume plans:
  - Est Baseline Volume
  - PY Baseline Volume
  - Target Baseline Volume
  - PY Baseline Revenue

### ■ Target Baseline Revenue

To configure these fields, access the user properties for the CS CG Account Plan Service business service in Siebel Tools.

These fields are populated with product baseline data that is retrieved from sales volume plans based on the account for the plan, the time period for the plan, and, if a category is selected for the plan, the products that are associated with that category and its subcategories. For information about viewing baseline data in sales volume plans, see [“Viewing SVP Data \(End User\)” on page 100](#).

**NOTE:** For information about configuring the Update button to update other fields, see [“Configuring the Update Button” on page 195](#).

## Creating Default Values for Plans

Use this feature to capture the default values for promotions. Account managers can overwrite the account plan for specific promotions. Default dates and durations are created automatically.

This task is a step in [“Process of Managing Plans for Account Promotions \(End User\)” on page 130](#).

### *To create default values for plans*

- 1 Navigate to the Plans screen, then the Plan List view.
- 2 Drill down on the Name field hyperlink for the plan record.
- 3 Click the Defaults view tab.
- 4 In the Date Defaults form, complete the necessary fields.

The following table describes the fields.

Field	Description
Sell-In Duration	For sell-in promotions, this value, in weeks, determines End Date. The default is NULL.
Sell-Out Duration	For sell-out promotions, this value, in weeks, determines End Date. The default is NULL.
Start Week	The base field for setting dates. The Sell-In and Sell-Out offset fields apply in days on top of the Start Week field and auto-adjust the Sell-In and Sell-Out field dates based on the offset.
Sell-Out Offset	The day of the week in which the customer's promotions start. Account managers can enter an exact promotion date by entering the week in which a promotion begins.
Promotion Duration	The default duration at the account plan level is set and defaults to promotions. Account managers can overwrite the account plan for specific promotions. A default end date is created automatically.

Field	Description
Sell-In Offset	How soon before a promotion starts that the customer usually begins purchasing for the promotion. This information is especially important to capture when a discounted price is made available to the customer (retailer) to buy the product for the promotion.
Shipment Duration	The duration of the Buy Period of the promotion, which is when the customer can buy the product at a discounted rate for the promotion. If the customer is only compensated for the promotion based on sell-out volumes, then the sell-out dates are important for demand planning. Account managers can overwrite the account plan for specific promotions. A default end date is created automatically.

- 5 In the Preferred Payment Method Defaults form, complete the necessary fields.

The following table describes the fields.

Field	Description
Fixed Slot Fee Pay Method	The payment method that is associated with the slotting fee for the account promotion, for example, Bill Back, Check, or Deduction.
Variable Spend Pay Method	The payment method for the variable expenditure, for example, Bill Back, Off Invoice, or Deduction.
Other Fixed Spend Pay Method	The payment method that is associated with the other fixed expenditures for the account promotion, for example, Bill Back, Check, or Deduction.

## Adding Attachments to Plans

You can view attachments and attach documents to plans for account promotions. Each attachment record in the Attachment list identifies one attached file. If the appropriate application is installed on your computer, you can open these files by drilling down on the Name field hyperlink of the record. For example, if a Microsoft PowerPoint (.ppt) presentation file is listed and PowerPoint is installed on your computer, you can open the file by drilling down on the Name field hyperlink.

This task is a step in [“Process of Managing Plans for Account Promotions \(End User\)”](#) on page 130.

### *To add an attachment to a plan*

- 1 Navigate to the Plans screen, then the Plan List view.
- 2 Drill down on the Name field hyperlink for a plan record.
- 3 Click the Attachments view tab.
- 4 To add a new file attachment, click New File, navigate to the file, select it, and click Open.

The attachment appears in the Attachments list.

- 5 To add a new URL attachment, click New URL, enter the URL in the URL file, and click Add.  
The attachment appears in the Attachments list.

## Viewing Calendars for Plans

You can view calendars in Gantt chart format for plans that are associated with account promotions. The side of the chart lists account promotions, and the main part of the chart shows scheduled time periods in a calendar format. Use the following guidelines when viewing Gantt charts:

- To zoom in or out on a time period, click Zoom + or Zoom - on the current time bar.
- To see a Gantt chart for a specific date, select the date in the date field and click Go.
- To see a Gantt chart for the current date, click Today.

This task is a step in [“Process of Managing Plans for Account Promotions \(End User\)”](#) on page 130.

### *To view a calendar for a plan*

- 1 Navigate to the Plans screen, then the Plan List view.
- 2 Drill down on the Name field hyperlink for a plan record.
- 3 Click the Calendar view tab.

## Viewing the Audit Trail for Plans

You access the Audit Trail view for a plan for an account promotion to see the changes that users make to the fields in the plan.

Administrators can specify these audited fields using the Administration - Audit Trail screen. On this screen, they select the CPG Plan Account business component to designate these audited fields. For more information about this setup, see *Siebel Applications Administration Guide*.

This task is a step in [“Process of Managing Plans for Account Promotions \(End User\)”](#) on page 130.

### *To view the audit trail for a plan*

- 1 Navigate to the Plans screen, then the Plan List view.
- 2 Drill down on the Name field hyperlink for a plan record.
- 3 Click the Audit Trail view tab.

# Process of Managing Account Promotions (End User)

The following list shows tasks that end users typically perform to manage account promotions:



- [“Creating Account Promotions” on page 137](#)
- [“Adding Categories to Account Promotions” on page 141](#)
- [“Adding Products to Account Promotions” on page 143](#)
- [“Associating Baseline and Shipment Data with Promoted Products” on page 144](#)
- [“Allocating Field Values in Account Promotions” on page 149](#)
- [“Transferring Incremental Volumes for Account Promotions to SVP” on page 150](#)
- [“Associating Objectives with Account Promotions” on page 151](#)
- [“Associating Objectives with Account Promotions” on page 151](#)
- [“Adding Attachments to Account Promotions” on page 151](#)
- [“Attaching Literature to Account Promotions” on page 152](#)
- [“Viewing Calendars for Account Promotions” on page 152](#)
- [“Viewing the Audit Trail for Account Promotions” on page 153](#)

This process is a step in [“Roadmap for Managing Trade Promotions” on page 115](#).

## Creating Account Promotions

After account managers create a plan, they can add account promotions to that plan. Alternatively, they can create account promotions that are not associated with a plan.

To expedite account promotion creation, you can select a corporate promotion for the account promotion. Some data in the corporate promotion, such as such as field values, attachments, literature, promoted categories, and promoted products is copied to the account promotion. You can select a corporate promotion for an account promotion if the Active field for the corporate promotion is selected, and if any of the following conditions apply:

- The account for the account promotion is the same as the parent account for the corporate promotion.
- The parent account of the account for the account promotion is the same as the parent account for the corporate promotion.
- The corporate promotion has no parent account.

By default, the visibility filter in the Account Promotions List view filters account promotions based on the team members for the accounts in account promotions. You can change this default so that this visibility filter filters account promotions based on the team members in account promotions. For more information see, [“Changing the Visibility Filter for Team Members” on page 190](#).

Account managers can also simulate the results of an account promotion. For more information, see [“Simulating the Results for Account Promotions” on page 156](#).

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

**To create an account promotion**

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 If you want to expedite account promotion creation, select an account for the account promotion, and then select a corporate promotion in the Corporate Promotion field.

Some data in the corporate promotion, such as such as field values, attachments, literature, promoted categories, and promoted products is copied to the account promotion.

- 3 Revise the account promotion record that you create in the previous step, or create a new account promotion record, and then enter a name in the Promotion field.
- 4 Complete the other necessary fields.

[“About Some Fields for Promotions” on page 168](#) and the following table describe some fields.

Field	Comments
Plan	<p>If you want to associate the account promotion with a plan, click the select button, select the plan, and click OK. The plans that are available for selection satisfy all of the following criteria:</p> <ul style="list-style-type: none"> <li>■ The plans have the same account as the account promotion.</li> <li>■ The plans have the same category as the account promotion or a category in the category hierarchy that is one level higher than the category for the account promotion.</li> <li>■ The plans have time periods that include the time period for the account promotion. Promotion start and end dates define the time period for the account promotion.</li> </ul> <p>For more information about configuring the selection criteria that determines the plans that are available for selection, see <a href="#">Configuring Available Plans for Account Promotions on page 191</a>.</p> <p>Alternatively, to associate an account promotion with a plan, you can navigate to the Plans screen, then the Plan List view, drill down on the Name field hyperlink for the plan, and create the account promotion in the Promotions view.</p>
Category	<p>Click the select button, select a parent category in the Category dialog box, and click OK. The promoted categories that you can add to the account promotion are restricted to the child categories for this parent category.</p> <p>If the Plan field for the account promotion has a value, only the category for the plan is available for selection in this field. If the category for the plan has no value, or if the Plan field has no value, plans do not further restrict the categories that are available for selection.</p>
Promotion Start Date	The recommended start date for the account promotion. This date must be in the time period for the account promotion.

Field	Comments
Promotion End Date	The recommended end date for the account promotion.
Promotion Team	The team members for the account promotion. By default, the user who creates the account promotion is designated as the primary team member, and you cannot change this designation. Also, by default, the other team members are users who are associated with the account for the account promotion. You can change these other team members.
Sell-In Override Lift %	Calculated based on Sell-In Est Incremental Volume and Sell-In Est Baseline Volume.
Sell-Out Override Lift %	Calculated based on Sell-Out Incremental Volume and Sell-Out Est Baseline Volume. This field is visible in the Promotion, Category, and Product, and Baseline levels.
Predict Lift %	Populated by clicking the Predict Lift % button. This field cannot be updated manually. This field is visible in the Promotion, Category, and Product, and Baseline levels.
Consumption Start Date	The date when a promotional tactic is in effect. This date must be in the time period of the corporate promotion. Retail execution teams can use consumption dates to verify promotion execution. You can compare consumption dates to electronic Point of Sale (ePOS) dates to verify sale amounts during a promotion.
Consumption End Date	The date when a promotional tactic is no longer in effect.
Shipment Start Date	The recommended date when the shipments for this account promotion can begin. This date can be before the account promotion start date.
Shipment End Date	The recommended date when the shipments for this account promotion end. This date might be after the account promotion end date when you allow your customers to replenish their safety stock at promotion prices after the promotion is over.
Authorized Category	<p>This flag limits the categories that are available for selection in the Add Categories dialog box when you add promoted categories to an account promotion and in the Categories dialog box when you click the select button in the Category field for a promoted category in an account promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the categories that are available for selection are not restricted further.</li> <li>■ If you select this check box, the categories that are available for selection are restricted to those categories that are associated with the account on the account promotion.</li> </ul>

Field	Comments
Authorized Product	<p>This flag limits the products that are available for selection in the Add Products dialog box when you add promoted products to an account promotion and in the Pick Product dialog box when you click the select button in the Product field for a promoted product in an account promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the list price products that are associated with the selected promoted category are available for selection.</li> <li>■ If you select this check box, the list price products that are associated with the selected promoted category are available for selection if those products are on the authorized distribution list for the account in the account promotion and if the Promotable field is selected for those products on that authorized distribution list.</li> </ul> <p>This flag limits the products that appear in the Promoted Products list when you click the Products button to automatically add multiple products to an account promotion:</p> <ul style="list-style-type: none"> <li>■ If you do not select this check box, the products that are associated with all promoted categories and subcategories in the account promotion appear in the Promoted Products list.</li> <li>■ If you select this check box, the products that are associated with all promoted categories and subcategories in the account promotion appear in the Promoted Products list if those products are on the authorized distribution list for the account in the account promotion and if the Promotable field is selected for those products on that authorized distribution list.</li> </ul>
Predict Lift %	<p>Populates the lift factor for the Promoted Product Baseline records based on account, category, product, tactics, and period criteria.</p> <p>If Sell-In Override or Sell-Out Override is Null, then Predict Lift % is populated by clicking the Predict Lift button.</p> <p>If Sell-In Override or Sell-Out Override is Not Null, then Predict Lift % is not populated by clicking the Predict Lift button.</p>
Sell-Out Override Lift %	<p>The percentage increase in product sold to consumers (over baseline volume) due to a promotional activity.</p>
Sell-In Override Lift %	<p>The amount of additional product (as compared to baseline) that is expected due to a promotional activity.</p>

Field	Comments
Volume Planning Type	<p>Enables account managers to designate the data type:</p> <ul style="list-style-type: none"> <li>■ For a direct retailer, this can be ePOS/consumption (sell-out) data, ex-factory/shipment (sell-in) data.</li> <li>■ For a wholesaler or distributor, this can be wholesaler to retailer, also known as spin (sell-out) data or ex-factory/shipment (sell-in) data. For an indirect retailer it can be ePOS/consumption (sell-out) data or wholesaler to retailer, (spin sell-in) data. It allows account managers to plan data volumes using the best data sets available to them. Consumption-based volume planning is the most ideal, but ePOS and wholesaler sell-out data are not available for all accounts.</li> </ul> <p>Creating a new record automatically adds the account team as the plan or promotion team. The creator then becomes the primary in the plan or promotion team.</p>

## Adding Categories to Account Promotions

You can associate categories with an account promotion. A promoted category contains a group of stock keeping units (SKUs) that are usually promoted together and that have the same price. A promoted category can be a product category or a promoted product group in the product hierarchy.

Adding a category to an account promotion allows you to add the products in that category to the account promotion. For information about how to associate products with a category, see [“Adding Products to Account Promotions” on page 143](#).

When you add a category from a high-level promotion, the values in the following fields in the high-level promotion are copied to the corresponding fields for the promoted category:

■ Off Invoice Rate	■ Variable Spend Pay Method	■ TPR Type
■ Off Invoice Pct	■ Tactics	■ TPR Size
■ Bill Back Rate	■ Display Type	■ TPR Amount
■ Bill Back Pct	■ Display Tactics	■ TPR %
■ Fixed Slot Fee Pay Method	■ Display Size	■ Lift Factor
■ Fixed Slot Fee	■ Ad Type	■ % ACV Promoted
■ Other Fixed Spend Pay Method	■ Ad Location	■ Est Baseline Volume
■ Other Fixed Spend	■ Ad Size	■ Est Incremental Volume

The value in the Est Incremental Volume field in the high-level promotion is copied to the Simulated Incremental Volume field in the promoted category. For more information about the Est Incremental Volume field, see [“Est Incremental Volume” on page 172](#).

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

**To add categories to an account promotion**

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 If you want to add categories and associated data from a high-level promotion, click Add High-Level Categories, select the categories in the Add Categories dialog box, and click OK.

The Add Categories dialog box shows the categories that are associated with the account and time period for the account promotion.

- 4 If you want to add individual categories, click Add in the Promoted Categories list to create a new record, select the categories in the Add Categories dialog box, and click OK.

- The categories that are public as well as the categories that are private and associated with access groups for which you are a member appear in the Add Categories dialog box.
- If the Category field for the account promotion has a value, the categories that are available for selection are restricted to the child categories for that parent category.

**NOTE:** If you change the parent category for an account promotion after you select categories, your category selections do not change because of your change to the parent category. But you can select different categories.

- If the Authorized Category field for the account promotion is selected, the categories that are available for selection are further restricted to those categories that are associated with the account on the account promotion.
- 5 Complete the other necessary fields.

[“About Some Fields for Promotions” on page 168](#) and following table describe some fields.

Field	Comments
Phasing Pattern	The phasing pattern for the promoted category. The phasing pattern determines how category data is allocated throughout the weeks that you designate in the pattern. For information about setting up a phasing pattern, see <a href="#">“Enabling Phasing for Account Promotions” on page 162</a> .
Phasing Status	The phasing status of the promoted category. For more information about this field, see <a href="#">“Phasing Promoted Categories” on page 164</a> .
Simulated Incremental Volume	The simulated incremental volume from a high-level promotion. This field is populated with the value in the Est Incremental Volume field from a high-level promotion when you click the Add High-Level Categories button. For more information about the Est Incremental Volume field, see <a href="#">“Est Incremental Volume” on page 172</a> .
Start Date	The start date for the promoted category.

Field	Comments
End Date	The end date for the promoted category.
Phasing Enable	Indicates if phasing is enabled for the category. You can use phasing if you want to allocate the aggregate cost, volume, and payment information throughout the weeks of a time period for an account promotion. For more information about phasing, see <a href="#">“Process of Managing Phasing for Account Promotions (End User)”</a> on page 162.

## Adding Products to Account Promotions

To add products to account promotions, you associate the products with the promoted categories in the account promotion. You can associate a product with a promoted category in a manual or automated fashion.

This task is a step in [“Process of Managing Account Promotions \(End User\)”](#) on page 136.

### *To add products to an account promotion*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 If you want to automatically add all applicable products for all categories in the account promotion, click Products.
  - SRM Request ID and execution status are also applicable to the Products button.
  - The products that are associated with all promoted categories and subcategories in the account promotion appear in the Promoted Products list.
  - If the Authorized Product field for the account promotion is selected, the products that appear in the Promoted Products list are further restricted to those products that are on the authorized distribution list for the account on the account promotion and for which the Promotable field is selected on that authorized distribution list.
- 4 If you want to manually add individual products, select a category in the Promoted Categories list, click Add in the Promoted Products list to create a new record, select the products in the Add Products dialog box, and click OK.
  - The list price products that are associated with the selected promoted category are available for selection.
  - If the Authorized Product field for the account promotion is selected, the products that are available for selection are further restricted to those list price products that are on the authorized distribution list for the account on the account promotion and for which the Promotable field is selected on that authorized distribution list.

## 5 Complete the other necessary fields.

“About Some Fields for Promotions” on page 168 and the following table describe some fields.

Field	Comments
Start Date	The start date for the promoted product.
End Date	The end date for the promoted product.
Shipment Start Date	The recommended date when the shipments for this product in the account promotion can begin. This date can be before the account promotion start date.
Shipment End Date	The recommended date when the shipments for this product in the account promotion end. This date might be after the account promotion end date when you allow your customers to replenish their safety stock at promotion prices after the promotion is over.
Phasing Enable	Indicates if phasing is enabled for the promoted product. You can use phasing if you want to allocate the aggregate cost, volume, and payment information throughout the weeks of a time period for an account promotion. For more information about phasing, see “Process of Managing Phasing for Account Promotions (End User)” on page 162.
Est Incremental COGS	The cost of goods sold or the cost to manufacture the promoted product. This field is a rate for the promoted product and not a value applicable to the volume of the promoted product.
Promoted Price	The value is rolled up from promoted product baseline.  List Price minus Bill Back Rate minus Off Invoice Rate minus (List Price multiplied by [Bill Back Pct divided by 100]) minus (List Price multiplied by [Off Invoice Pct divided by 100]). For more information about the fields in this calculation, see Table 17 on page 175.
Average Cost	Est Incremental COGS divided Est Incremental Cases.

## Associating Baseline and Shipment Data with Promoted Products

Account managers can associate baseline and shipment data with promoted products. You can associate a baseline record or shipment record with more than one promoted product. For example, if you add the same product to two account promotions, each for the same account and each with the same shipment start and end dates, you create two promoted products that are associated with the same baseline or shipment record.

When you click the Baseline or Shipment button, if the application is running on a server, the request is sent to Server Request Manager (SRM), the SRM II is populated, and the Execution status is set to Pending. You can navigate away after clicking the button. You can refresh the UI to see the execution status as follows:

- In Progress means the process has started.



- Finished means the process is done.
- Error means the process failed with error.

If the application is not running on a server, SRM is not involved. You can navigate away from the screen only if the process (by way of object manager) is complete. This processing for the Baseline and Shipment buttons is applicable to other background process-supported buttons.

When you associate baseline data with promoted products, the product baseline data is retrieved from sales volume plans, appears in the Promoted Products Baseline view. The volumes roll up to promoted products, promoted categories, and account promotions, but not to plans. You associate baseline data with promoted products before the account promotion is implemented. For information about viewing baseline data in sales volume plans, see [“Viewing SVP Data \(End User\)” on page 100](#).

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

### ***To associate baseline data with promoted products***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click Baseline.
- 4 In the Promoted Categories list, select the category that contains the promoted product or products to which you associated baseline data.
- 5 In the Promoted Products list, select a product record.

The Promoted Product Baseline view shows the baseline data applicable to the account as well as the shipment start and end dates for the promoted product. The default dates depend on the Volume Planning Type field value at promotion. Shipment dates are used for Sell-In. Consumption dates are used for Sell-Out. If no volume planning type is specified, then the shipment dates are the default.

**NOTE:** For more information about configuring the dates for baseline data retrieval to the promotion start and end date or the consumption start and end date, see [“Changing Dates for Baseline Data Retrieval” on page 192](#).

The following table describes some fields.

Field	Comments
Period	The time period of the record for the promoted product baseline.
Baseline	The estimated volume of product that would have been sold without an account promotion.
PY Baseline Volume	For the prior year, the estimated volume of product that was sold.
PY Baseline Revenue	For the prior year, the revenue for estimated volume of product that was sold.
Target Baseline Volume	The expected volume of product to be sold.

Field	Comments
Target Baseline Revenue	The expected revenue for the volume of product to be sold.
%	<p>This percentage accommodates situations in which the first and last week of a promoted product record are not the same length as a full week for the corresponding baseline record.</p> <p>If the number of days that are designated by the start and end dates for the promoted product baseline record matches the number of days that are designated by the start and end dates for the promoted product record, this field is populated with 100%. Otherwise, this field is populated with a percentage that is calculated as follows: (the number of days that are designated by the start and end dates for the promoted product record divided by the number of days that are designated by the start and end dates for the promoted product baseline record) multiplied by 100.</p>
Promotion Baseline	Baseline multiplied by (% divided by 100).
Predict Lift %	This field is populated when you click the Predict Lift % button to simulate an account promotion. For more information about lift factors, see <a href="#">“Process of Simulating High-Level Promotions and Account Promotions (End User)” on page 153.</a>
Promotion PY Baseline	PY Baseline Volume multiplied by (% divided by 100).
Promotion PY Revenue	PY Baseline Revenue multiplied by (% divided by 100).
Promotion Target Baseline	Target Baseline Volume multiplied by (% divided by 100).
Promotion Target Revenue	Target Baseline Revenue multiplied by (% divided by 100).
Est Off Invoice Spend	The expenditures that are associated with a invoice reduction that you provide to the customer as compensation for participating in an account promotion. For a promoted product, you can change a field value that affects the calculation of the Est Off Invoice Spend field, and then click the Spread button to allocate the new value in the Est Off Invoice Spend field for the promoted product to the Est Off Invoice Spend field for promoted product baselines.
Est Bill Back Spend	The expenditures that are associated with a payment provided to the customer as compensation for participating in an account promotion. For a promoted product, you can change a field value that affects the calculation of the Est Bill Back Spend field, and then click the Spread button to allocate the new value in the Est Bill Back Spend field for the promoted product to the Est Bill Back Spend field for promoted product baselines.
Est Variable Spend	Est Off Invoice Spend plus Est Bill Back Spend.

Field	Comments
Fixed Slot Fee	The fee that the retailer charges to you for placing the promoted products for the account promotion on the retailer's shelves. You can enter a value in this field for an account promotion, promoted category, or promoted product, and then click the Spread button to allocate that value to the Fixed Slot Fee field for promoted product baselines.
Other Fixed Spend	The other fixed expenditures that you pay to the retailer to encourage the retailer's participation in the account promotion, for example, a fee that you pay to include your products in the retailer's weekly catalog. You can enter a value in this field for an account promotion a promoted category, or promoted product, and then click the Spread button to allocate that value to the Other Fixed Spend field for promoted product baselines.
Est Fixed Spend	Fixed Slot Fee plus Other Fixed Spend.
Est Total Spend	Est Variable Spend plus Est Fixed Spend.
List Price	The price of the product without an account promotion.
Promoted Price	The promoted price of each item in the deal.
Bench Price	The standard retail price.
Warehouse Withdrawal Cases	The number of cases withdrawn from a warehouse in using the inventory on hand.
Warehouse Withdrawal Units	The number of units withdrawn from a warehouse in using the inventory on hand.
Forward Buy Cases	The additional number of cases that a retailer might purchase over and above the cases sold to consumers, so that the retailer can buy additional volume on a sale to increase the profit margin.
Forward Buy Units	The additional number of units that a retailer might purchase over and above the units sold to consumers, so that the retailer can buy additional volume on a sale to increase the profit margin.
Est Incremental Sell-Out Cases	The delta of cases that a retailer does not buy from a wholesaler or manufacturer even though the retailer plans on selling more to consumers, because the retailer wants to reduce warehouse inventory.
Est Incremental Sell-Out Units	The change in number of units that a retailer does not buy from a wholesaler or manufacturer, even though the retailer plans on selling more to consumers, because the retailer wants to reduce warehouse inventory.
Est Sell-Out Total Cases	Baseline Cases plus Incremental Sell-Out Cases.

Field	Comments
Est Sell-Out Total Units	Baseline Units plus Incremental Sell-Out Units.
Net Revenue	Net Revenue is calculated by multiplying the volumes by list price to customer and subtracting trade spend (fixed and variable spends).
Gross Revenue	Gross Revenue equals list price multiplied by total volume.

When you associate shipment data with promoted products, the product shipment data is retrieved from sales volume plans, appears in the Shipments view. The volumes roll up to promoted products, promoted categories, account promotions, and plans. You associate shipment data with promoted products after the account promotion is implemented to evaluate the account promotion. For information about viewing shipment data in sales volume plans, see [“Viewing SVP Data \(End User\)” on page 100](#).

#### *To associate shipment data with promoted products*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click Shipment.  
Applicable shipment records are identified and associated with the promoted products in the account promotion.
- 4 In the Promoted Categories list, select the category that contains the promoted product or products to which you associated shipment data.
- 5 In the Promoted Products list, drill down on the Product field hyperlink, and click the Shipments view tab.

The Shipments view shows the shipment data applicable to the account as well as the shipment start and end dates for the promoted product.

The following table describes some fields.

Field	Comments
Period	The period of time recorded for the shipment.
Shipment	The estimated volume of product that would have been shipped without an account promotion.

Field	Comments
%	<p>This percentage accommodates situations in which the first and last week of a promoted product record are not the same length as a full week for the corresponding shipment record.</p> <p>If the number of days that are designated by the start and end dates for the shipment record matches the number of days that are designated by the start and end dates for the promoted product record, this field is populated with 100%. Otherwise, this field is populated with a percentage that is calculated as follows: (the number of days that are designated by the start and end dates for the promoted product record divided by the number of days that are designated by the start and end dates for the shipment record) multiplied by 100.</p>
Promotion Shipment	Shipment multiplied by (% divided by 100). This field is populated when you click the Shipment button in the Account Promotions List view to update the Promotion Shipment Revenue field in the Shipments view with product shipment data from sales volume plans. The revenues roll up from this view to promoted products, promoted categories, account promotions, and plans. This field is not available for high-level promotions.
Shipment Revenue	The revenue that is associated with the volume of product that would have been shipped without a promotion.
Promotion Shipment Revenue	Shipment Revenue multiplied by (% divided by 100).

## Allocating Field Values in Account Promotions

You can enter a value in the Est Incremental Volume field for an account promotion, and then click the Spread button to allocate this source field value to the corresponding target field in records for promoted categories, promoted products, and promoted product baselines.

You can enter a value in the Fixed Slot Fee field and the Other Fixed Spend fields for an account promotion, a promoted category, or a promoted product, and then click the Spread button to allocate this source field value to the corresponding target field in the lower levels of the account promotion hierarchy.

The target field value for each promoted category and promoted product record is calculated as follows:

Source field value multiplied by (Est Baseline Volume field value for the target field in promoted categories or promoted products divided by Est Baseline Volume for the source field)

The target field value for each promoted product baseline record is calculated as follows:

Source field value multiplied by (Promotion Baseline field value for the target field in promoted product baselines divided by Est Baseline Volume for the source field)

Edits can be made at the Promotion, Category, or Promoted Product levels. If you change the value for a source field in a lower level, that changed value automatically rolls up to the higher levels of the account promotion hierarchy. You cannot change the value in the Fixed Slot Fee and Other Fixed Spend fields for records for promoted product baselines.

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

### ***To allocate field values in an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Select an account promotion record, and change the value in at least one of the following source fields:
  - Est Incremental Volume
  - Fixed Slot Fee
  - Other Fixed Spend

A value is spread as soon as you change the value and step off the record or save the record (by using the keyboard command Ctrl and S).

The value for the source field in the account promotion is allocated to the corresponding target field in records for promoted categories, promoted products, and promoted product baselines.

**NOTE:** For information about configuring the Spread button to allocate other source fields using different allocation methods, see [“Configuring the Spread Button” on page 192](#).

## **Transferring Incremental Volumes for Account Promotions to SVP**

You can transfer to the Sales Volume Planning module the aggregate values in the Incremental field in the Promoted Product Baseline list for all account promotions. As part of the transfer procedure, you perform additional steps in the Sales Volume Planning module to aggregate and allocate these transferred values.

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

### ***To transfer incremental volumes for account promotions to SVP***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Click Aggregate.

For all account promotions, a separate total is created for each product and account combination that is associated with the values in the Incremental fields in the Promoted Product Baseline list. Then, the Promotion Incremental Qty field in the Product Baseline list in sales volume planning is updated with these totals.

- 3 Complete an aggregation in sales volume planning. For information about how to complete this aggregation, see [“Performing the Initial Aggregation” on page 88](#).

The Aggregated Incremental Qty field in the Product Baseline list in sales volume planning is updated with totals of the values in the Promotion Incremental Qty fields for accounts in lower levels of the account hierarchy. Also, the Incremental Qty field in the Product Baseline list in sales volume planning is updated. This field is calculated as follows: Promotion Incremental Qty plus Aggregated Incremental Qty.

- 4 Complete an allocation in sales volume planning. For more information about how to complete this allocation, see [“Locking and Modifying SVP Data \(End User\)” on page 102](#).

The Allocated Incremental Qty field in the Product Baseline list in sales volume planning is updated with an allocated part of the values in the Promotion Incremental Qty field for accounts in higher levels of the account promotion hierarchy. Also, the Incremental Qty field in the Product Baseline list in sales volume planning is updated. This field is calculated as follows: Promotion Incremental Qty plus Aggregated Incremental Qty plus Allocated Incremental Qty.

## Associating Objectives with Account Promotions

You can associate objectives with account promotions. An objective provides the goal for an account promotion.

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

### *To associate an objective with an account promotion*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click the Objectives view tab.
- 4 Create a new objective record, click the select button in the Objective field, select an objective in the dialog box, and click OK.
- 5 Complete the additional necessary fields.

## Adding Attachments to Account Promotions

You can view attachments and attach documents, such as proof-of-performance documents, to account promotions. Each attachment record in the Attachment list identifies one attached file. If the appropriate application is installed on your computer, you can open these files by drilling down on the Name field hyperlink of the record. For example, if a Microsoft PowerPoint (.ppt) presentation file is listed and PowerPoint is installed on your computer, you can open the file by drilling down on the Name field hyperlink.

This task is a step in [“Process of Managing Account Promotions \(End User\)” on page 136](#).

### ***To add an attachment to an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click the Attachments view tab.
- 4 To add a new file attachment, click New File, navigate to the file, select it, and click Open.  
The attachment appears in the Attachments list.
- 5 To add a new URL attachment, click New URL, enter the URL in the URL file, and click Add.  
The attachment appears in the Attachments list.

## **Attaching Literature to Account Promotions**

You can associate literature with account promotions. Each literature record in the Literature list identifies one attached file. If the appropriate application is installed on your computer, you can open these files by drilling down on the Name field hyperlink of the record. For example, if a Microsoft PowerPoint (.ppt) presentation file is listed and PowerPoint is installed on your computer, you can open the file by drilling down on the Name field hyperlink.

A literature document is a reference to a document on the file server, while an attachment document is an actual document. Attach large documents as literature, not as attachments, so that you can access them more efficiently.

This task is a step in [“Process of Managing Account Promotions \(End User\)”](#) on page 136.

### ***To attach literature to an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click the Literature view tab.
- 4 In the Literature list, create a new record, and complete the necessary fields.  
For more information about working with literature in Siebel Business Applications, see *Siebel Applications Administration Guide*.

## **Viewing Calendars for Account Promotions**

You can view calendars in Gantt chart format for account promotions and associated accounts. The side of the chart lists account promotions, and the main part of the chart shows scheduled time periods in a calendar format. Use the following guidelines when viewing Gantt charts:

- To zoom in or out on a time period, click Zoom + or Zoom - on the current time bar.
- To see a Gantt chart for a specific date, select the date in the date field and click Go.
- To see a Gantt chart for the current date, click Today.



This task is a step in [“Process of Managing Account Promotions \(End User\)”](#) on page 136.

#### ***To view a calendar for an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion.
- 3 Click the Calendar view tab.

Use the following procedure to view a calendar for an account.

#### ***To view a calendar for an account***

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account record.
- 3 Click the Promotions Calendar view tab.

## **Viewing the Audit Trail for Account Promotions**

You access the Audit Trail view for an account promotion to see the changes that users make to the fields in the account promotion.

Administrators can specify these audited fields using the Administration - Audit Trail screen. On this screen, they select the CPG Plan Account Promotion business component to designate these audited fields. For more information about this setup, see *Siebel Applications Administration Guide*.

This task is a step in [“Process of Managing Account Promotions \(End User\)”](#) on page 136.

#### ***To view the audit trail for an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion record.
- 3 Click the Audit Trail view tab.

# **Process of Simulating High-Level Promotions and Account Promotions (End User)**

Simulations allow account managers to see the promotion results of a high-level promotion, an account promotion, a promoted category, a promoted product, and a promoted product baseline.

The following list shows tasks that end users typically perform for simulations:

- [“Importing and Copying Lift Factors”](#) on page 154

- [“Simulating the Results for High-Level Promotions for Account Promotions” on page 155](#)
- [“Simulating the Results for Account Promotions” on page 156](#)

This process is a step in [“Roadmap for Managing Trade Promotions” on page 115](#).

## Importing and Copying Lift Factors

*Lift factors* indicate the expected sales volume increase when you promote a category or product for an account during a certain time period with a specific promotional tactic. Lift factors are product-specific and category-specific. You can obtain lift factor information from a third-party syndicated data provider.

You must import and store lift factors into the product lift factor table (S\_PROD\_LFT\_FACTOR) and category lift factor table (S\_CATG\_LFT\_FACTOR) in the Siebel Consumer Goods application to perform simulations. To import lift factors, use Siebel Enterprise Integration Manager (EIM). For more information, see *Siebel Enterprise Integration Manager Administration Guide*. You can also copy imported lift factor data, and then change this data to accommodate your business.

Simulations use lift factors to calculate incremental volumes that are attributable to high-level promotions and account promotions. A simulation for a high-level promotion obtains lift factors using the following data:

- The category and account for the high-level promotion
- The time period and promotional tactics that you designate for that high-level promotion

This task is a step in [“Process of Simulating High-Level Promotions and Account Promotions \(End User\)” on page 153](#).

### *To copy a lift factor*

- 1 Navigate to the Lift Factors screen, then the Product Lift Factor List view or the Category Lift Factor List view.
- 2 Select a lift factor.
- 3 Click Menu, and select Copy Record.

A copy of the lift factor is created in the lift factors list.

## Simulating the Results for High-Level Promotions for Account Promotions

Account managers can simulate the results for high-level promotions for account promotions to determine the viability of the high-level promotions. They perform a simulation to evaluate the incremental sales volume that a high-level promotion will generate based on promoted category data that they enter in the Consumer Goods application. Before they begin the simulation, they must import lift factors for categories. For more information, see [“Importing and Copying Lift Factors” on page 154](#). Also, the Est Baseline Volume field for the high-level promotion must contain data. For more information about this field, see [“Est Baseline Volume” on page 171](#).

After you simulate the results of a high-level promotion, the applicable lift factor for the simulation appears in the Lift Factor field in the high-level promotion. If multiple lift factors apply to a category, then the lift factor in the high-level promotion is an average of these multiple lift factors. If no lift factors apply to a category, then the lift factor in the high-level promotion is the lift factor for the next available category from a higher level in the category hierarchy.

The following calculation determines the values that the simulation populates in the Est Incremental Volume field in the High-Level Planning view:

Est Baseline Volume [for the high-level promotion] multiplied by (% ACV Promoted [for the high-level promotion] divided by 100) multiplied by (Lift Factor [for the high-level promotion] divided by 100)

This task is a step in [“Process of Simulating High-Level Promotions and Account Promotions \(End User\)” on page 153](#).

### *To simulate the results for a high-level promotion*

- 1 Navigate to the Plans screen, then the Plan List view, or the Promotions screen, then the High-Level Planning view.
- 2 Drill down on the Name field hyperlink for a plan record.
- 3 Click the High-Level Planning view tab.
- 4 Select the high-level promotion for which you want to simulate promotion results.

If the high-level promotion is not on the list, you can add it. For more information, see [“Creating High-Level Promotions for Account Promotions \(End User\)” on page 129](#).

- 5 Designate the parameters for lift factor retrieval and for the simulation calculation by entering a value in the following fields for the high-level promotion.

Field	Comments
Category	The type of high-level category and its associated Parent Category and Account.
Account	The account for the high-level promotion.
Start Date	The start date for the high-level promotion.
End Date	The end date for the high-level promotion.

Field	Comments
Tactics	<p>The promotional tactic or tactics for the high-level promotion. Tactics constitute a method of promoting products to the consumer, and include the following main categories:</p> <ul style="list-style-type: none"> <li>■ Price, including percentages of TPR (Temporary Price Reduction)</li> <li>■ Display, including shelf, end-of-aisle (end cap), and check-out</li> <li>■ Feature, including flyers and newspaper advertisements</li> </ul> <p>Options are available that combine these categories.</p>
% ACV Promoted	Percentage All Commodity Volume promoted. The percentage of the total sales volume that applies to the high-level promotion.

**6** Click Simulate.

The results for the high-level promotion simulation appear in the Est Incremental Volume field and the Lift Factor field in the list of high-level promotions.

**7** As many times as necessary, modify any of the fields in [Step 5](#) and repeat [Step 6](#) to generate more simulation results.

## Simulating the Results for Account Promotions

Account managers can simulate the results for account promotions to determine the viability of the account promotions. They perform a simulation to evaluate the incremental sales volume that an account promotion will generate based on promoted product and promoted category data that they enter in the Consumer Goods application. Before they begin the simulation, they must import lift factors for promoted products and promoted categories. For more information, see [“Importing and Copying Lift Factors” on page 154](#). Also, the Promotion Baseline fields for the promoted product baselines in the account promotion must contain data. For more information about this field, see [“Promotion Baseline” on page 146](#).

To obtain the Lift Factor field in the Promoted Product Baseline view, the simulation uses promoted product data to find this field value in the product lift factor table. If no applicable data is found in that table, the simulation uses promoted product data to find this field value in the category lift factor table.

After you simulate the results of an account promotion, the applicable lift factor for the simulation appears in the Predict Lift % field in the Promoted Product Baseline view. If multiple lift factors apply to a product, then the lift factor in the Promoted Products Baseline view is an average of these multiple lift factors.

The Predict Lift % button only populates the Sell-In Override Lift % field if its value is empty and Volume Planning Type equals Sell-In.

The Predict Lift % button only populates the Sell-Out Override Lift % field if its value is empty and Volume Planning Type equals Sell-Out.

In the Promoted Product Baseline view, the values that the simulation populates in the incremental fields are determined by the following calculation:

Promotion Baseline [for the promoted product baseline] multiplied by (% ACV Promoted [for the promoted product] divided by 100) multiplied by (Lift Factor [for the promoted product baseline] divided by 100).

This calculation does not apply to the Predict Lift % button. Clicking this button does not directly populate incremental values.

The results for the account promotion simulation appear in the Incremental field and the Predict Lift % field in the Promoted Product Baseline view.

If the Sell-In Override Lift % field and the Sell-Out Override Lift % field values are not updated, then Incremental fields are not updated.

This task is a step in [“Process of Simulating High-Level Promotions and Account Promotions \(End User\)” on page 153](#).

### ***To simulate the results for an account promotion***

- 1** Navigate to the Promotions screen, then the Account Promotions List view.
- 2** Drill down on the Promotion field hyperlink for the account promotion record.
- 3** Select the account promotion for which you want to simulate promotion results.

If the account promotion is not on the list, you can add it. For more information, see [“Creating Account Promotions” on page 137](#).

- 4** Click the Promoted Categories view tab.

- 5 In the Promoted Products list, designate the parameters for lift factor retrieval and for the simulation calculation by entering a value in the following fields for each promoted product.

Field	Comments
Shipment Start Date	<p>The recommended date when the shipments for this product in the account promotion can begin. This date can be before the account promotion start date.</p> <p>If the promotion volume planning type is Sell-In, by default the shipment start date is used.</p> <p>If promotion volume planning type is Sell-Out, then Consumption Start Date is used.</p> <p>If volume planning type is not select, then Sell-In case is the default.</p>
Shipment End Date	<p>The recommended date when the shipments for this product in the account promotion end. This date might be after the account promotion end date when you allow your customers to replenish their safety stock at promotion prices after the promotion is over.</p> <p>If the promotion volume planning type is Sell-In, by default the shipment end date is used.</p> <p>If promotion volume planning type is Sell-Out, then Consumption End Date is used.</p> <p>If volume planning type is not select, then Sell-In case is the default.</p>
Tactics	<p>The promotional tactic or tactics for the promoted product. Tactics constitute a method of promoting products to the consumer, and include the following main categories:</p> <ul style="list-style-type: none"> <li>■ Price, including percentages of TPR (Temporary Price Reduction)</li> <li>■ Display, including shelf, end-of-aisle (end cap), and check-out</li> <li>■ Feature, including flyers and newspaper advertisements</li> </ul> <p>Options are available that combine these categories. The Predict Lift % button uses the tactics value at the promoted product level for searching the product or category lift factor records.</p>

- 6 Click Predict Lift %, available at the promotion, promoted category, and promoted product levels.

The results for the account promotion simulation appear in the Incremental field and the Predict Lift % field in the Promoted Product Baseline view. The Est Incremental Volume field for the account promotion, promoted categories, and promoted products is updated, and, if the account promotion is associated with a plan, the Est Incremental Volume field for the plan is updated. Incremental fields are not updated if the Sell-In Override Lift % field and the Sell-Out Override Lift % field are not updated.

The start and end dates are chosen dynamically depending on the Volume Planning method. Lift factor matching searches first for a match at the product level, but if a match is not found it searches at the category level. The following conditions apply:

- If a lift factor is found, the update promoted product record and the set lift factor value in the Predict Lift % field update the promoted product baseline records and set the lift factor value in the Predict Lift % field.
  - If the promotion volume planning type equals sell-in and the Sell-In Override Lift % field is empty, the lift factor value is set in the Sell-In Override Lift % field.
  - If the promotion volume planning type equals sell-out and the Sell-Out Override Lift % field is empty, then the lift factor value is set in the Sell-Out Override Lift % field.
  - If the Sell-In or Sell-Out Override Lift % fields are not empty at the baseline level, the Predict Lift % button does not update these two fields. Therefore, no update occurs on incremental fields and other derived fields, and only the Predict Lift % field is updated.
  - If the Sell-In or Sell-Out Override Lift % fields are empty at the baseline level, then the Predict Lift % button does update the Override Lift % fields, which in turn updates the incremental fields.
- 7 As many times as necessary, modify any of the fields in [Step 5](#) and repeat [Step 6](#) to generate more simulation results.

## About What-If Scenarios at the Account Plan Level

Account managers can plan what-if scenarios at the Account Plan level by adding or removing a promotion from a scenario.

A promotion can belong to one or more scenarios. Multiple promotions can be added to a scenario using the change all command. Promotions scenarios can be based on planned promotions, promotions in the draft stage, or promotions already executed.

Scenario Planning allows account managers to create:

- The optimal set of scenarios to generate the maximum amount of sales volume, revenue, or profit
- An alternative set of promotions that can be presented to the customer after the customer has already accepted the first set, or that can be used to compare how the previous year's promotion plan works if applied to the present year, as opposed to a completely different set of promotions

Sales managers and trade marketing analysts have the ability to experiment with promotions without affecting the actual account plan, to show account managers how:

- Fewer and deeper promotions might be more effective than more promotions that are shallower.
- A different set of promotions might generate less sales volume, but more profit.

For example, executives can review promotions that account managers want to run, depending on available funds, or promotions that might move a lot of volume, but are not necessarily profitable. This ability allows decision makers to more intelligently choose how they might spend available funds or how they can best move critical inventory at the lowest cost.

For information about applying scenario plans to promotions, see [“Viewing Account Promotion Details” on page 115](#).

## Process of Managing Deals for Account Promotions (End User)

The following list shows tasks that end users typically perform to manage deals for account promotions:

- [“Creating Deals for Account Promotions” on page 160](#)
- [“Creating Deals for Promoted Categories” on page 161](#)
- [“Creating Deals for Promoted Products” on page 161](#)

For more information about deals, see [Chapter 9, “Trade Funds.”](#)

This process is a step in [“Roadmap for Managing Trade Promotions” on page 115](#).

## Creating Deals for Account Promotions

Account managers can create deals for account promotions. A deal establishes discount structures and pays for the cost of running an account promotion. A deal contains details about payments for an account promotion. The details include funding sources, payment amounts, and payment methods.

This task is a step in [“Process of Managing Deals for Account Promotions \(End User\)” on page 160](#).

### *To create a deal for an account promotion*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for the account promotion, and click the Deals view tab.
- 3 In the Deals list, create a new record, and complete the necessary fields.

[Table 18 on page 178](#) describes some fields.



## Creating Deals for Promoted Categories

Account managers can create and view a list of deals that fund a promoted category and view information about each deal's planned and actual spending.

**NOTE:** A deal for a promoted category rolls up to an account promotion only when you create the deal for a category that is associated with the account promotion. If you add a deal to a category that is not associated with the account promotion, the deal does not roll up to the account promotion if the category is later associated with the account promotion.

This task is a step in ["Process of Managing Deals for Account Promotions \(End User\)"](#) on page 160.

### *To create a deal for a promoted category*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for the account promotion that contains the promoted categories for which you want to create a deal.
- 3 In the Promoted Categories list, click the Category field hyperlink of the promoted category for which you want to create a deal.
- 4 In the Deals list, create a new record, and complete the necessary fields.

[Table 18 on page 178](#) describes some fields.

## Creating Deals for Promoted Products

Account managers can create and view a list of deals that fund a promoted product and view information about each deal's planned and actual spending.

**NOTE:** A deal for a promoted product rolls up to an account promotion only when you create the deal for a product that is associated with the account promotion. If you add a deal to a promoted product that is not associated with the account promotion, the deal does not roll up to the account promotion if the product is later associated with the account promotion.

This task is a step in ["Process of Managing Deals for Account Promotions \(End User\)"](#) on page 160.

### *To create a deal for a promoted product*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for the account promotion that contains the promoted products for which you want to create a deal.
- 3 In the Promoted Categories list, select the category that contains the promoted products for which you want to create a deal.
- 4 In the Promoted Products list, drill down on the Product field hyperlink for the product for which you want to create a deal.

- 5 In the Deals list, create a new record, and complete the necessary fields.

[Table 18 on page 178](#) describes some fields.

## Process of Managing Phasing for Account Promotions (End User)

The following list shows tasks that end users typically perform to manage phasing for account promotions:

- [“Enabling Phasing for Account Promotions” on page 162](#)
- [“Phasing Promoted Categories” on page 164](#)
- [“Recalculating Phasing Results for Categories” on page 165](#)
- [“Phasing Promoted Products” on page 166](#)
- [“Recalculating Phasing Results for Products” on page 167](#)
- [“Finalizing Account Promotions” on page 167](#)

This process is a step in [“Roadmap for Managing Trade Promotions” on page 115](#).

### Enabling Phasing for Account Promotions

Account managers can set up phasing for an account promotion if they want see category and product data for the account promotion on a weekly basis. You can use phasing if you want to allocate the aggregate cost, volume, and payment data throughout the weeks in the shipment time period for the account promotion.

To enable phasing for an account promotion, you designate that the account promotion uses phasing functionality, and then you set up the phasing pattern for the account in the account promotion. This phasing pattern determines how category and product data is allocated throughout the weeks that you designate in the pattern.

When you enable phasing for an account promotion, you automatically enable phasing for all categories and products in that account promotion. You cannot disable phasing for selected categories or products in an account promotion after you enable phasing for the account promotion. Also, you cannot disable phasing for an account promotion and for all the categories in the account promotion:

- After you phase a promoted category in the account promotion.
- If the Status field changes to Paid for a payment associated with a deal for any category in the account promotion. (To find the Status field, navigate to the Promotions screen, then the Account Promotions List, drill down on the Promotion field hyperlink, drill down on the Category field hyperlink in the Promoted Categories list, click the Deals view tab, and click the Payments view tab.)

After you enable phasing for an account promotion, you cannot change the shipment start date and the shipment end date if the current date is after the shipment start date. Also, you cannot change the shipment start date and the shipment end date if the account promotion status is Finalized.

This task is a step in [“Process of Managing Phasing for Account Promotions \(End User\)”](#) on page 162.

### ***To enable phasing for an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Select the account promotion for which you want to enable phasing.
- 3 Select the Phasing Enable check box.

The Phasing Enable field for all categories and products in the account promotion is selected.

Use the following procedure to create a phasing pattern for an account in an account promotion.

### ***To create a phasing pattern for an account in an account promotion***

- 1 Navigate to the Administration - Pattern screen, then the Pattern Administration view.
- 2 In the Pattern list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Pattern	The name of the pattern.
Account Name	The account for the pattern. This pattern is available only to account promotions for this account and the subaccounts for this account.

- 3 In the Pattern Distribution list for the pattern, create at least one new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Sequence	A number that designates a week in the shipment time period for the account promotion. This field is automatically populated with a number when you create a record, but you can overwrite this number. Use 1 for the first week, 2 for the second week, and so on. You cannot use a pattern for phasing if you do not assign at least 1 sequence. The number of weeks in a pattern must be equal to or less than the number of weeks in the shipment time period for which the time periods are created.
Pattern Distribution	The percentage of the aggregate data that is distributed to the associated sequence week. Make sure that the pattern distribution values for all of the sequences in a pattern add up to 100%. You cannot use the pattern for phasing if the values total less than or more than 100%.

## Phasing Promoted Categories

Account managers can phase a promoted category if they want to allocate the aggregate cost, volume, and payment data for the category throughout the weeks of the shipment time period for the account promotion.

Before you can phase a promoted category, you must:

- **Enable phasing for the account promotion.** For more information about enabling phasing, see [“Enabling Phasing for Account Promotions” on page 162](#).
- **Create time periods for the weeks to which you want to allocate category data.** If you want to begin data allocation on the start date of the account promotion’s shipments, make sure a time period is created for the week that contains that start date. Also make sure the time periods are created for any subsequent weeks to which you want to allocate category data. You can allocate category data to weeks that are after the end date for the account promotion’s shipments if time periods are created for those weeks. For more information about creating time periods, see [“Creating Periods” on page 28](#).

If the current date is before the start date for the account promotion’s shipments, you can phase all the promoted categories. If the current date is during or after the shipment time period for the account promotion, you can phase the promoted categories for which the Phasing Status field is Not Phased or blank.

After you phase a promoted category, you cannot disable phasing for the category’s account promotion and for all categories in the account promotion. For more information about the phasing results, see [“About Phasing Results for Promoted Categories” on page 181](#).

This task is a step in [“Process of Managing Phasing for Account Promotions \(End User\)” on page 162](#).

### *To phase a promoted category*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion.
- 3 In the Promoted Categories list, select the category that you want to phase.
- 4 Select a pattern in the Phasing Pattern field for the category.

The phasing pattern determines how category and product information is allocated during the weeks you designate in the pattern. If the phasing pattern that you want is not available for selection, you can create that pattern. To create a phasing pattern, see [“Enabling Phasing for Account Promotions” on page 162](#).

- 5 Click Phase to phase the promoted category.  
The Phasing Status field for the category changes to Phased.
- 6 Click the Category field hyperlink for the category that you phased.
- 7 Click the Phasing Result view tab to display the result of the phasing.

## Recalculating Phasing Results for Categories

To see the current phasing result for a promoted category, account managers must recalculate the result when the Phasing Status field for the category is Refresh Required. The Phasing Status field changes to Refresh Required if:

- You change the Est Incremental Volume field for the category's account promotion.
- You change the Incremental field in the category's Promoted Product Baseline list. Changing this field changes the Est Incremental Volume field for the promoted category.
- You associate baseline data with promoted products. You click the Baseline button in the Account Promotions List view to make this association. Making this association changes the Est Baseline Volume, PY Baseline Volume, and Target Baseline Volume fields for the promoted category.
- You change the Est Distribution Update Pct fields for some weeks in the phasing result for the promoted category. Your changed values for all weeks must add up to 100%. When you change a percentage in this field, you supersede the percentage for the corresponding week in the phasing pattern.
- Any of the following category fields change:
 

■ Est Total Volume	■ Act Ship Volume
■ Est Deferred Cost	■ Act Deferred Payment
■ Est On-Invoice Cost	■ Act On-Invoice Payment
■ Est Fixed Cost	■ Act Fixed Payment

These promoted category fields are calculated fields, and you cannot enter data in them. However, these fields can change if you make changes in other records (for example, deal or deal payment records).

When you recalculate the phasing result, you do not update all of the fields in the phasing result. The following fields are not updated:

- All planned fields
- All fields for the weeks that are before the week that contains the date that you recalculate the phasing result

If the current date is before the start date for the account promotion's shipments, you cannot recalculate the phasing result for all the promoted categories. However, you can change the phasing pattern for a promoted category and again phase the category. For more information about the phasing results, see ["About Phasing Recalculation Results for Promoted Categories" on page 182](#).

This task is a step in ["Process of Managing Phasing for Account Promotions \(End User\)" on page 162](#).

### *To recalculate the phasing result for a promoted category*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion.
- 3 In the Promoted Categories list, click the Category field hyperlink for the category for which you want to recalculate the phasing result.

- 4 Click the Phasing Result view tab to display the result of the previous phasing.
- 5 Click Recalculate to display the result of the phasing recalculation.

The Phasing Status field for the promoted category changes to Phase Updated.

## Phasing Promoted Products

Account managers can phase a promoted product if they want to allocate the aggregate cost, volume, and payment data for the product throughout the weeks in the shipment time period for an account promotion. Before you can phase a promoted product, you must phase the promoted category. For more information about category phasing, see [“Phasing Promoted Categories” on page 164](#).

When you phase a promoted product, you allocate to the product a percentage of the phasing result for the product's promoted category. This percentage is calculated as follows:

$$\frac{\text{Est Baseline Volume field of Promoted Product}}{\text{Est Baseline Volume field of Promoted Category}}$$

This percentage is applied to the phasing result for the promoted category to obtain the phasing result for the promoted product.

All the phasing result fields for a promoted category, except the Est Distribution Update Pct field, are available when you phase a promoted product. The phasing result fields that are percentages display the same values for a promoted category and its promoted products.

This task is a step in [“Process of Managing Phasing for Account Promotions \(End User\)” on page 162](#).

### *To phase a promoted product*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Name field hyperlink for the account promotion that contains the promoted product.
- 3 In the Promoted Categories list, select the category that contains the promoted product that you want to phase.
- 4 In the Promoted Products list, select a product that you want to phase.
- 5 Click Phase to phase the promoted product.
- 6 Drill down on the Product field hyperlink for the product that you phased.
- 7 Click the Product Phasing view tab to display the result of the phasing.

## Recalculating Phasing Results for Products

When you recalculate the phasing result for a promoted category, any prior phasing result for the products in that category is deleted. If account managers recalculate the phasing result for a promoted category, to see the current phasing result for promoted products in that category, they must recalculate the phasing result for those products. For more information about phasing result recalculation for a category, see [“Recalculating Phasing Results for Categories” on page 165](#).

This task is a step in [“Process of Managing Phasing for Account Promotions \(End User\)” on page 162](#).

### *To recalculate the phasing result for a promoted product*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion.
- 3 In the Promoted Categories list, select the category that contains the promoted product for which you want to recalculate the phasing result.
- 4 In the Promoted Products list, drill down on the Product field hyperlink for the product for which you want to recalculate the phasing result.
- 5 Click the Product Phasing view tab to display the result of the previous phasing.
- 6 Click Recalculate to display the result of the phasing recalculation.

## Finalizing Account Promotions

Account managers can finalize account promotions if they use phasing functionality. After the shipment time period for an account promotion and after applicable payments are associated with the account promotion, you can finalize the phasing result for the account promotion. In general, you finalize the phasing result after the shipment time period, not before or during the shipment time period.

When you finalize the phasing result for an account promotion, promoted categories and promoted products are phased if they were not previously phased. Also, promoted categories and promoted products are recalculated if data that affects the phasing result has changed since the last phasing. After you finalize the phasing result, no one can recalculate that result even if the data that affects it changes.

To finalize the phasing result for all the categories and products in an account promotion, you change the Status field for the account promotion to Finalized. If you later decide to update the phasing result with data that changes after finalization, you can change the account promotion Status field to Re-opened, and then recalculate the phasing result.

Regardless of the value in the Phasing Enable field for an account promotion, if you change the account promotion's Status field to Finalized or Re-opened, the Status field for all categories and products in the account promotion automatically changes to Finalized or Re-opened. If the Phasing Enable field is selected and you change the account promotion's Status field to Finalized, you cannot add to or delete from the account promotion any categories, products, deals, or payments. The Phase and Recalculate buttons are disabled, and the following account promotion buttons are disabled: Revise, Products, Baseline, Spread, Shipment, and Aggregate.

This task is a step in [“Process of Managing Phasing for Account Promotions \(End User\)”](#) on page 162.

### *To finalize an account promotion*

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Select the account promotion that you want to finalize.
- 3 Change the Status field to Finalized.

## About Some Fields for Promotions

The following topics include information about some fields for high-level promotions, corporate promotions, and account promotions:

- [“General Fields in Promotions”](#) on page 168
- [“Fields for Details About Promotional Tactics”](#) on page 170
- [“Fields for Volume and Revenue in Promotions”](#) on page 171
- [“Fields for Spending in Promotions”](#) on page 175
- [“Fields for Details About Deals”](#) on page 178

## General Fields in Promotions

[Table 14](#) shows the miscellaneous fields in high-level promotions and the levels of the account promotion hierarchy. These levels include plans, account promotions, promoted categories, and promoted products. The field comments indicate whether a particular field does not appear in high-level promotions or some levels of the account promotion hierarchy.

Table 14. General Fields in Promotions

Field	Comments
Account	The account for the plan, high-level promotion, account promotion, promoted category, or promoted product. An account is sometimes referred to as a planning account. A planning account is the lowest level of your account hierarchy for which you make promotional decisions.



Table 14. General Fields in Promotions

Field	Comments
Period	The time period, such as a fiscal year, for which the plan, high-level promotion, account promotion, promoted category, or promoted product is in effect. The start and end dates for promotion, shipment, and consumption in an account promotion default to the start and end dates for this time period. The start and end dates for a high-level promotion default to the start and end dates for this time period. The start and end dates as well as the period for a promoted category default to the corresponding fields for an account promotion. The start and end dates as well as the period for a promoted product default to the corresponding fields for a promoted category. You can change these default values.
Tactics	The promotional tactic or tactics for the high-level promotion, account promotion, promoted category, or promoted product. Tactics constitute a method of promoting products to the consumer, and include the following main categories: <ul style="list-style-type: none"> <li>■ Price, including percentages of TPR (Temporary Price Reduction)</li> <li>■ Display, including shelf, end-of-aisle (end cap), and check-out</li> <li>■ Feature, including flyers and newspaper advertisements</li> </ul> Options are available that combine these categories. This field is not available for plans. For information about additional fields for tactics, see <a href="#">Table 15 on page 170</a> .
Organization	The name of the organization that implements the plan, high-level promotion, account promotion, promoted category, or promoted product. An organization frequently denotes a country or market in a Consumer Goods implementation.
Status	The status of the plan, account promotion, promoted category, and promoted product. An account manager who creates a plan or account promotion can select Pending Approval in this field to submit the plan or account promotion for approval. Then, the approver can change this field to Approved - Pending Review, More Information Needed, or Rejected. The approver's selection determines the field values that are subsequently available for selection. When the approver selects Accepted in the Status field in a plan or account promotion, the Status field in the associated promoted categories and promoted products automatically changes to Accepted. Also, the Status field in deals for the account promotion and associated promoted categories and promoted products changes to Committed. This field is not available for high-level promotions. <p>When the Status is Accepted, Status field options include Finalized and Reopen.</p>

## Fields for Details About Promotional Tactics

Table 15 shows the fields for details about promotional tactics in high-level promotions, the levels of the corporate promotion hierarchy, and the levels of the account promotion hierarchy. These levels include corporate promotions, account promotions, promoted categories, and promoted products.

Table 15. Fields for Details About Promotional Tactics

Field	Comments
Display Type	The type of advertisement inside of a retail outlet.
Display Tactics	The location of an advertisement inside of a retail outlet.
Display Size	The general physical size of an advertisement inside of a retail outlet.
Other Media Tactics	The type of advertisement outside of a retail outlet.
Ad Location	The media prominence of an advertisement outside of a retail outlet.
Ad Size	The specific physical size of an advertisement outside of a retail outlet.
TPR Type	The type of temporary price reduction—for example, TPR (Temporary Price Reduction), BOGO (Buy One Get One), and EDLP/EDLC (Every Day Low Price/Every Day Low Cost).
TPR Size	The method for calculating the temporary price reduction.
TPR Amount	The dollar amount applicable to the temporary price reduction.
TPR %	The percentage discount applicable to the temporary price reduction. This field is calculated as follows: 1 minus (Promoted Price divided by Non-Promoted Price). The non-promoted price is not the same as the suggested retail price.
Catalog Tactics	The location and size in the retailer's catalog in which the product is being promoted. Sample values include Front Page, Back Page, and Inside Page. It can also be concatenated with size, such as Front Page Large, Front Page Small, Back Page Large, and so on.
Display Note	A free-form text field that can be used to store a promotional display set-up or audit notes for the retail execution team.
Display Details	The additional comments that can be included to describe the display tactics being used to support the promotion. This is generally used for promotion verification purposes during retail execution. This can include specific locations of the display or secondary supporting displays that are set up in addition to the primary display.
Other Tactics	For describing any other promotional tactics that are used but do not fall into any of the other categories.
Multi Buy Qty	The minimum buy quantity required to receive special pricing.
Field Priority	For sales representatives to sell-in, merchandise, or audit a promotion at the retail outlet level.

## Fields for Volume and Revenue in Promotions

Table 16 shows the fields for volume and revenue in high-level promotions and the levels of the account promotion hierarchy. These levels include plans, account promotions, promoted categories, and promoted products. The field comments indicate if a particular field does not appear in high-level promotions. Volume includes cases and units.

The Incremental Sell-In and Incremental Sell-Out volume fields are related to each other based on the values in the Warehouse Withdrawal field and Forward-Buy Volume field. The value entered and the value stored are based on whether the account plan's volume plan is sell-in or sell-out.

If the promotion (account plan) has a sell-in volume plan, manually enter values in the Incremental Sell-In Volume, Warehouse Withdrawal Volume, and Forward Buy Volume fields. The Incremental Sell-Out Volume field is a read-only field that is calculated automatically and stored using the following formula:

- Upon simulation, Incremental Sell In field equals Override Lift % field multiplied by Baseline Volume field.
- Incremental Sell-Out Volume field equals Incremental Sell-In Volume field plus Warehouse Withdrawal Volume field minus Forward Buy Volume field.

If the promotion (account plan) has a sell-out volume plan, manually enter values in the Incremental Sell-Out Volume, Warehouse Withdrawal Volume, and Forward Buy Volume fields. The Incremental Sell-In Volume field is a read-only field that is calculated automatically and stored using the following formula:

- Upon simulation, the Incremental Sell Out field equals Override Lift % field multiplied by Baseline Volume field.
- Incremental Sell-In Volume field equals Incremental Sell-Out Volume field minus Warehouse Withdrawal Volume field plus Forward Buy Volume field.

Table 16. Fields for Volume and Revenue in Promotions

Field	Comments
<b>Volume Fields</b>	
Est Baseline Volume	<p>The estimated volume of product that would have been sold without an account promotion. For account promotions, promoted categories, and promoted products, this field is populated when you click the Baseline button in the Account Promotions List view to update the Promotion Baseline field in the Promoted Product Baseline view with product baseline data from sales volume plans. The volumes roll up from this view to promoted products, promoted categories, and account promotions, but not to plans. This field is updated for plans when you click the Update button in the Plan List view.</p> <p>For high-level promotions, this field is populated when you click the Forecast button to update a high-level promotion with category baseline data from sales volume plans.</p>

Table 16. Fields for Volume and Revenue in Promotions

Field	Comments
Est Incremental Volume	<p>The incremental volume over and above the estimated baseline volume that is attributable to the promotional tactics in the account promotion. This field is populated when you enter a value in the Incremental field in the Promoted Product Baseline view or when you click the Simulate button to simulate an account promotion and thus change the Incremental field in the Promoted Product Baseline view. The incremental volumes roll up to promoted products, promoted categories, account promotions, and, if the account promotions are associated with plans, to plans. If you change the plan, these values roll up to the Est Incremental Volume field for the new plan and are deleted from the prior plan.</p> <p>Est Incremental Volume can be one of two types: Sell-In or Sell-Out. A type is calculated when a user modifies the opposite type. The calculation involves the values from the Forward Buy Cases, Forward Buy Units, Warehouse Withdrawal Cases, and Warehouse Withdrawal Units fields, along with the Incremental Qty field.</p> <p>This field is populated for high-level promotions when you click the Simulate button to simulate the results for a high-level promotion. Also, you can enter a value in this field for high-level promotions.</p> <p>You can enter a value in this field for an account promotion, and then click the Spread button to allocate that value to the incremental volume field for records in the lower levels of the account promotion hierarchy.</p>
Est Total Volume	Est Baseline Volume plus Est Incremental Volume.
PY Baseline Volume	<p>For the prior year, the estimated volume of product that was sold. This field is populated when you click the Baseline button in the Account Promotions List view to update the Promotion PY Baseline field in Promoted Product Baseline view with product baseline data from sales volume plans. The volumes roll up from this view to promoted products, promoted categories, and account promotions, but not to plans. This field is updated for plans when you click the Update button in the Plan List view. This field is not available for high-level promotions.</p>
Target Baseline Volume	<p>The expected volume of product to be sold. This field is populated when you click the Baseline button in the Account Promotions List view to update the Promotion Target Baseline field in the Promoted Product Baseline view with product baseline data from sales volume plans. The volumes roll up from this view to promoted products, promoted categories, and account promotions, but not to plans. This field is updated for plans when you click the Update button in the Plan List view. This field is not available for high-level promotions.</p>

Table 16. Fields for Volume and Revenue in Promotions

Field	Comments
Actual Baseline Volume	Equal to the Est Baseline Volume field. This field is not available for high-level promotions.
Actual Incremental Volume	Actual Total Volume minus Actual Baseline Volume. This field is not available for high-level promotions.
Actual Total Volume	The shipment volume for the account promotion. This field is populated when you click the Shipment button in the Account Promotions List view to update the Promotion Shipment field in the Shipments view with product shipment data from sales volume plans. The volumes roll up from this view to promoted products, promoted categories, account promotions, and plans. This field is not available for high-level promotions.
Warehouse Withdrawal Cases	The number of cases withdrawn from a warehouse in using the inventory on hand.
Warehouse Withdrawal Units	The number of units withdrawn from a warehouse in using the inventory on hand.
Forward Buy Cases	The additional number of cases that a retailer might purchase over and above the cases sold to consumers, so that the retailer can buy additional volume on a sale to increase the profit margin.
Forward Buy Units	The additional number of units that a retailer might purchase over and above the units sold to consumers, so that the retailer can buy additional volume on a sale to increase the profit margin.
<b>Revenue Fields</b>	
Est Baseline Revenue	For promoted products, this field is calculated as follows: Est Baseline Volume multiplied by List Price. The estimated baseline revenue values roll up to promoted categories, account promotions, and, if the account promotions are associated with plans, to plans.  For high-level promotions, this field is populated when you click the Forecast button to update a high-level promotion with data from sales volume plans.
Est Incremental Revenue	For plans, account promotions, promoted categories, and promoted products, this field is calculated as follows: Est Total Revenue minus Est Baseline Revenue. This field is not available for high-level promotions.
Est Baseline Net Revenue	Est Baseline Revenue minus Trade Spend.
Est Sell-Out Incremental Gross Revenue	Case Price multiplied by Est Sell-Out Incremental Cases.
Est Sell-Out Incremental Net Revenue	Est Sell-Out Incremental Gross Revenue minus Trade Spend.

Table 16. Fields for Volume and Revenue in Promotions

Field	Comments
Est Total Revenue	For plans, account promotions, promoted categories, and promoted products, this field is calculated as follows: (Est Baseline Volume plus Est Incremental Volume) multiplied by Promoted Price. This field is not available for high-level promotions. For more information about Promoted Price, see <a href="#">"Promoted Price" on page 144</a> .
PY Baseline Revenue	For the prior year, the revenue for estimated volume of product that was sold. This field is populated when you click the Baseline button in the Account Promotions List view to update the PY Baseline Revenue field in for promoted products with product baseline data from sales volume plans. The revenues roll up from this view to promoted categories and account promotions, but not to plans. This field is updated for plans when you click the Update button in the Plan List view. This field is not available for high-level promotions.
Target Baseline Revenue	The expected revenue for the volume of product to be sold. This field is populated when you click the Baseline button in the Account Promotions List view to update the Target Baseline Revenue field for promoted products with product baseline data from sales volume plans. The revenues roll up from this view to promoted categories and account promotions, but not to plans. This field is updated for plans when you click the Update button in the Plan List view. This field is not available for high-level promotions.
Actual Baseline Revenue	Equal to the Est Baseline Revenue field. This field is not available for high-level promotions.
Actual Incremental Revenue	Actual Total Revenue minus Actual Baseline Revenue. This field is not available for high-level promotions.
Actual Total Revenue	The revenue that is associated with the shipment volume for the account promotion. This field is populated when you click the Shipment button in the Account Promotions List view to update the Promotion Shipment Revenue field in the Shipments view with product shipment data from sales volume plans. The revenues roll up from this view to promoted products, promoted categories, account promotions, and plans. This field is not available for high-level promotions.

## Fields for Spending in Promotions

Table 17 shows the fields for spending in high-level promotions and the levels of the account promotion hierarchy. These levels include plans, account promotions, promoted categories, and promoted products. The field comments indicate if a particular field does not appear in high-level promotions or some levels of the account promotion hierarchy.

Table 17. Fields for Spending in Promotions

Field	Comments
% ACV Promoted	Percentage All Commodity Volume promoted. The percentage of the total sales volume that applies to the high-level promotion, account promotion, promoted category, or promoted product. The default value for this field is 100%. You enter a value in this field to simulate results for a high-level promotion or an account promotion. This field is not available for plans.
<b>Variable Spending Fields</b>	
Off Invoice Rate	The discount rate (dollars for each unit) that you subtract from the product price on the invoice to the customer. You provide this discount to the customer as compensation for participating in an account promotion. If you enter data in this field, you cannot enter data in the Off Invoice Pct field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products. This field is not available for plans and account promotions.
Off Invoice Pct	The discount percentage that you subtract from the product price on the invoice to the customer. You provide this discount to the customer as compensation for participating in an account promotion. If you enter data in this field, you cannot enter data in the Off Invoice Rate field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products. This field is not available for plans and account promotions.
Est Off Invoice Spend	For promoted products, this field is calculated as follows: (Off Invoice Rate multiplied by Est Total Volume multiplied by [% ACV Promoted divided by 100]) plus (Off Invoice Pct multiplied by [Est Total Revenue divided by 100] multiplied by [% ACV Promoted divided by 100]). The values for estimated off-invoice expenditures roll up to promoted categories, account promotions, and, if the account promotions are associated with plans, to plans.

Table 17. Fields for Spending in Promotions

Field	Comments
Bill Back Rate	The discount rate (dollars for each unit) that the customer applies to the appropriate units to bill you or that the customer subtracts from the product price on the invoice to the customer to short pay that invoice. You provide this discount to the customer as compensation for participating in the account promotion. If you enter data in this field, you cannot enter data in the Bill Back Pct field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products. This field is not available for plans and account promotions.
Bill Back Pct	The discount percentage that the customer applies to the appropriate units to bill you or that the customer subtracts from the product price on the invoice to the customer to short pay that invoice. You provide this discount to the customer as compensation for participating in the account promotion. If you enter data in this field, you cannot enter data in the Bill Back Rate field. You can click the Spread button to copy a value in this field from a promoted category to its promoted products. This field is not available for plans and account promotions.
Est Bill Back Spend	For promoted products, this field is calculated as follows: (Bill Back Rate multiplied by Est Total Volume multiplied by [% ACV Promoted divided by 100]) plus (Bill Back Pct multiplied by [Est Total Revenue divided by 100] multiplied by [% ACV Promoted divided by 100]). The values for estimated bill back expenditures roll up to promoted categories, account promotions, and, if the account promotions are associated with plans, to plans.
Variable Spend Pay Method	The payment method for the variable expenditure, for example, Bill Back, Off Invoice, or Deduction. This field is not available for plans.
Est Variable Spend	Est Off Invoice Spend plus Est Bill Back Spend.
<b>Fixed Spending Fields</b>	
Fixed Slot Fee	The fee that the retailer charges to you for placing the promoted products for the account promotion on the retailer's shelves. You can enter a value in this field for an account promotion, promoted category, or promoted product, and then click the Spread button to allocate that value to the Fixed Slot Fee field for records in the lower levels of the account promotion hierarchy.
Fixed Slot Fee Pay Method	The payment method that is associated with the slotting fee for the account promotion, for example, Bill Back, Check, or Deduction. This field is not available for plans.



Table 17. Fields for Spending in Promotions

Field	Comments
Other Fixed Spend	The other fixed expenditures that you pay to the retailer to encourage the retailer's participation in the account promotion, for example, a fee that you pay to include your products in the retailer's weekly catalog. You can enter a value in this field for an account promotion, a promoted category, or a promoted product, and then click the Spread button to allocate that value to the Other Fixed Spend field for records in the lower levels of the account promotion hierarchy.
Other Fixed Spend Pay Method	The payment method that is associated with the other fixed expenditures for the account promotion, for example, Bill Back, Check, or Deduction. This field is not available for plans.
Est Fixed Spend	Fixed Slot Fee plus Other Fixed Spend.
<b>Other Fields</b>	
Est Total Spend	Est Variable Spend plus Est Fixed Spend.
Est Fund Allocations	The sum of the deal amounts. This field is populated from the Amount field in deals that are associated with account promotions, promoted categories, and promoted products. This field is not available for high-level promotions. For more information about deals, see <a href="#">"Process of Managing Deals for Account Promotions (End User)"</a> on page 160.
Actual Total Spend	The payments relating to the deal amounts. This field is populated from the Amount field for payments with a status of Paid in deals that are associated with account promotions, promoted categories, and promoted products. This field is not available for high-level promotions. For more information about deals, see <a href="#">"Process of Managing Deals for Account Promotions (End User)"</a> on page 160.
Est Incremental COGS	Est Incremental Volume multiplied by COGS for promoted products. COGS is a rate applicable to the cost of goods sold. The values roll up from promoted products to promoted categories and account promotions. This field is not available for high-level promotions.
Actual Incremental COGS	Actual Incremental Volume multiplied by COGS for promoted products. COGS is a rate applicable to the cost of goods sold. The values roll up from promoted products to promoted categories and account promotions. This field is not available for high-level promotions.

Table 17. Fields for Spending in Promotions

Field	Comments
Est ROI	The estimated return on investment. If the Est Total Spend field is 0, then this field is 0. Otherwise, this field is calculated as follows: $([\text{Est Incremental Revenue} \text{ minus } \text{Est Incremental COGS}] \text{ divided by } \text{Est Total Spend}) \text{ multiplied by } 100$ . This field is not available for high-level promotions.
Actual ROI	The actual return on investment. If the Actual Total Spend field is 0, then this field is 0. Otherwise, this field is calculated as follows: $[(\text{Actual Incremental Revenue} \text{ minus } \text{Actual Incremental COGS}) \text{ divided by } \text{Actual Total Spend}] \text{ multiplied by } 100$ . This field is not available for high-level promotions.

## Fields for Details About Deals

Table 18 shows the fields for deals in the levels of the account promotion hierarchy. These levels include account promotions, promoted categories, and promoted products. The field comments indicate if a particular field does not appear in some levels of the account promotion hierarchy.

Table 18. Fields for Details About Deals

Field	Comments
Deal ID	The automatically generated identification number of the deal.
Status	The status of the deal.
Type	The type of deal, such as Bill Back, Fixed Cost, or Off Invoice. Select a value from the drop-down list.

Table 18. Fields for Details About Deals

Field	Comments
Deal Category	<p>The type of deal category. This field is automatically populated when you select a type of deal in the Type field:</p> <ul style="list-style-type: none"> <li>■ If the type of deal is Bill Back, the deal category is Deferred.</li> <li>■ If the type of deal is Off Invoice, the deal category is On-Invoice.</li> </ul> <p>For a Deferred or On-Invoice deal category, you can enter data in the Volume and Cost Per Case fields in the Deals list and in the Volume and Rate fields in the Payments view for this deal. You cannot enter data in the Amount field in the Deals list and in the Payments view for this deal.</p> <ul style="list-style-type: none"> <li>■ If the type of deal is Fixed Cost, the deal category is Fixed.</li> </ul> <p>For a Fixed deal category, you can enter data in the Amount field in the Deals list and in the Payments view for this deal. You cannot enter data in the Volume and Cost Per Case fields in the Deals list and in the Volume and Rate fields in the Payments view for this deal.</p> <p>This field is not available for account promotions and promoted products.</p>
Fund	The name of the fund from which the deal is made. Funds provide the money to pay for the cost of an account promotion.
Deal Volume	The estimated volume that is applicable to the deal. For information about when you can enter data in this field, see the Deal Category field description. This field is not available for account promotions and promoted products.
Cost Per Case	The cost of each case in the deal. For information about when you can enter data in this field, see the Deal Category field description. This field is not available for account promotions and promoted products.
Amount	The amount of the deal. For information about when you can enter data in this field, see the Deal Category field description.
Est. Pay Date	The estimated date of the payments paid for the deal. If you want this field to drive behavior in the application, you must customize the preconfigured application.
Promoted Price	The promoted price of each item in the deal. This field is not available for account promotions and promoted products.
Retail Price	The retail price of each item in the deal. This field is not available for account promotions and promoted products.

Table 18. Fields for Details About Deals

Field	Comments
On-Invoice Deal Amount	The amount of the deal for the on-invoice deal category. This field is not available for account promotions and promoted products.
Deferred Deal Amount	The amount of the deal for the deferred deal category. This field is not available for account promotions and promoted products.
Fixed Deal Amount	The amount of the deal for the fixed deal category. This field is not available for account promotions and promoted products.
Deal Payment Volume	The volume that is applicable to the deal payments. This field is not available for account promotions and promoted products.
On-Invoice Deal Payment Volume	For the on-invoice deal category, the volume that is applicable to the deal payments. This field is not available for account promotions and promoted products.
On-Invoice Deal Payment	For the on-invoice deal category, the deal payments. This field is not available for account promotions and promoted products.
Deferred Deal Payment	For the deferred deal category, the deal payments. This field is not available for account promotions and promoted products.
Fixed Deal Payment	For the fixed deal category, the deal payments. This field is not available for account promotions and promoted products.
Payment Pending	The sum of the deal payments for which the payment status is Pending.
Payment Submitted	The sum of the deal payments for which the payment status is Submitted.
Payments Paid	The sum of the deal payments for which the payment status is Paid.
Min. Quantity	If the customer purchases less than this minimum volume of product, the deal is not applicable.
Max. Quantity	If the customer purchases more than this maximum volume of product, the deal is not applicable to the extra purchased volume. This field generally applies to variable rate deals.
Price Adj. Type	The type of price adjustment—for example, % Markup or Discount Amount. If you want this field to drive behavior in the application, you must customize the preconfigured application.

Table 18. Fields for Details About Deals

Field	Comments
Price Adj. Amount	The amount of price adjustment. This field adds dimensions to the deal. If you want this field to drive behavior in the application, you must customize the preconfigured application.
Stackable	Indicates that the deal is not exclusive and that you can stack the deal with other existing deals. If you want this field to drive behavior in the application, you must customize the preconfigured application.
Bundle	A check in this box indicates that the deal can contain bundled products. If you want this field to drive behavior in the application, you must customize the preconfigured application.
Phasing Enable	Indicates if phasing is enabled for the account promotion. You can use phasing if you want to allocate throughout the weeks of a time period for an account promotion the aggregate cost, volume, and payment information for that time period. This field is not available for account promotions and promoted products.

## About Phasing Results

This topic provides information about phasing results and phasing recalculation results for promoted categories.

### About Phasing Results for Promoted Categories

Regardless of when you phase a promoted category, the available data for the planned fields is allocated using the percentages for all of the weeks in the phasing pattern. The data allocated to nonplanned fields depends on when you phase the promoted category:

- If you phase a promoted category before the shipment start date for the account promotion, the available data for nonplanned fields is allocated using the percentages for all of the weeks in the phasing pattern.

For example, if the phasing pattern is 40%, 30%, 20%, and 10%, if a nonplanned field has a value of \$100, and if you phase before the first week in the shipment time period, then the phasing result for the nonplanned field is allocated as follows: \$40, \$30, \$20, \$10.

- If you phase a promoted category during the shipment time period for the account promotion, the available data for nonplanned fields is allocated as follows:
  - For any weeks in the phasing pattern prior to the week that contains the current date, the nonplanned fields are not allocated any data.

- For the week in the phasing pattern that contains the current date, the nonplanned fields are allocated data using the percentages for that week and for any prior weeks in the phasing pattern.
- For any weeks in the phasing pattern subsequent to the week that contains the current date, the nonplanned fields are allocated data using the percentages for the corresponding weeks in the phasing pattern.

For example, if the phasing pattern is 40%, 30%, 20%, and 10%, if a nonplanned field has a value of \$100, and if you phase during the second week in the shipment time period, then the phasing result for nonplanned field is allocated as follows: \$0, \$70, \$20, \$10.

- If you phase a promoted category after the shipment end date for the account promotion, the available data for nonplanned fields is allocated as follows:
  - For all weeks in the phasing pattern, the nonplanned fields are not allocated any data.
  - For the week that contains the current date, the nonplanned fields are allocated all data.

For example, if the phasing pattern is 40%, 30%, 20%, and 10%, if a nonplanned field has a value of \$100, and if you phase in the week after the shipment time period, then the phasing result for nonplanned field is allocated as follows: \$0, \$0, \$0, \$100.

**NOTE:** The logic described in this topic provides a general framework for phasing result calculations. In some scenarios and for some fields, this logic does not apply.

### About Phasing Recalculation Results for Promoted Categories

Regardless of when you recalculate the phasing result for a promoted category, the planned fields for all of the weeks in the phasing pattern do not change. The change in nonplanned fields depends on when you recalculate the phasing result:

- If you recalculate the phasing result for a promoted category during the shipment time period for the account promotion, the available data for nonplanned fields is recalculated as follows:
  - For any weeks in the phasing pattern prior to the week that contains the current date, the nonplanned fields are not recalculated.
  - For the week in the phasing pattern that contains the current date, the nonplanned fields are allocated data using the percentages for that week and for any prior weeks in the phasing pattern. Then, the data in the nonplanned fields that is not recalculated for the prior weeks is subtracted from this allocation.

- For any weeks in the phasing pattern subsequent to the week that contains the current date, the nonplanned fields are recalculated using the percentages for the corresponding weeks in the phasing pattern.

For example, if the phasing pattern is 40%, 30%, 20%, and 10%, if a nonplanned field has a value of \$100, and if you phase before the first week in the shipment time period, then the phasing result for the nonplanned field is allocated as follows: \$40, \$30, \$20, \$10. If the nonplanned field value later changes to \$200, and if you recalculate the phasing result during the second week of the shipment time period, then the phasing result for the nonplanned field is allocated as follows: \$40, \$100, \$40, \$20. The phased data for the first week is not recalculated. The phased data for the second week is calculated as follows: [(\$200 multiplied by .70) minus \$40]. The phased data for the third week is calculated as follows: (\$200 multiplied by .20). The phased data for the fourth week is calculated as follows: (\$200 multiplied by .10).

- If you recalculate the phasing result for a promoted category after the shipment end date for the account promotion, the available data for nonplanned fields is recalculated as follows:
  - For the all weeks in the phasing pattern, the nonplanned fields are not recalculated.
  - For the week that contains the current date, the nonplanned fields are allocated all data. Then, the data in the nonplanned fields that is not recalculated for the prior weeks is subtracted from this allocation.

For example, if the phasing pattern is 40%, 30%, 20%, and 10%, if a nonplanned field has a value of \$100, and if you phase before the first week in the shipment time period, then the phasing result for the nonplanned field is allocated as follows: \$40, \$30, \$20, \$10. If the nonplanned field value later changes to \$200, and if you recalculate the phasing result in the week after the shipment time period, then the phasing result for the nonplanned field is allocated as follows: \$40, \$30, \$20, \$10, \$100. The phased data for the first four weeks is not recalculated. The phased data for the fifth week is calculated as follows: [(\$200 multiplied by .100) minus \$40 minus \$30 minus \$20 minus \$10].

**NOTE:** The logic described in this topic provides a general framework for phasing result calculations. In some scenarios and for some fields, this logic does not apply.

## About Configuring Trade Promotions

This topic contains information that might be useful when configuring the trade promotion features.

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 19](#).

Table 19. Buttons And Methods For Trade Promotion Configurations

Button	Name of Method	Description	Supported On
<b>Only Corporate Promotions</b>			
Apply Updates	ApplyCorpUpdates	Copies revised data in a corporate promotion to account promotions. This copying is supported by way of Service Request Manager if the application is running on a server, and by Object Manager if the application is not running on a server.	Bus Comp and Bus Service Layer
Create Account Promotions	CommitAcct (on BC layer) ApplyCorp Promotion ApplyCorp PromotionSvrReq	Creates account promotions for the target accounts from a corporate promotion and copies the data in the corporate promotion to the account promotions.  ApplyCorp Promotion is on the BS layer through Object Manager if the application is not running on a server, and through Server Request Manager if it is running on a server.  ApplyCorpPromotionSvrReq is on the BS layer through Object Manager if the application is not running on a server, and through Server Request Manager if it is running on a server.	Bus Comp Layer and Bus Service Layer
<b>Only Account Promotions</b>			
Calculate Lift %	CalculateLiftPct	Automatically estimates promotional lift percentage from the Lift Factor table.	Bus Comp and Bus Service layer



Table 19. Buttons And Methods For Trade Promotion Configurations

Button	Name of Method	Description	Supported On
Refresh Pricing	UpdatePromoPrice Cost (BC and BS layer) UpdatePromoPrice CostSvrReq (BS layer by Server Request Manager)	Refreshes the Promotion Revenue, COGS, and ROI calculations. Use the button on the Promotion applet to invoke this business service.	
Add High-Level Categories	ShowPopup	Opens a dialog box from which the user can select a high-level category to add to an account promotion. When the user adds a category from a high-level promotion, the values in various fields in the high-level promotion are copied to the corresponding fields for the promoted category.	Applet Layer
Aggregate	CatAggregate DoCatAggregate	For all account promotions, creates a separate total for each product and account combination that is associated with the values in the Incremental fields in the Promoted Product Baseline list. Then, updates the Promotion Incremental Qty field in the Product Baseline list in sales volume planning with these totals.	Bus Comp Layer

Table 19. Buttons And Methods For Trade Promotion Configurations

Button	Name of Method	Description	Supported On
Baseline	OnBaselineData OnMovementData (BS layer) OnMovementData SvrReq (BS Layer by Server Request Manager)	<p>Updates the Promoted Product Baseline view with product baseline data from sales volume plans based on the account as well as the shipment start and end dates for the promoted products. This hard-coded method functions only if these required fields contain data.</p> <p>The volumes roll up from this view to promoted products, promoted categories, and account promotions, but not to plans. Then, a user can add incremental volume to each baseline record.</p> <p>This method is supported by Service Request Manager if the application is running on a server, and by Object Manager if the application is not running on a server.</p>	Bus Comp Layer and Bus Service Layer
Phase (Promoted Categories)	CreatePhaseData ForCategory	Calculates and displays the phasing results for a promoted category.	Bus Comp Layer
Phase (Promoted Products)	CreatePhaseData ForProduct	Calculates and displays the phasing results for a promoted product.	Bus Comp Layer
Recalculate (Promoted Categories)	RecalcPhaseData ForCategory	Recalculates and displays phasing results for a promoted category.	Bus Comp Layer
Recalculate (Promoted Products)	RecalcPhaseData ForProduct	Recalculates and displays phasing results for a promoted product.	Bus Comp Layer

Table 19. Buttons And Methods For Trade Promotion Configurations

Button	Name of Method	Description	Supported On
Shipment	OnShipmentData OnMovementData (on BS layer) OnMovementData SvrReq (on BS Layer by way of Server Request Manager)	Updates the Shipments view with product shipment data from sales volume plans based on the account as well as the shipment start and end dates for the promoted products.  The estimated shipment volumes roll up from this view to promoted products, promoted categories, account promotions, and plans.  This method is supported by Service Request Manager if the application is running on a server, and by Object Manager if the application is not running on a server.	Bus Comp Layer and Bus Service Layer
<b>Both Corporate and Account Promotions</b>			
Products	OnCatalogProduct (on BC layer) AddCategory Products (on BS layer) AddCategory ProductSvrReq (on BS layer)	Finds the products that are associated with all promoted categories in a corporate promotion or an account promotion and adds them as promoted products in the promoted categories of the corporate promotion or account promotion.  The Products button invokes the CPG Plan Account Promotion Product business component.	Bus Comp Layer and Bus Service Layer

Table 19. Buttons And Methods For Trade Promotion Configurations

Button	Name of Method	Description	Supported On
Spread	OnSpread	<p>Allocates (to the nearest whole dollar) the values in source fields for incremental volume, fixed slotting fees, and other fixed expenditures, from higher levels to corresponding target fields in lower levels of the account promotion hierarchy. Any remaining value that is not allocated is randomly distributed to the lower-level records.</p> <p>Allocates the values in the Est Off Invoice Spend and Est Bill Back Spend fields in an account promotion from promoted products to promoted product baselines.</p> <p>Copies the values in the Off Invoice Rate, Off Invoice Pct, Bill Back Rate, and Bill Back Pct fields in a corporate promotion or account promotion from promoted categories to promoted products.</p> <p>For information about configuring the Spread button to allocate other source fields using different allocation methods, see <a href="#">“Configuring the Spread Button”</a> on page 192.</p>	Bus Comp Layer
<b>Only Plans</b>			

Table 19. Buttons And Methods For Trade Promotion Configurations

Button	Name of Method	Description	Supported On
Update	UpdateAcctPlan (on BC and BS layer)	Updates the Est Baseline Volume, PY Baseline Volume, Target Baseline Volume, PY Baseline Revenue, and Target Baseline Revenue fields in a plan with data from sales volume plans.  For information about configuring the Update button to update other fields, see <a href="#">“Configuring the Update Button” on page 195.</a>	Bus Comp Layer and Bus Service Layer
<b>Only High-Level Promotions</b>			
Forecast	GetCatBaseline Data	Updates the Est Baseline Volume field and the Est Baseline Revenue field in a high-level promotion with data from sales volume plans.  For information about configuring the Forecast button to update other fields, see <a href="#">“Configuring the Forecast Button” on page 194.</a>	Bus Comp Layer
Simulate (High-Level Promotions)	SimulateCategory	Obtains the category lift factor for a high-level promotion and then uses the lift factor and other parameters that the user designates to calculate and display the estimated incremental volume for the high-level promotion.	Bus Comp Layer

## Configuring Trade Promotions

To configure trade promotions, perform the following tasks:

- [“Retaining Account Promotions When Deleting Corporate Promotions” on page 190](#)
- [“Changing the Visibility Filter for Team Members” on page 190](#)
- [“Configuring Available Plans for Account Promotions” on page 191](#)
- [“Changing Dates for Baseline Data Retrieval” on page 192](#)

- [“Configuring the Spread Button” on page 192](#)
- [“Configuring the Forecast Button” on page 194](#)
- [“Configuring the Update Button” on page 195](#)

## Retaining Account Promotions When Deleting Corporate Promotions

To retain account promotions when you delete a corporate promotion, you must modify a link and a business component using Siebel Tools.

For instructions about modifying links and business components, see *Configuring Siebel Business Applications*.

### *To retain account promotions when deleting an associated corporate promotion*

- 1 Log in to Siebel Tools.
- 2 In the Object Explorer, select the Link object, and select CPG Promotion/CPG Plan Account Promotion in the links list.
- 3 In the Cascade Delete column, select Clear.
- 4 In the Object Explorer, select the Business Component object, and select CPG Promotion in the business components list.
- 5 In Object Explorer, select the Multi Value Link child object, and select CPG Plan Account Promotion in the list.
- 6 Enter a check in the No Delete column.

## Changing the Visibility Filter for Team Members

By default, the visibility filter in the Plan List view filters plans based on the team members for the accounts in plans. You can change this default so this visibility filter filters plans based on the team members in plans. Changing the default for this visibility filter is applicable to situations in which a manufacturer works with multiple brokers who share the same account. The brokers can view only the plans that include them as members.

### *To change the visibility filter for team members in the Plan List view*

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Component object, and in the Object List Editor, query for the following business component: CPG Plan Account.
- 3 In the Object Explorer, select the Buscomp View Mode child object.
- 4 For each view mode record:

- Change the Visibility MVField column value from Account Sales Rep to Sales Rep.
- Change the Visibility MVLink column value from Account Position to Position.

By default, the visibility filter in the Account Promotions List view filters account promotions based on the team members for the accounts in account promotions. You can change this default so that this visibility filter filters account promotions based on the team members in account promotions.

### *To change the visibility filter for team members in the Account Promotions List view*

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Component object, and in the Object List Editor, query for the following business component: CPG Plan Account Promotion.
- 3 In the Object Explorer, select the Buscomp View Mode child object.
- 4 For each view mode record:
  - Change the Visibility MVField column value from Account Sales Rep to Sales Rep.
  - Change the Visibility MVLink column value from Account Position to Position.

## Configuring Available Plans for Account Promotions

You can associate a plan with an account promotion by selecting the plan in the Plan field in the Account Promotions List view. The plans that are available for selection in the Plan field satisfy all of the following criteria:

- The plans have the same account as the account promotion.
- The plans have the same category as the account promotion or a category in the category hierarchy that is one level higher than the category for the account promotion.
- The plans have time periods that include the time period for the account promotion. Promotion start and end dates define the time period for the account promotion.

You can configure the selection criteria that determines the plans that are available for selection.

### *To configure the available plans for an account promotion*

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Component object, and in the Object List Editor, query for the following business component: CPG Plan Account Promotion.
- 3 If you want to eliminate the selection criteria that relates to matching accounts:
  - a In the Object Explorer, select the Field child object, and then select the Plan Name field.
  - b In the Object Explorer, select the Pick Map child object, and remove the check from the Constrain column for the Account Id field.
- 4 If you want to eliminate the selection criteria that relates to time periods:
  - a In the Object Explorer, select the Field child object, and then select the Plan Name field.

- b** In the Object Explorer, select the Field User Prop child object, and enter a value of N in the Value column for the Period Constrain user property.
- 5** If you want to eliminate the selection criteria that relates to categories:
  - a** In the Object Explorer, select the Field child object, and then select the Category Name field.
  - b** In the Object Explorer, select the Field User Prop child object, and enter a value of N in the Value column for the Plan Category Constrain user property.

## Changing Dates for Baseline Data Retrieval

When you associate baseline data with an account promotion, the product baseline data is retrieved from sales volume planning based on the shipment start and end date for the promoted products in an account promotion. You can configure the default shipment start and end date for this data retrieval to the promotion start and end date or the consumption start and end date.

### *To configure the dates for baseline data retrieval*

- 1** Log in to Siebel Tools.
- 2** In Object Explorer, select the Business Component object, and in the Object List Editor, query for the following business component: CPG Plan Account Promotion.
- 3** In the Object Explorer, select the Business Component User Prop child object.
- 4** For the Baseline Dates user property, change the Value column to one of the following values:
  - Promotion
  - Shipment

## Configuring the Spread Button

The Spread button allocates the values in source fields for incremental volume, fixed slotting fees, and other fixed expenditures from higher levels to corresponding target fields in lower levels of the account promotion hierarchy. Also, this button allocates the values in the Est Off Invoice Spend and Est Bill Back Spend fields in an account promotion from promoted products to promoted product baselines. Additionally, this button copies the values in the Off Invoice Rate, Off Invoice Pct, Bill Back Rate, and Bill Back Pct fields in a corporate promotion or account promotion from promoted categories to promoted products.

You can configure the Spread button to allocate other source fields using different allocation methods. The following guidelines are applicable to configuring the Spread button:

- The target business component must be a child business component of the business object that is linked to the current business component through a one-to-many link.
- Only the RollUp user properties that you modify in [Step 5](#) and [Step 6](#) participate in a rollup that the Spread button triggers.
- The target field must be column-based.



- If you use the Allocate method, the source and target fields must be numeric.
- If you use the Copy method, the source and target fields do not need to be numeric.

For instructions about modifying links and business components, see *Configuring Siebel Business Applications*. In the preconfigured application, the Spread button is configured for business components that relate to corporate promotions, account promotions, promoted categories, promoted products, and promoted product baselines. However, you can configure the Spread button for any business component that is based on the CSSBCCSBase class and its subclasses.

### **To configure the Spread button for a business component in the trade promotion hierarchy**

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Component object, and in the Object List Editor, query for the source business component.
- 3 In the Object Explorer, select the Business Component User Prop child object.
- 4 Create new user properties:
  - a Create a new user property with the following name: CS Spread Target: *BO Name*  
where: *BO Name* is the name of the business object. For example, CS Spread Target: CPG Plan
  - b Enter the following value in this new user property: *Target Business Component*.  
where: *Target Business Component* is the name of the target business component. For example, CS CG Plan Account Promotion Category.
  - c Create another new user property with the following name: CS Spread Fields: *BO Name N*  
where:
    - *BO Name* is the name of the business object.
    - *N* is a number.
 For example, CS Spread Fields:CPG Plan 1
  - d Enter the following value in this new user property: "*Source Field*", "*Target Field*", "*Method*", "*Field Name*".  
where:
    - *Source Field* is the name of the source field from which to spread.
    - *Target Field* is the name of the target field to which to spread.
    - *Method* is the method applicable to the spread. Values include Allocate and Copy.
    - *Field Name* is the field that is used to calculate the allocation percentage. Field Name is required only if you select an Allocate method.
 For example, "Est Incremental Volume", "Est Incremental Volume", "Allocate", "Est Baseline Volume"

- 5 Change the user property with the following name: CS RollUp Fields: *BO Name N*  
where:
  - *BO Name* is the name of the business object.
  - *N* is a number.For example, CS RollUp Fields:CPG Plan 3
- 6 Enter the following value in this user property: "*Source Field*", "*Target Field*", Spread.  
where:
  - *Source Field* is the name of the source field from which to roll up.
  - *Target Field* is the name of the target field to which to roll up.
  - Spread is required only if you want to spread the data after rollup.For example, "Est Incremental Revenue", "Est Incremental Revenue", Spread.

You can also configure the Spread button for a nonroot business component. In this case, the Spread button is invoked from the root business component.

### ***To configure the Spread button for a nonroot business component***

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Component object, and in the Object List Editor, query for the nonroot business component.
- 3 In the Object Explorer, select the Business Component User Prop child object.
- 4 Create a new user property with the following name: CS Spd Rt: *BO Name/Root BC*  
where:
  - *BO Name* is the name of the business object.
  - *Root BC* is the name of the root business component.For example, CS Spd Rt:CPG Plan/CPG Plan Account Promotion
- 5 Enter the following value in this new user property: *Link Field*.  
where: *Link Field* is the name of the field that links this business component to the root business component. For example, Plan Account Promotion Id.

## **Configuring the Forecast Button**

The Forecast button updates the Est Baseline Volume field and the Est Baseline Revenue field in a high-level promotion with data from sales volume plans. You can configure additional fields for this update.

The following guidelines are applicable to configuring the Forecast button:

- The source and target fields must be numeric.

- The source and target fields must not be multi-valued.
- The target field must not be read-only or calculated.

### ***To configure the Forecast button***

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Service object, and in the Object List Editor, query for the following business service: CS CG Account Promotion Business Service.
- 3 In the Object Explorer, select the Business Service User Prop child object.
- 4 Create a new user property with the following name: Category Baseline Field Map: *Source Field* where: *Source Field* is the name of the source field from the CG SVP Category Baseline business component.
- 5 Enter the following value in this new user property: *Target Field* where: *Target Field* is the name of the target field from the CS CG Plan Account High Level Category business component.

## **Configuring the Update Button**

The Update button updates the Est Baseline Volume, PY Baseline Volume, Target Baseline Volume, PY Baseline Revenue, and Target Baseline Revenue fields in a plan with data from sales volume plans. You can configure additional fields for this update.

### ***To configure the Update button***

- 1 Log in to Siebel Tools.
- 2 In Object Explorer, select the Business Service object, and in the Object List Editor, query for the following business service: CS CG Account Plan Service.
- 3 In the Object Explorer, select the Business Service User Prop child object.
- 4 Create a new user property with the following name: CG Baseline To Plan Field Map: *Source Field* where: *Source Field* is the name of the source field from the CG SVP Product Baseline - for Adding Data business component.
- 5 Enter the following value in this new user property: *Target Field* where: *Target Field* is the name of the target field from the CPG Plan Account business component.

## **Planning by Using Different Units of Measure**

Account managers can plan their sales volume in the following different units of measure:

- Cases to Units
- Units to Cases
- Gross Sales Value (GSV) to Units
- Units to GSV

The base unit for promotions is cases. The base unit for SVP is GSV.

The Planned Volumes view can read any field and multiply it by a conversion factor stored in another field, then save the results to another field. Modifying Incremental Qty in units or cases at any level in the promotion module automatically calculates and updates the other field (unit or case) based on the Unit Conversion Factor at the promoted product level.

The data in the Planned Volume view is the promoted category volume data. A new record in the Planned Volume view is a new promoted category record.

***To make a plan by using different units of measure***

- 1 Navigate to the Plans screen, Promotions, Promoted Categories, and then the Planned Volumes view.
- 2 Create a new planned volume.
- 3 Use the calculator pick list to enter values in the fields.

The following table describes some fields.

Field	Description
Baseline Volume	Used to capture either the Sell-In or Sell-Out Baseline volume. With a single baseline volume number, the method (sell-in or sell-out) determines which dates are used to pull the baseline number.
Sell-In Incremental Volume	The amount of product that is bought from retailers or manufacturers over and above the baseline quantity.
Total Sell-In Volume	Total amount of product a retailer buys from a wholesaler or manufacturer. Equals Baseline Volume plus Incremental Sell-In Volume fields.
Warehouse Withdrawal Volume	The amount of product withdrawn from warehouse inventory. The default value is zero.
Forward Buy Volume	The additional amount of volume that a retailer might purchase over and above the volume sold to consumers, because the retailer wants to buy additional volume on a sale to get a higher profit margin.
Sell-Out Incremental Volume	The delta volume that a retailer does not buy from a wholesaler or the manufacturer, even though the retailer plans on selling more to consumers, because the retailer is trying to reduce warehouse inventory.

Field	Description
Total Sell-Out Volume	The total amount sold to consumers. Equals Baseline Volume plus Incremental Sell-Out Volume fields.
% Promoted ACV	Percent of Promoted All Commodity Volume. The percent of the total sales volume that applies to a high-level promotion.
Sell-Out Override Lift %	The percent of increase in product sold to consumers (over baseline volume) due to a promotional activity.
Sell-In Override Lift %	The amount of additional product (as compared to baseline) that is expected due to a promotional activity.
Net Revenue	Net Revenue is calculated by multiplying the volumes by list price to the customer and subtracting trade spend (fixed and variable spends).
Gross Revenue	Gross revenue is calculated by multiplying the volumes by list price to the customer. Gross revenue equals list price multiplied by total volume.
Predict Lift %	The forecasted or predicted percent increase in volume (over baseline volume) that is expected from a promotion.



# 9

## Trade Funds

This chapter covers the procedures necessary to set up and assign funds to account promotions, promoted categories, and promoted products. Topics include:

- [About Trade Funds on page 199](#)
- [Scenario for Managing Funds for Account Promotions on page 200](#)
- [Process of Managing Trade Funds on page 200](#)
- [Creating Funds on page 201](#)
- [Adding Child Funds to Parent Funds on page 208](#)
- [Adjusting Funds on page 209](#)
- [Reviewing Deals on page 209](#)
- [Reviewing Fund Payments on page 211](#)
- [Transferring Fund Amounts Without Constraint on page 211](#)
- [Reconciling Deals on page 212](#)
- [Closing Deals on page 212](#)
- [Forecasting Accrual Funds \(End User\) on page 212](#)
- [Transferring Fund Amounts with Constraint \(End User\) on page 214](#)
- [Approving Fund Transfers \(End User\) on page 214](#)
- [Submitting Payments for Funds \(End User\) on page 215](#)
- [Reviewing Funds \(End User\) on page 216](#)
- [About Configuring Trade Funds on page 217](#)
- [Configuring Trade Funds on page 221](#)

### About Trade Funds

A *fund* is a named appropriation of money to spend on account promotions over a specific period of time for specific accounts and specific categories and products. *Fixed* funds are fixed amounts of money allocated in a lump sum. *Accrual* funds are funds in which the amount of money is calculated based on product movement.

Marketing administrators set up funds and allocate larger funds to child funds that account managers use. Account managers can manage funds. They create deals for account promotions, submit payments against deals, and track fund activities.

## Scenario for Managing Funds for Account Promotions

Marketing administrators and account managers perform the process in this example scenario for managing funds for account promotions. Your company might follow a different process according to its business requirements.

A large beverage manufacturing company develops a new category of fruit-flavored beverages. The account manager plans to run an account promotion with a feature and display of the new category. To pay for the account promotion, he uses funds that the marketing administrator establishes. He sets aside funds to pay for the account promotion by creating a deal for the feature and display.

After the account promotion runs, the account manager submits payments against the deal to pay for the account promotion.

## Process of Managing Trade Funds

This topic lists the tasks that administrators and end users typically perform to manage funds. Your company might follow a different process according to its business requirements.

### Administrator Procedures

The following list shows tasks that administrators typically perform to manage trade funds:

- 1 [“Creating Funds” on page 201](#)
- 2 [“Adding Child Funds to Parent Funds” on page 208](#)
- 3 [“Adjusting Funds” on page 209](#)
- 4 [“Reviewing Deals” on page 209](#)
- 5 [“Reviewing Fund Payments” on page 211](#)
- 6 [“Transferring Fund Amounts Without Constraint” on page 211](#)
- 7 [“Reconciling Deals” on page 212](#)
- 8 [“Closing Deals” on page 212](#)

### End-User Procedures

The following list shows tasks that end users typically perform to access and use trade fund information:

- [“Forecasting Accrual Funds \(End User\)” on page 212](#)
- [“Transferring Fund Amounts with Constraint \(End User\)” on page 214](#)
- [“Approving Fund Transfers \(End User\)” on page 214](#)
- [“Submitting Payments for Funds \(End User\)” on page 215](#)
- [“Reviewing Funds \(End User\)” on page 216](#)



## Creating Funds

Marketing administrators create funds that account managers use. Marketing administrators can manually create funds or use fund groups to automatically generate funds. Fund groups hold created funds and contain generic information that administrators can apply when generating a fund. Marketing administrators can create fixed funds and accrual funds.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

## Creating Fixed Funds

Fixed funds have a predetermined amount of money allocated in a lump sum that you use over a specified period of time. Administrators can manually create or automatically generate fixed funds. They usually automatically generate fixed funds for accounts from the same organization, and they manually create fixed funds for single accounts.

### *To manually create a fixed fund*

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 In the Funds list, create a new fund record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Account	The account that is eligible for the fund.
Fund	The name of the fund.
Type	Select Fixed in this field.
Amount	The amount of money in this fund.
Target Category	The category that contains the target products for this fund. The target products are the products that your company wants to promote in this account promotion.
Period	The period of time in which you can use this fund.
Organization	The umbrella organization for the account for this fund. For more information about organizations and accounts, see <a href="#">Chapter 4, “Managing Accounts”</a> and <i>Siebel Applications Administration Guide</i> .

Use the following procedure to automatically generate a fixed fund.

### *To automatically generate a fixed fund*

- 1 Navigate to the Administration - Data screen, then the Fund Groups view.

- 2 In the Fund Groups list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Name	The name of the fund group.
Type	Select Fixed in this field.
Period	The period of time in which you can use this fund group.
Basis	The value (for example, Cases or Revenue) used to accrue funds. You do not need to complete this field for fixed funds.
Basis Period	The period of time for which the basis is valid. You do not need to complete this field for fixed funds.
Source Category	The category with products that are used to calculate accruals. You do not need to complete this field for fixed funds. It acts as the parent source category. If it exists, only sub-categories of the selected category appear in the categories pick applet at the source category level.
Target Category	The category that contains the target products for this fund. The target products are the products that your company wants to promote in this account promotion. It acts as the parent target category. If it exists, only sub-categories of the selected category appear in the categories pick applet at the target category level.
Amount	The amount of money in this fund group. This amount is divided between different accounts based on the percentage for each account.
Organization	The umbrella organization for the accounts for this fund group. The accounts that you can select for this fund group depend on this organization. For more information about organizations and accounts, see <a href="#">Chapter 4, "Managing Accounts"</a> and <i>Siebel Applications Administration Guide</i> .

- 3 In the Accounts list, and click Apply to add eligible accounts to the fund.
- 4 In the Pick Account dialog box, select the account records to add, or click Select All to add all eligible account records.

To be eligible, an account must have:

- The same organization as the fund group.
- A check in the Fund Eligible field.

**NOTE:** To verify that the Fund Eligible field is checked, navigate to the Accounts screen, then the Accounts List view.

- 5 Enter a value in the Percentage field for each account record.

The value in the Percentage field determines how much of the Amount field for the fund group is allocated to the account.

- 6 Click the Target Products view tab, and in the Target Products list, click Products.

All products of the target category and any subcategories are listed. The target products are the products that your company wants to promote in this account promotion.

- 7 Click the Accounts view tab, and in the Funds list, click Generate.

Fixed funds are created based on the fund group and the accounts.

## Creating Accrual Funds

Administrators can manually create or automatically generate accrual funds. They usually automatically generate accrual funds for accounts from the same organization, and they manually create accrual funds for single accounts.

Accrual funds are calculated using source product records that are based on product sales data. For example, if you sell 5,000 cases at a price of \$1.50 for each case, the accrual is \$7,500. You use established accruals over a specified period of time.

Trade managers or trade administrators can enter fund rates or fund group rates at the category level and cascade the rates to child products.

You can obtain product sales data from your customers, back-office applications for order processing, data warehouses, and Siebel orders in a specific state. Administrators can import this sales data into the S\_MDF\_ACCRUAL table using the following methods:

- Siebel Enterprise Integration Manager (EIM)

This method uses the EIM\_MDF table. You import only shipment and accrual rate data. To calculate the total fund amount, the user must instigate the business logic that starts the calculation process. To instigate this business logic, administrators can create a button for a custom business service.

- Siebel Enterprise Application Integration (EAI)

The WriteRecord method in the CS Fund Source Product business component calculates the total fund amount and updates the fund record.

- Business services and workflow processes

The WriteRecord method in the CS Fund Source Product business component calculates the total fund amount and updates the fund record.

You can also use the Source Products view in Siebel Consumer Goods to add product sales data to an accrual fund as described in [Step 3](#) and [Step 4](#) of the following procedure.

### *To manually create an accrual fund*

- 1 Navigate to the Administration - Data screen, then the Funds view.

- 2 In the Funds list, create a new fund record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Account	The account that is eligible for the fund.
Fund	The name of the fund.
Type	Select Accrual in this field.
Source Category	The category with products that are used to calculate accruals. It acts as the parent target category. If it exists, only sub-categories of the selected category appear in the categories pick applet at the target category level.
Target Category	The category that contains the target products for this fund. The target products are the products that your company wants to promote in this account promotion. It acts as the parent target category. If it exists, only sub-categories of the selected category appear in the categories pick applet at the target category level.
Period	The period of time in which you can use this fund.
Basis	<p>The value (for example, Cases or Revenue) used to accrue funds.</p> <p>For a Cases basis, accrual fund fields are calculated as follows:</p> <ul style="list-style-type: none"> <li>■ The Amount field is populated with the result of the Accrual Rate field for each source product multiplied by the Shipments field for each source product.</li> <li>■ The Forecast field is populated with the result of the Accrual Rate field for each source product multiplied by the Est Total Volume field for each source product.</li> </ul> <p>For a Revenue basis, accrual fund fields are calculated as follows:</p> <ul style="list-style-type: none"> <li>■ The Amount field is populated with the result of the Accrual % field for each source product multiplied by the Revenue field for each source product.</li> <li>■ The Forecast field is populated with the result of the Accrual % field for each source product multiplied by the Est Total Revenue field for each source product.</li> </ul>
Basis Period	The period of time for which the basis is valid.
Organization	The umbrella organization for the account for this fund. For more information about organizations and accounts, see <a href="#">Chapter 4, "Managing Accounts"</a> and <i>Siebel Applications Administration Guide</i> .

- 3 Click the Source Products view tab, and in the Source Products list, click Products.

All products of the source category and any subcategories are listed. You can also manually add other products that are not in the source category.

#### 4 Complete the applicable fields in the Source Products list.

The source product fields are used to calculate the Amount field and the Forecast field for the accrual.

Use the following procedure to automatically generate an accrual fund.

**NOTE:** The Accrual field is not exposed on the Administration - Products view. To set the accrual rate for a product, you must use Siebel Tools to expose this field on the Product business component.

#### *To automatically generate an accrual fund*

- 1 Navigate to the Administration - Data screen, then the Fund Groups view.
- 2 In the Fund Groups list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Name	The name of the fund group.
Type	Select Accrual in this field.
Period	The period of time in which you can use this fund group.
Basis	The value (for example, Cases or Revenue) used to accrue funds.
Basis Period	The period of time for which the basis is valid.
Source Category	The category with products that are used to calculate accruals. If it exists, only sub-categories of the selected category appear in the categories pick applet at the target category level.
Target Category	The category that contains the target products for this fund. The target products are the products that your company wants to promote in this account promotion. It acts as the parent target category. If it exists, only sub-categories of the selected category appear in the categories pick applet at the target category level.
Organization	The umbrella organization for the accounts for this fund group. The accounts that you can select for this fund group depend on this organization. For more information about organizations and accounts, see <a href="#">Chapter 4, "Managing Accounts"</a> and <i>Siebel Applications Administration Guide</i> .

- 3 In the Accounts list, click Apply to add eligible accounts to the fund.
- 4 In the Pick Account dialog box, select the account records to add, or click Select All to add all eligible account records.

To be eligible, an account must have:

- The same organization as the fund group.

- A check in the Fund Eligible field.

**NOTE:** To verify that the Fund Eligible field is checked, navigate to the Accounts screen, then the Accounts List view.

- 5 Click the Target Products view tab, and in the Target Products list, click Products.  
All products of the target category and any subcategories are listed.
- 6 Click the Source Products view tab, and in the Source Products list, click Products.  
All products of the source category and any subcategories are listed. You can also manually add other products that are not in the source category.
- 7 Click the Accounts view tab, and in the Funds list, click Generate.  
Accrual funds are created based on the fund group and the accounts.

Administrators can also use the Source Products view in Siebel Consumer Goods to assign accrual details at the fund group and publish these details to the account fund.

#### ***To assign a rate at the fund group level and publish to account fund***

- 1 Navigate to the Administration - Data screen, then the Fund Groups view.
- 2 In the Fund Groups list, create a new record, and complete the necessary fields.
- 3 Click the Accrual Details view tab.
- 4 Associate one or more categories for accrual.
  - a In the Category Name field, select a category.
  - b Click OK.
- 5 Associate one or more products for accrual.  
The products can be specific products or an assortment of associated categories.
- 6 Enter accrual rates for categories.
- 7 Click Apply Rates to apply category rates to accrual products.
- 8 If necessary, manually override accrual rates at the product level.
- 9 In the Fund Groups list, click Publish Accruals to publish accrual rates to child account funds.
- 10 Navigate to the child account fund.
- 11 Add account-specific accrual rates at the category or product level as necessary.

Administrators can also assign rates at the fund group and publish to the account fund.

#### ***To assign accrual details at fund group and publish to account fund***

- 1 Navigate to the Administration - Data screen, then the Fund Groups view.
- 2 In the Fund Groups list, create a new record, and complete the necessary fields.
- 3 Click the Accrual Details view tab.

- 4 Associate one or more categories for accrual.
    - a In the Category Name field, select from the accrual Type, Period, and Organization fields.
    - b Click OK.
  - 5 Associate products for accrual.
 

The products can be specific products or an assortment of associated categories.
  - 6 Enter accrual rates for categories.
  - 7 Click Apply Rates to apply category rates to accrual products.
  - 8 If necessary, manually override accrual rates at the product level.
  - 9 In the Fund Groups list, click Publish Accruals to create new, or edit and delete existing accruals in the source and target category or products.
  - 10 Navigate to a child account fund.
  - 11 Add account specific accrual rates at the category or product level as necessary.
- Administrators can also assign rates at the fund group source categories and products.

#### ***To assign accrual details at a fund group source category and product***

- 1 Navigate to the Administration - Data screen, then the Fund Groups view.
  - 2 In the Fund Groups list, create a new record, and complete the necessary fields.
  - 3 Click the Accrual Details view tab.
  - 4 Associate categories for accrual.
  - 5 Associate products for accrual.
 

The products can be specific products or an assortment of associated categories.
  - 6 Enter accrual rates, accrual percent, and start and end dates for categories.
  - 7 Click Apply Rates to apply category rates to accrual products.
  - 8 If necessary, manually override accrual rates at the product level.
- Administrators can also assign rates at the account fund group source categories and products.

#### ***To enter a fund rate at the category level and cascade the rate to child products***

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 Create a new fund group or account fund.
 

Include values in the Period and Organization fields.
- 3 Click the Accrual Details view tab.
- 4 Associate one or more categories for accrual.

- 5 Associate one or more products for accrual.  
The products can be specific products or associated categories.
- 6 Enter accrual rates for categories.
- 7 Click Apply Rates to apply category rates to accrual products.
- 8 If necessary, manually override accrual rates at the product level.

***To enter a fund group rate at the category level and cascade the rate to child products***

- 1 Navigate to the Administration - Data screen, then the Fund Groups view.
- 2 Create a new fund group or account fund.  
Include values in the Period and Organization fields.
- 3 Click the Accrual Details view tab.
- 4 Associate one or more categories for accrual.
- 5 Associate one or more products for accrual.  
The products can be specific products or associated categories.
- 6 Enter accrual rates for categories.
- 7 Click Apply Rates to apply category rates to accrual products.
- 8 If necessary, manually override accrual rates at the product level.

## Adding Child Funds to Parent Funds

The Funds module supports a multi-level fund hierarchy. For example, a parent fund can have child funds, which in turn can have child funds. This hierarchy allows marketing administrators to divide into smaller funds the fund records that you transfer from an external database using Siebel Enterprise Integration Manager (EIM).

This task is a step in ["Process of Managing Trade Funds" on page 200](#).

***To add a child fund to a parent fund***

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 In the Funds list, select a parent fund record.
- 3 Click the Child Funds view tab.
- 4 In the Child Funds list, create a new record, and complete the necessary fields.

Use the following procedure to add a grandchild fund to a fund.



***To add a grandchild fund to a fund***

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 In the Funds list, select a parent fund record.
- 3 Click the Child Funds view tab.
- 4 In the Child Funds list, drill down on the Fund field hyperlink for a child record.  
In the Funds list, the child fund record appears.
- 5 In the Child Funds list, create a new record (the grandchild fund), and complete the necessary fields.

## Adjusting Funds

After you create a fund, you can increase or decrease the amount of a fund. Typically, you adjust a fund to reflect changes in market conditions.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

***To create an adjustment for a fund***

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 In the Funds list, select a fund record.
- 3 Click the Adjustments view tab.
- 4 In the Adjustments list, create a new record.
- 5 In the Amount field, enter a negative or positive amount, for example, 5,000 or -5,000, for the fund adjustment.
- 6 Enter a description of the adjustment, for example, the reason for the adjustment.  
The new amount of money available in the fund appears in the Sub-total field in the More Info view for the fund.

## Reviewing Deals

You can review a deal for an account promotion, a promoted category, and a promoted product, or you can review the deals for a fund.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

***To review a deal for an account promotion***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for the account promotion, and click the Deals view tab. For details about the fields in the Deals view, see [“Creating Deals for Account Promotions” on page 160](#).

- 3 Select a deal and scroll down to the Payments view to examine payments for this deal.  
The records in this view are created when you submit payments against funds. For more information, see [“Submitting Payments for Funds \(End User\)” on page 215](#).
- 4 Click the Bundled Products view tab to examine details of the bundled products for this deal.  
Use the following procedure to review a deal for a promoted category.

#### ***To review a deal for a promoted category***

- 1 Navigate to the Promotions screen, then the Account Promotions List view.
- 2 Drill down on the Promotion field hyperlink for an account promotion.
- 3 Scroll down to the Promoted Categories list, and drill down on the Category field hyperlink.  
Details about deals for the promoted category appear in the Deals view. For details about the fields in this view, see [“Creating Deals for Promoted Categories” on page 161](#).
- 4 Select a deal and scroll down to the Payments view to examine payments for this deal.  
The records in this view are created when you submit payments against funds. For more information, see [“Submitting Payments for Funds \(End User\)” on page 215](#).
- 5 Click the Bundled Products view tab to examine details of the bundled products for this deal.  
Use the following procedure to review a deal for a promoted product.

#### ***To review a deal for a promoted product***

- 1 Navigate to the Promotions screen, then the Account Promotions List.
- 2 Drill down on the Promotion field hyperlink for an account promotion.
- 3 Scroll down to the Promoted Categories list, and select a category.
- 4 Scroll down to the Promoted Products list, and drill down on the Product field hyperlink.  
Details about deals for the promoted product appear in the Deals view. For details about the fields in this view, see [“Creating Deals for Promoted Categories” on page 161](#).
- 5 Select a deal and scroll down to the Payments view to examine payments for this deal.  
The records in this view are created when you submit payments against funds. For more information, see [“Submitting Payments for Funds \(End User\)” on page 215](#).
- 6 Click the Bundled Products view tab to examine details of the bundled products for this deal.  
Use the following procedure to review deals for a fund.

#### ***To review the deals for a fund***

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 In the Funds list, select a fund record.

- 3 Click the Deals view tab.

The deals for the fund and the payments from the fund appear.

## Reviewing Fund Payments

You can review all payments against a fund.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

### *To review fund payments*

- 1 Navigate to the Administration - Data screen, then the Funds view.
- 2 In the Funds list, select the fund record.
- 3 Click the Payments view tab.

The Payments list displays all payments against the fund.

## Transferring Fund Amounts Without Constraint

Administrators can transfer amounts between funds, with no constraints as to time, type, or account ID. End users have a more constrained ability to transfer funds. For information about how end users can transfer funds, see [“Transferring Fund Amounts with Constraint \(End User\)” on page 214](#). For information about how end users can approve fund transfers, see [“Approving Fund Transfers \(End User\)” on page 214](#).

**NOTE:** Transfers that administrators create in the Funds view automatically advance to the status of Paid after entry is complete.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

### *To transfer a fund amount without constraint*

- 1 Navigate to the Administration- Data screen, then the Funds view.
- 2 Select a fund record, and click the Fund Transfer view tab.
- 3 Create a new record:
  - If you want to transfer an amount into this fund, complete the necessary fields in the Transfer In subview.
  - If you want to transfer an amount out of this fund, complete the necessary fields in the Transfer Out subview.

**NOTE:** You can transfer money between funds of different currencies.

## Reconciling Deals

You can reconcile a deal's amounts to all payments for that deal.

This task is a step in ["Process of Managing Trade Funds" on page 200](#).

### *To reconcile a deal to the associated payments*

- 1 Navigate to the Administration - Data screen, then the Fund Deals view.
- 2 In the Fund Deals list, select the deal record.
- 3 Click Release Commitments.

The deal amount is updated to the sum of all payments.

## Closing Deals

You can close a deal when you want to prevent users from making any further payments against the deal.

**NOTE:** If you want to reconcile and close the same deal, reconcile the deal before you close it. For more information, see ["Reconciling Deals" on page 212](#).

This task is a step in ["Process of Managing Trade Funds" on page 200](#).

### *To close a deal*

- 1 Navigate to the Administration - Data screen, then the Fund Deals view.
- 2 In the Fund Deals list, select the deal record.
- 3 From the Status field drop-down list, select Closed.

The deal is closed, and users can make no further payments against the deal.

## Forecasting Accrual Funds (End User)

Account managers or administrators might want to forecast the amount of revenue that an accrual fund will generate. They can forecast using any of the Administration Fund views or using the Funds view for an account. The forecast calculation is based on SVP baseline records that are associated with the fund. When the user clicks the Forecast button, the appropriate SVP baseline records are used to forecast the accrual fund. The following rules determine the baseline records that are used:

- The start and end dates of the baseline record must be within the effective start and end dates of the source product.
- The account of the baseline record must be the same account for the source product.
- The product of the baseline record must be the same as the source product.

These SVP baseline records are associated with an accrual fund in much the same way that SVP baseline records are associated with account promotions.

After the SVP baseline records are associated with the accrual fund, adjustments are made for partial weeks. Then the SVP baseline records are rolled up to the source product, where the Accrual Rate or Accrual % is applied to calculate the forecast for source products. Then, the forecast for each source product is rolled up to the account accrual fund.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

### ***To create a forecast for an accrual fund***

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Funds view tab.
- 3 In the Funds list, select an accrual fund record, and click Forecast.

The appropriate baseline records are associated with the fund, and the Forecast field for the fund is populated.

After you create the forecast for the accrual fund, you can examine the forecasted revenue for the fund and for each source product that is associated with the fund.

### ***To review the forecasted revenue for accrual funds and associated source products***

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Funds view tab.
- 3 In the Funds list, select an accrual fund record for which you created a forecast.
- 4 Examine the Forecast field for this record.

This field is the forecasted value of the fund and is calculated from the rollup of the Forecast field from all source products.

- 5 Scroll down, and click the Source Products view tab.
- 6 For each source product examine the following fields:
  - **Est Total Volume.** This field is the rolled-up value of the Estimated Total Volume of all the SVP baseline records associated with this source product. This field is also adjusted for partial periods.
  - **Forecast.** This field is calculated as follows:
    - If the basis is cases, the Est Total Volume multiplied by the Accrual Rate of the source product.
    - If the basis is revenue, the Est Total Volume multiplied by the Accrual %.

## Transferring Fund Amounts with Constraint (End User)

Account managers can transfer amounts between funds. Typically, transferring funds requires approval from a regional sales manager or a marketing administrator. For information about approving fund transfers, see [“Approving Fund Transfers \(End User\)” on page 214](#).

**NOTE:** When transferring funds, end users can access funds only if they are on the account team of the fund account. Administrators, however, can access all account funds with no time, type, or account constraints. For information about how administrators can transfer funds, see [“Transferring Fund Amounts Without Constraint” on page 211](#).

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

### *To transfer a fund amount with constraint*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Funds view tab.
- 3 In the Funds list, select a fund record.
- 4 Click the appropriate view tab, and create a new record:
  - If you want to transfer an amount into this fund, click the Transfers In view tab.
  - If you want to transfer an amount out of this fund, click the Transfers Out view tab.

**NOTE:** You can transfer money between funds of different currencies.

- 5 Complete the necessary fields.

**NOTE:** The From and To fields in the Transfers In and Transfers Out view tabs display only funds that are allocated to the current account.

- 6 In the Submitted To field, select the employee who is responsible for approving the transfer. The transfer appears in the Transfer Approvals view of the employee that you select.
- 7 Change the Status field to Submitted.

## Approving Fund Transfers (End User)

Regional sales managers and marketing administrators can view and approve fund transfers.

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

### *To approve a fund transfer*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Funds view tab.
- 3 In the Funds list, select a fund record.

- 4 Click the Transfer Approvals view tab.
- 5 In the Status field drop-down list, select Approved.

## Submitting Payments for Funds (End User)

Before running an account promotion, account managers can create deals for the account promotion, its promoted categories, and its promoted products. After they run the account promotion, the account managers submit payments for those deals.

Table 20 summarizes a payment at different status stages and the results that the end user sees.

Table 20. End User Views for Payment Status Stages

Pending Amount	Submitted Amount	Paid Amount
For the deal that is associated with the record that has a status of Pending, Requested, or Rejected, the Payments Pending field is updated with the amount of the record.	<ul style="list-style-type: none"> <li>■ After the payment is approved, the end user manually changes the status of the record to Submitted.</li> <li>■ For the deal that is associated with the record, the Payments Pending field is decreased, and the Payments Submitted field is increased by the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ The back office updates the status of the record to Paid. (You can also manually change the status of the record to Paid.)</li> <li>■ For the deal that is associated with the record, the Payments Submitted field is decreased, and the Payments Paid field is increased by the amount of the record.</li> <li>■ For the fund that is associated with the deal, the Payments field is updated.</li> <li>■ In the plan, account promotion, promoted categories, and promoted products containing the deal, the Actual Total Spend field is updated with the amount of the record.</li> </ul>

**NOTE:** You must request approval for a new payment record before you can submit it. After the payment receives approval, you can change the status to Submitted. For information about approving payments, see [“Approving or Rejecting Payments” on page 239](#).

After submission, payments are sent to the back office for processing. When processing is complete, the status of the payment changes to Paid. The application identifies and processes payments with a status of Paid. For more information about this processing and the results, see [“About Configuring Trade Funds” on page 217](#).

This task is a step in [“Process of Managing Trade Funds” on page 200](#).

### *To submit a payment against a fund*

- 1 Navigate to the Accounts screen, then the Accounts List view.

- 2 Drill down on the Name field hyperlink for an account, and click the Checkbook view tab.
- 3 In the Checkbook list, perform either of the following actions, as appropriate for your needs:
  - Query for a check.
  - Create a new check.
- 4 In the Payments list, create a new payment, click the select button in the Deal ID field, select a deal in the Pick Allocation dialog box, and click OK.
- 5 In the Amount field for the payment, enter the payment amount.
- 6 (Optional) In the Pay To field, enter the name of the check recipient.
- 7 (Optional) In the Document # field, enter the payment number as issued by the financial application (for example, a check number or credit memo number).
- 8 (Optional) In the Issue Date field, enter the date on which the financial document was issued for payment.

## Reviewing Funds (End User)

Account managers can review funds to track estimated, committed, and actual spending.

This task is a step in ["Process of Managing Trade Funds" on page 200](#).

### *To review funds*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Funds view tab.  
The Funds list displays all funds that are associated with the account record.
- 3 Click the More Info view tab to review the fields.

The following table describes some fields.

Field	Comments
Fund	The name of the fund.
Fund Id	The automatically generated identification number of the fund.
Account	The account that is associated with the fund.
Type	The fund type (Accrual or Fixed). Accrual funds are funds in which the amount is calculated from the products and accruals that are associated with the fund. Fixed funds are fixed amounts of money allocated in a lump sum.
Period	The period of time for which the fund is valid.
Start	The starting date of the fund.
End	The ending date of the fund.



Field	Comments
Basis	The value (for example, Cases or Revenue) used to accrue funds.
Unallocated	Calculated by subtracting allocations to child funds from the fund subtotal.
Estimated	The amount in deals with a status other than Committed or Closed.
Committed	The amount in deals with a status of Committed or Closed.
Uncommitted	The amount from a fixed fund that is not allocated to a child fund. Calculated by subtracting the committed amount from the fund subtotal.
Amount	The beginning amount of the fund.
Adjustments	The adjustments to the fund amount. Includes decreases or increases to the fund amount. Excludes transfers, accruals, and payments.
Transfers	The sum of the approved transfers into or out of the fund.
Sub-total	Amount plus Adjustments plus Transfers.

## About Configuring Trade Funds

This topic contains information that might be useful when configuring the trade fund features. Topics include:

- [“About Rolling Up Paid Payments” on page 217](#)
- [“About the Consumer Goods Payment Business Service” on page 218](#)
- [“Funds Configuration for Enterprise Integration Manager” on page 220](#)
- [“Specialized Methods Invoked in Funds” on page 220](#)
- [“User Properties for Funds” on page 221](#)

### About Rolling Up Paid Payments

After the end user submits payments, the payments are sent to the back office for processing. After the payments are processed, the status of the payment is changed to Paid. When the payment status is changed to Paid in a back-office system, the following events occur, resulting in the aggregation, or rolling up, of payment data in Siebel Consumer Goods:

- 1 The CG Payment workflow policy (part of the CG Payment workflow group) is invoked.
- 2 The Workflow Monitor Agent task is started for the CG Payment workflow group, which monitors the CG Payment policy.
- 3 When the payment status is updated to Paid, the workflow process is executed.
- 4 The workflow policy invokes the CG Payment Process workflow.
- 5 The workflow process invokes the CG Payment Business Service.

- 6 The business service rolls up (aggregates) Paid payments in the plan, account promotion, promoted category, and promoted product (if the payment is associated with the promoted product):
  - If a paid payment is associated with an account promotion, the payment is rolled up to the account promotion and the plan that contains the account promotion (if a plan is available).
  - If a paid payment is associated with a promoted product, the payment is rolled up to the promoted product, promoted category that contains the promoted product, account promotion that contains the promoted category, and plan that contains the account promotion (if a plan is available).

CG Payment Business Service completes the rollup, you can verify if the workflow succeeded by looking at the Actual Total Spend field of the plan, account promotion, promoted category, and promoted product. The Actual Total Spend field is the sum of all the payments at that level and lower.

## About the Consumer Goods Payment Business Service

The CG Payment Business Service uses the CPG Plan business object and the following business components:

- CPG Plan Account Promotion
- CG MDF Promotion Allocation
- CPG Promo Deal Payment
- CS CG Plan Account Promotion Category
- CG Promo Product Fund Payment
- CS CG MDF Promotion Category Allocation
- CS CG Promotion Category Deal Payment
- CPG Plan Account Promotion Product
- CPG MDF Allocation
- CPG Check Payment via MDF

The business service performs the following primary steps:

- Copies the Amount field into Paid Amount in the Paid bucket.
- Rolls up the Paid Amount to the Payments Paid field in the Parent.
- Rolls up Paid payments in the allocation to the Actual Total Spend field in the parent promotion.

When the workflow process in [“About Rolling Up Paid Payments” on page 217](#) invokes the CG Payment business service, the same business service executes the following actions:

- 1 The CG Payment business service gets the ROW\_ID of the payment record with a status of Paid.
- 2 Gets the Fund Allocation Id, which is the Allocation Id of the payment record.
- 3 Gets the CPG Plan business object and the CG MDF Promotion Allocation business component.
- 4 Runs through the records in the CG MDF Promotion Allocation business component and positions to the record with the ROW\_ID of the Fund Allocation Id.

- 5 Finds the values of the Fund Promotion Id, Plan Account Promo Prod Id, and Plan Account Promotion Cat Id fields from the positioned record so as to determine the deal type as seen in the following [Table 21](#):

Table 21. Deal type as per field value

Deal Type	Fund Promotion Id	Plan Account Promo Prod Id	Plan Account Promotion Cat Id
Promotion Deal	NOT Empty	Empty	Empty
Promoted Category Deal	NOT Empty	Empty	NOT Empty
Promoted Product Deal	NOT Empty	NOT Empty	NOT Empty

- 6 Based on the deal type, the business service instantiates the following business components from the CPG Plan business object as seen in [Table 22](#):

Table 22. Instantiated business components of a deal for CPG Plan

Deal Type	Business Component		
	Parent BC	Child BC	Grand Child BC
Promotion Deal	CPG Plan Account Promotion	CG MDF Promotion Allocation	CPG Promo Deal Payment
Promoted Category Deal	CS CG Plan Account Promotion Category	CS CG MDF Promotion Category Allocation	CS CG Promotion Category Deal Payment
Promoted Product Deal	CPG Plan Account Promotion Product	CPG MDF Allocation	CG Promo Product Fund Payment

- 7 The CG Payment business service then executes the Parent business component.
- 8 The CG Payment business service positions the Parent BC of the deal on the following Id field as seen in [Table 23](#):

Table 23. Id of the Parent business component based on deal type

Deal Type	ROW_ID
Promotion Deal	Fund Promotion Id
Promoted Category Deal	Plan Account Promo Prod Cat Id
Promoted Product Deal	Plan Account Promo Prod Id

- 9 Next, it positions the Child business component with Fund Allocation Id.
- 10 Finally, it positions the Grand Child business component with ROW\_ID as in [Step 1 on page 218](#).
- 11 After the Grand Child is positioned, it sets the following values for this business component:
- Paid Amount = Trade Fund Amount

- Submitted Amount = 0
- Pending Amount = 0

**12** After the values are set, it saves the record with updated values and forces the Rollup.

## Funds Configuration for Enterprise Integration Manager

The COST\_TYPE\_CD column on the S\_MDF\_ALLOC table has a List of Values (LOV) bounded property and is part of the S\_MDF\_ALLOC\_U2 key. It is used to uniquely identify the ALLOC records. Currently, you cannot remove the LOV bounded flag on the COST\_TYPE\_CD column. This property definition causes EIM to search for a bounded LOV value. Because EIM cannot find the unique values for this column on the List of Values table, EIM cannot update the allocation record error.

## Specialized Methods Invoked in Funds

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 24](#).

Table 24. Buttons And Methods For Funds Configurations

Button	Method	Description	Supported On
Apply	ShowPopup	Shows a group of eligible accounts.	Bus Comp Layer
	OK	Adds fund participants to the fund group.	
Generate	FundGenerate	Adds account funds to the fund group.	Bus Comp Layer
Products	OnCatalogProducts	Adds all products that belong to the source category or target category of the fund or fund group.	Bus Comp Layer
Refresh	OnRefreshMvg	Refreshes the form.	Bus Comp Layer
Release Commitments	ReleaseCommitment	Adjusts the amount of the deal to equal the sum of the deal payments.	Bus Comp Layer

## User Properties for Funds

Table 25 lists the user properties administrators must set to control propagation of source products from fund groups to account funds.

Table 25. User Properties For Funds

Parent Object Type	Business Component
Description	<p>You can set the following user properties on the CS Fund Group business component:</p> <ul style="list-style-type: none"> <li>■ <b>Populate Products.</b> The value can be Y or N. The default value is N. When you set the value to Y, the source and target products at the fund group level are populated when users click the Generate button to generate account funds.</li> <li>■ <b>Total Records.</b> The value is a number, for example, 10. The default value uses the business service. If the total number of source and target records at the fund group level exceeds the number in this field, the business service process is used to generate the account funds. Otherwise, the client process is used to generate the account funds.</li> </ul>
Functional Area	CS Fund Group

## Configuring Trade Funds

To use the CG Payment Process, you need to export the workflow process from the sample database of the Consumer Goods application and import the workflow process into the server database. Complete the procedures in this topic.

### *To export the workflow process*

- 1 From the Siebel Consumer Goods application, connect to the sample database.
- 2 Navigate to the Administration - Business Process screen, then the Workflow Processes view.
- 3 In the Workflow Processes list, query for a Name of CG Payment Process.
- 4 Click Menu, and select Export Workflow.
- 5 Export the CG Payment Process in XML format to a location from which you can retrieve it.

Use the following procedure to import the workflow process.

### *To import the workflow process*

- 1 From the Siebel Consumer Goods application, connect to the server database.
- 2 Navigate to the Administration - Business Process screen, then the Workflow Processes view.
- 3 Click Menu, and select Import.

- 4 Import the CG Payment Process workflow that you exported in XML format to the server database.

Before you run the Process Simulator for the first time, you must set your debug options. For more information, see *Siebel Business Process Framework: Workflow Guide*.

### ***To execute the workflow process invoked by Workflow Policy***

- 1 Navigate to the Administration - Business Process screen, then the Workflow Policy Actions view.
- 2 In the Actions list, create a new action, select Run Workflow Process in the Program field for the action, and perform the following steps:
  - a In the Arguments list, create a new argument.
  - b In the Argument field of the Arguments list, select ProcessName.
  - c In the Value field of the Arguments list, enter the name of the workflow process (for example, CG Payment Process) that you want to invoke as the argument value.
- 3 Navigate to the Administration - Business Process screen, then the Workflow Policy Groups view.
- 4 In the Policy Groups list, create a new group, and enter a name for the group in the Name field.
- 5 Navigate to the Administration - Business Process screen, then the Workflow Policies view.
- 6 In the Policies List, create a new policy, and perform the following steps:
  - a In the Conditions list, create a policy condition that must be met to invoke the workflow process.
  - b In the Actions list, create a new action, and enter the name of the action that you created in [Step 2](#).
- 7 Run Generate Triggers.

For more information about generate triggers, see *Siebel Business Process Framework: Workflow Guide*.

- 8 If you are using the Run Workflow Process program, verify that the Workflow Process Manager server component is online.
- 9 Run Workflow Monitor Agent.

For more information about Workflow Monitor Agent, see *Siebel Business Process Framework: Workflow Guide*.

Use the following procedure to access the CG Payment Process workflow process.

### ***To access the CG Payment Process workflow process***

- 1 Navigate to the Administration - Business Process screen, then the Workflow Processes view.
- 2 In the Workflow Processes list, click Menu and select New Query.
- 3 In the Name field, enter CG Payment Process.
- 4 Click Menu, and select Run Query.

- 5 In the Name field, drill down on the CG Payment Process hyperlink.

The Workflow Process Designer view appears. Use the graphical flowchart tool in this view to modify the business service. For more information about workflows, see *Siebel Business Process Framework: Workflow Guide*.





# 10 Deductions and Claims

This chapter describes the main steps involved in managing deductions and claims. Following the procedures in this chapter, you can create, split, assign, research, and resolve deductions. Topics include:

- [About Deductions on page 226](#)
- [Scenarios for Managing and Resolving Deductions on page 226](#)
- [Process of Managing Account Promotion Deductions on page 228](#)
- [Creating and Editing Deductions on page 229](#)
- [Adding Literature to Deductions on page 230](#)
- [Splitting Deductions on page 231](#)
- [Creating Credit Memos on page 231](#)
- [Analyzing Workloads on page 232](#)
- [Creating Activity Templates on page 233](#)
- [Reviewing Deductions \(End User\) on page 233](#)
- [Viewing Account Deductions \(End User\) on page 234](#)
- [Creating Deduction Activities \(End User\) on page 234](#)
- [Creating Deduction Activity Plans \(End User\) on page 235](#)
- [Associating and Modifying Invoices \(End User\) on page 235](#)
- [Creating Deduction Attachments \(End User\) on page 235](#)
- [Creating Deduction Notes \(End User\) on page 236](#)
- [Reviewing Account Credit Memos \(End User\) on page 236](#)
- [Reviewing Deduction Literature \(End User\) on page 237](#)
- [Resolving Deductions \(End User\) on page 237](#)
- [About Status Stage Behavior in Deduction Resolutions on page 241](#)
- [About Claims on page 244](#)
- [Process of Managing Claims on page 244](#)
- [Creating and Editing Claims on page 244](#)
- [Adding Attachments to Claims on page 244](#)
- [Resolving Claims on page 245](#)
- [About Configuring Deductions and Claims on page 245](#)

## About Deductions

*Deductions* occur when customers submit a partial payment of an invoice. The unpaid balance is a deduction. The consumer goods organization needs to research the reason behind the deduction and resolve the deduction appropriately.

### About Types of Deductions

Each deduction type has a different purpose as follows:

- **Account Promotion deductions.** The customer claims a deduction because of a current account promotion.
- **HQ deductions.** This type covers all other deductions, including late deliveries, goods arriving damaged or expired, and invoicing errors.

### About Generating Deductions

The process of generating a deduction begins when your accounting department receives a partial payment for a customer invoice. You can pass the deduction information to the Siebel Consumer Goods application in several ways, depending on your company's implementation of the product.

Methods can include:

- Integrating back-office software with the Siebel Consumer Goods application.
- Accounting department personnel manually creating a deduction record.

### About Resolving Deductions

The account manager or customer financial service representative resolves deductions. Options for resolving deductions include:

- Rejecting the deduction and recharging the customer (chargeback).
- Approving the deduction and applying its cost to one or more trade fund allocations.
- Writing off the deduction.
- Applying a credit memo.

## Scenarios for Managing and Resolving Deductions

Customer financial service representatives, customer financial service managers, and account managers perform the processes in these example scenarios for managing deductions. Your company might follow different processes according to its business requirements. Topics include:

- [“Scenario for Managing Deductions for Account Promotions” on page 227](#)
- [“Scenario for Managing HQ Deductions” on page 227](#)

## Scenario for Managing Deductions for Account Promotions

The account manager for a food and beverage manufacturer sets up an account promotion to feature your company's line of gourmet coffee products at a chain of grocery stores. The account promotion includes a provision to reimburse the grocery chain for the cost of purchasing newspaper advertisements and creating signs to publicize a sale on your coffee line. Rather than authorize a payment to cover the advertising and sign expenses, the account manager arranges for the grocery chain to deduct those costs from the next invoice that is received from your company.

Next, the account manager opens the Siebel Consumer Goods application to preauthorize the deduction. He selects the plan that he created for fall account promotions at the grocery chain and adds a new record for the gourmet coffee account promotion. After entering relevant information about the account promotion, he enters the names of the four gourmet coffee products and allocates funds for each product. He allocates \$2,500 to each product (one-fourth of the total cost for the account promotion). In the fund allocation record of each coffee product, he preauthorizes the deduction.

One month later, the grocery chain returns its payment for a \$45,000 invoice from your company. It sends your company a check for \$35,000 and a debit memo referencing the deduction. The accounts receivable department notes the \$10,000 discrepancy and creates a deduction record in Siebel Consumer Goods.

The next day the account manager views the list of deductions for the accounts he manages, and sees the new deduction record. Because he preauthorized the deduction when he allocated funds for the account promotion, the allocated funds are available to resolve the deduction.

The account manager then researches the deduction, including verifying the terms of the account promotion, and resolves the deduction by applying the fund allocation to cover the \$10,000.

## Scenario for Managing HQ Deductions

A customer of a food and beverage manufacturer submits a payment of \$25,000 against an invoice for \$45,000. As a result, the back-office system generates a deduction for \$20,000. (Alternatively, the deduction is generated directly in Siebel Consumer Goods and shared with the back office.)

A customer financial service representative, reviews the attached scanned debit memo and other supporting documentation. She determines that \$15,000 of the total resulted from an account promotion run last month and that the remaining \$5,000 resulted from the return of unsaleable goods. Because the original deduction resulted from different types of activities, the customer financial service representative splits the original deduction. She creates two deductions—one for \$15,000, reflecting the portion related to account promotions, and another for \$5,000, reflecting the portion related to unsaleable goods. Based on the type of deduction and account, Siebel Consumer Goods automatically routes the deduction to the appropriate team for resolution. The \$15,000 deduction resulting from an account promotion is routed to the account team. As head of the account team, the account manager resolves the deduction resulting from the account promotion. To see how the account manager resolves this deduction, see [“Scenario for Managing Deductions for Account Promotions” on page 227](#).

The customer financial service representative also resolves the other newly created deduction because she handles HQ deductions from this customer. After more closely researching the deduction and locating the credit memo authorizing the return of unsaleable goods, she determines that the correct deduction amount is \$4,950. Because the difference of \$50 is immaterial and less than the company's write-off threshold, the customer financial service manager applies \$4,950 to the credit memo and writes off \$50.

## Process of Managing Account Promotion Deductions

This topic lists the tasks that administrators and end users typically perform to manage deductions. Your company might follow a different process according to its business requirements.

### Administrator Procedures

The following list shows tasks that administrators typically perform to manage deductions:

- 1 "Creating and Editing Deductions" on page 229
- 2 "Adding Literature to Deductions" on page 230
- 3 "Splitting Deductions" on page 231
- 4 "Creating Credit Memos" on page 231
- 5 "Analyzing Workloads" on page 232
- 6 "Creating Activity Templates" on page 233

### End-User Procedures

The following list shows tasks that end users typically perform to access and use deductions:

- 1 "Reviewing Deductions (End User)" on page 233
- 2 "Viewing Account Deductions (End User)" on page 234
- 3 "Creating Deduction Activities (End User)" on page 234
- 4 "Creating Deduction Activity Plans (End User)" on page 235
- 5 "Associating and Modifying Invoices (End User)" on page 235
- 6 "Creating Deduction Attachments (End User)" on page 235
- 7 "Creating Deduction Notes (End User)" on page 236
- 8 "Reviewing Account Credit Memos (End User)" on page 236
- 9 "Reviewing Deduction Literature (End User)" on page 237
- 10 "Resolving Deductions (End User)" on page 237

# Creating and Editing Deductions

The procedure for resolving deductions begins by creating a detailed deduction record.

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

## *To add or edit a deduction record*

- 1 Navigate to the Administration - Data screen, then the Deductions view.
- 2 Create a new record, or query to find and select the record that you want to edit.
- 3 Enter values for or edit the fields as required.

The following table describes some fields.

Field	Comments
New	A asterisk (*) in this field indicates that the deduction record is new and visible to the entire account team.
Id	A unique number or code that identifies a deduction.
Account	The account that submitted the deduction.
Priority	The level of urgency for deduction resolution. The values are Low, Medium, High, and Very High.
Status	The current status of a deduction. The values are: <ul style="list-style-type: none"> <li>■ <b>Open.</b> No part or the deduction is resolved.</li> <li>■ <b>In Progress.</b> A portion of the deduction is resolved.</li> <li>■ <b>Resolved.</b> The total amount resolved is equal to the deduction amount.</li> <li>■ <b>Closed.</b> The Deduction is successfully processed.</li> <li>■ <b>Inactive.</b> The original deduction record is split into two deduction records and is no longer active.</li> </ul>
Type	The type of deduction.
Reason	The reason for the deduction. The Type value determines the list of available reasons.
Amount	The amount that the customer deducted from the invoice total.
Remaining	The amount of the deduction that still needs to be resolved.
Total Resolved	The sum of trade funds, credit memos, write-offs, and chargebacks.
Credit Memo	The sum of the amounts that are applied to credit memos.
Charge Back	The amount of the deduction that you reject. The amount that you enter in this field can be less than, or equal to, the Deduction Amount, but it cannot exceed the Deduction Amount.
Date Received	The date your company received the deduction.

Field	Comments
Account Team	If a team exists for the account, this field is automatically populated with the members of the account team. Deductions are visible to all account team members, and all account team members can resolve deductions.
Debit memo	Debit memos are documents from the customer explaining why they are not sending the total invoice payment.
Parent ID	The Deduction ID of the original deduction. This field is populated in child deduction records that are created as the result of a deduction split.
Site	The location of the account for the deduction.
Status Date	The date the status last changed.
Assigned To	The individual employee who is assigned to the deduction. However, all account team members can view the deduction.

## Adding Literature to Deductions

Only administrators can add literature to deduction records. Examples of literature include:

- Bills of lading

A bill of lading is a document that the transportation carrier issues to the shipper acknowledging that the carrier received the shipment of goods and placed the goods on a particular vessel that is bound for a particular destination. A bill of lading states the transportation terms for these received goods.

- Debit memos

- Fact sheets about account promotions

- Pick tickets

- Remittances

- Customer correspondence

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

### *To add literature to a deduction*

- 1 Navigate to the Administration - Data screen, then the Deductions view.
- 2 Select the appropriate deduction record.
- 3 Click the Literature view tab, and create a new record.
- 4 In the Add Literature dialog box, query for and select the literature item, and click OK.

The literature item is added to the deduction.

## Splitting Deductions

Customers occasionally combine different types of deductions. For example, a buyer who runs an account promotion and also receives broken merchandise in a shipment might combine the costs of the account promotion and the broken merchandise into one deduction. To properly account for the two different deduction types, you need to split the original deduction into two separate deductions.

When you split a deduction record into two separate deduction records, the original deduction record is retained, but its status changes to inactive. The automatically generated ID of the original deduction appears in the split record's Parent ID field.

**NOTE:** You can split deductions only when the status is Open.

This task is a step in ["Process of Managing Account Promotion Deductions"](#) on page 228.

### *To split a deduction*

- 1 Navigate to the Administration - Data screen, then the Deductions view.
- 2 Select a deductions record.
- 3 Click the Split view tab.
- 4 In the Deductions list, and click Split.  
Two new records appear in the Split list.
- 5 In the Split list, select one of the new deduction records, and enter values in the fields in the Split Deductions form as required.  
Make sure you adjust the Amount fields to reflect the value of the split deductions.  
Repeat this step for the second new deduction record.

## Creating Credit Memos

Administrators can add or modify credit memos.

**NOTE:** You can also create credit memos as part of the deduction resolution process. For more information, see ["Resolving HQ Deductions"](#) on page 239.

This task is a step in ["Process of Managing Account Promotion Deductions"](#) on page 228.

### *To add or modify a credit memo from the Credit Memo Administration view*

- 1 Navigate to the Administration - Data screen, then the Credit Memos view.
- 2 In the Account form, query for the appropriate account record.  
Credit memos that are associated with the account appear in the Credit Memos list.

- 3 In the Credit Memos list, select a record to edit, or create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Credit ID	The automatically generated identification number of the credit memo.
Type	Type of credit memo. Values include: <ul style="list-style-type: none"> <li>■ <b>Invoicing.</b> The invoice includes errors.</li> <li>■ <b>Unsaleable.</b> The goods arrived expired or spoiled.</li> <li>■ <b>Returns.</b> The goods were returned for any reason other than unsaleable.</li> <li>■ <b>Transportation.</b> The goods were delivered late.</li> <li>■ <b>Unknown.</b> Credit memos that are not part of the Invoicing, Unsaleable, Returns, or Transportation categories.</li> </ul>
Invoice ID	A unique number that references the invoice record. You can use the drop-down list in this field to associate existing invoices to the credit memo.
Amount	The amount of the credit memo.

## Analyzing Workloads

Customer financial service managers or administrators can analyze the deduction resolution workloads among employees.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228.](#)

### *To analyze deduction workloads*

- 1 Navigate to the Settlements screen, then the Deductions List view.
- 2 From the visibility filter, select one of the following values:
  - **My Deductions.** Displays all deductions for accounts for which the user is an assigned team member (primary or not).
  - **My Team’s Deductions.** Displays the deductions for a manager’s direct reports (or subordinates). Only users with direct reports, for example, a customer financial services manager, can see this view.
  - **All Deductions.** Displays all deductions in the user’s organization.
  - **All Deductions Across Organizations.** Displays all deductions across all organizations in the Siebel database.
- 3 In the Deductions list, query for the appropriate records, and select all the deductions that you want to analyze.
- 4 In the Deductions link bar, click the Charts link.



- 5 From the drop-down list, select the type of chart that you want to view.

In the preconfigured Siebel Consumer Goods application, the chart selections are Aging Analysis, Status and Priority Analysis, Account and Type Analysis, and Rep Workload Analysis.

## Creating Activity Templates

Administrators create *Activity templates*, which are blueprints for sets of activities. End users can invoke activity templates to create activity plans. For more information about creating activity templates, see *Siebel Applications Administration Guide*.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228](#).

### *To create an Activity plan template*

- 1 Navigate to the Administration - Data screen, then the Activity Templates view.
- 2 In the Activity Templates list, create a new record.
- 3 From the Type field drop down list, select the appropriate value.
- 4 Click the Activity Template Details view tab, and create new records as necessary.

## Reviewing Deductions (End User)

End users can review, query, sort and reassign all deductions assigned to them or to the account team.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228](#).

### *To review a deduction*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 From the visibility filter, select one of the following values:
  - **My Deductions.** Displays all deductions for accounts to which the user is an assigned team member (primary or not).
  - **My Team’s Deductions.** Displays the deductions for a manager’s direct reports (or subordinates). Only users with direct reports, for example, a customer financial services manager, can see this view.
  - **All Deductions.** Displays all deductions in the user’s organization.
  - **All Deductions Across Organizations.** Displays all deductions across all organizations in the Siebel database.
- 3 Select a deduction record, and click any of the available view tabs to review or add details to the deduction.

**NOTE:** Only users with administrator privileges can attach literature to a deduction using the literature view.

## Viewing Account Deductions (End User)

Account managers can review information about all deductions that an account takes. By selecting different accounts, account managers can view and compare the deductions that different accounts take.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228.](#)

### *To view deductions for an account*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Deductions view tab.

The Deductions list displays all the deductions that are associated with that account.

## Creating Deduction Activities (End User)

Account managers and customer financial services representatives and managers can view and create activities related to deductions. For example, a customer financial services representative receives a deduction for an invoice pricing error. The customer financial services representative creates an activity for the orders department to verify the invoicing error. An employee in the orders department completes the activity. After activity completion, the customer financial services representative can resolve the deduction.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228.](#)

### *To create a deduction activity*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Activities view tab.
- 3 In the Activities list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Created	The date and time you create the activity.
Type	The classification of the activity.
Due	The date by which the activity must be completed.
Assigned To	The person who is responsible for completing the activity.
Priority	The priority of the activity.
Status	The status of the activity.
Description	A description of the activity.

## Creating Deduction Activity Plans (End User)

An activity plan is a group of predetermined activities that embody the policies, procedures, and best practices for managing deductions. Customer financial services managers, account managers, and customer financial services representatives can create activity plans by selecting from predefined templates.

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

### *To create a deduction activity plan*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Activity Plans view tab.
- 3 In the Activity Plans list, create a new record, and complete the necessary fields.
- 4 In the Template field, select a template that includes all the predefined activities recommended for resolving this type of deduction.

## Associating and Modifying Invoices (End User)

You can import invoices from your company’s back-office system, or an administrator can manually create invoices. End users can associate existing invoices with a deduction and edit existing invoice information.

**NOTE:** Marketing administrators and other managers or administrators can view all invoice records and create invoices by navigating to the Invoices screen if invoice fields are not automatically populated. For more information about creating invoices, see *Siebel Field Service Guide*.

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

### *To associate or modify an invoice*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Invoices view tab.
- 3 Create a new record, and complete the necessary fields.

## Creating Deduction Attachments (End User)

Employees in the customer financial services department and account managers can view and attach documents to deductions.

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

*To create a deduction attachment*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Attachments view tab.
- 3 Create a new record, and complete the necessary fields.

## Creating Deduction Notes (End User)

Customer financial services representatives, account managers, and customer financial services managers can read and add notes to deduction records.

**NOTE:** All users who can view the deduction can see shared notes. Only the creator of the note can see private notes.

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

*To create a deduction note*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Notes view tab.
- 3 Create a new record.
- 4 From the Show drop-down filter, select Shared Notes or Private Notes.

## Reviewing Account Credit Memos (End User)

Customer financial services representatives can review all credit memos that are issued to an account and payments that are issued against credit memos.

This task is a step in [“Process of Managing Account Promotion Deductions”](#) on page 228.

*To review an account credit memo*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account, and click the Credit Memos view tab.
- 3 In the Credit Memos list, select the credit memo record for which you want to view payments.
- 4 Scroll down, and click the Credit Memo view tab.

Details about the credit memo appear in the form. Payments against the selected credit memo appear in the Payments list.

## Reviewing Deduction Literature (End User)

Account managers and customer financial services representatives and managers can view literature attached to deductions.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228](#).

### *To review deduction literature*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Literature view tab.  
Literature attached to the deduction appears in the Literature list.
- 3 Drill down on the Name field hyperlink in the Literature list to open a literature attachment.

## Resolving Deductions (End User)

When account managers and customer financial services representatives finish researching a deduction, they choose from different methods for resolving deductions. The methods available for resolving deductions (for example, Invoicing or Unsaleable) depend on the deduction type (Promotion or HQ).

Deduction resolutions are reflected in the Totals row at the end of the Resolution view for deductions and in the summary fields of the Deductions form. For each fund payment, credit memo, chargeback, or write-off submitted, the amounts that appear in the respective summary fields and the Total Resolved field are updated, and the amount in the Remaining field is reduced. To completely resolve the deduction, the amount in the Total Remaining field must be reduced to \$0.00.

This task is a step in [“Process of Managing Account Promotion Deductions” on page 228](#).

### Resolving Account Promotion Deductions

For deductions of the Promotion type, you can use any combination of the following methods:

- Applying trade funds
- Writing off all or part of a deduction
- Issuing chargebacks

The views for payments, chargebacks, and write-offs contain Document # and Issue Date fields. The Document # field contains the payment number as issued by the financial application (for example, a check number or credit memo number). The Issue Date field contains the date on which the financial document was issued for payment.

### *To resolve an account promotion deduction*

- 1 Navigate to the Settlements screen, then the Deduction List view.

- 2 Drill down on the ID field hyperlink for a deduction, and click the Resolution view tab.
- 3 If applicable, apply trade funds by performing the following steps:
  - a In the Resolutions link bar, click the Payments link, and create a new record.
  - b Click the select button in the Deal ID field, select a deal from the Deal drop-down list, click OK, and enter the payment amount in the Amount field.

A new payment record is generated.

**NOTE:** To determine the activity against deals, refer to the Amount, Payments Paid, Payments Submitted, and Payments Pending fields in the Pick Allocation dialog box.
  - c Repeat [Step a](#) through [Step b](#) for each payment that you want to create for the deduction.
  - d In the Status field, choose Requested. After the payment has been approved, change the status to Submitted. For information about approving or rejecting payments, see [“Approving or Rejecting Payments” on page 239](#).
- 4 If applicable, write off all or part of the deduction by performing the following steps:
  - a In the Resolutions link bar, click the Write Off link, and create a new record.
  - b Click Menu, and select Submit or Submit All.
- 5 To reject part or all of the deduction, issue a chargeback by performing the following steps:
  - a In the Resolutions link bar, click the Chargeback link, and create a new record.
  - b Click Menu, and select Submit or Submit All.

The information that you enter can be exported to your company’s back-office system. A member of the accounts receivable department can use this information to write a letter to the customer requesting payment of the chargeback amount.

## Voiding and Cancelling Payments

Account managers and customer financial service representatives can void and cancel payments:

- If the account manager creates a payment, the manager can void the payment before submitting the payment to the back office.
- If the account manager creates a payment and submits the record, the manager can still void the payment providing the back office did not process it.
- If the account manager creates a payment, and the back office processes the record, the manager can cancel the payment and create a new payment record.

### *To void or cancel a payment*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Resolution view tab.
- 3 In the Resolutions link bar, click the Payments link.
- 4 In the Status field drop down list, select Voided or Canceled.

## Approving or Rejecting Payments

The Payment Approval List view allows account managers and customer financial service representatives to approve, reject, and comment on all requested payments that require approval. All fields in this view are read-only except for Status and Rejection Comment.

A single column stores payment status and a single column stores payment type, across all payment business components. Status values map to two different LOV types: one for deduction-related business components and one for non-deduction related business components. The type values likewise map to two different LOV types: one for all deduction-related business components and one for all non-deduction related business components.

### *To approve or reject a payment*

- 1 Navigate to the Settlements screen, then the Payment Approval List view.
- 2 Select one or more payments and click Approve or Reject, or change the Status field to Approved or Rejected.
- 3 (Optional) Add a reason for the rejection in the Rejection Comment field.

## Resolving HQ Deductions

For deductions of the HQ type, you can use one or more of the following methods:

- Applying credit memos
- Writing off all or part of a deduction
- Issuing chargebacks

The views for credit memos, chargebacks, and write-offs contain Document # and Issue Date fields. The Document # field contains the payment number as issued by the financial application (for example, a check number or credit memo number). The Issue Date field contains the date on which the financial document was issued for payment.

**NOTE:** Credit memos that you create as part of the deduction resolution process are not available in the Memo ID picklist, and are not available in the Credit Memos view of the Administration - Data screen. The Credit Memo ID field is not required, but after it is populated, the field becomes read-only.

### *To resolve a HQ deduction*

- 1 Navigate to the Settlements screen, then the Deduction List view.
- 2 Drill down on the ID field hyperlink for a deduction, and click the Resolution view tab.
- 3 If applicable, apply a Credit Memo by performing the following steps:
  - a In the Resolutions link bar, click the Credit Memo link, and create a new record and complete the fields.
  - b (Optional) To apply an existing credit memo, click the select button in the Memo ID field, select a credit memo from the drop-down list, click OK, and enter the payment amount in the Amount field.

- c In the Status field, choose Requested. After the payment has been approved, change the status to Submitted. For information about approving or rejecting payments, see [“Approving or Rejecting Payments” on page 239](#).
- 4 If applicable, write off all or part of the deduction by performing the following steps:
  - a In the Resolutions link bar, click the Write Off link, and create a new record.
  - b Click Menu, and select Submit or Submit All.
- 5 To reject part or all of the deduction, issue a chargeback by performing the following steps:
  - a In the Resolutions link bar, click the Chargeback link, and create a new record.
  - b Click Menu, and select Submit or Submit All.

The information that you enter can be exported to your company’s back-office system. A member of the accounts receivable department can use this information to write a letter to the customer requesting payment of the chargeback amount.

### Analyzing Deductions

Account managers, customer financial services representatives, and their managers can use various chart views to analyze deductions for an account.

#### *To analyze an account’s deductions*

- 1 Navigate to the Settlements screen, then the Charts view.
- 2 In the drop-down list, select the type of chart that you want to view.

Available charts include Aging Analysis, Status and Priority Analysis, Account and Type Analysis, and Rep Workload Analysis.



## About Status Stage Behavior in Deduction Resolutions

Table 26 describes the behavior that occurs during the various status stages in the deduction resolution. The actions that are taken depend on both the resolution method and the status stage.

Table 26. Behavior For Status Stages in Deduction Resolutions

Resolution Method	Pending Amount	Submitted Amount	Paid Amount
Payment (by trade funds)	<ul style="list-style-type: none"> <li>■ For the deduction, the Promotion field is updated with the amount of the record.</li> <li>■ For the deduction, the Remaining and Total Resolved fields are updated with the amount of the record.</li> <li>■ For the deal that is associated with the record that has a status of Pending, Requested, or Rejected, the Payments Pending field is updated with the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ After the payment is approved, the end user manually changes the status of the record to Submitted.</li> <li>■ For the deal that is associated with the record, the Payments Pending field is decreased and the Payments Submitted field is increased by the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ The back office updates the status of the record to Paid. (You can also manually change the status of the record to Paid.)</li> <li>■ For the deal that is associated with the record, the Payments Submitted field is decreased and the Payments Paid field is increased by the amount of the record.</li> <li>■ For the fund that is associated with the deal, the Payments field is updated.</li> <li>■ In the account promotion hierarchy containing the deal, the Actual Total Spend field is updated with the amount of the record. For more information about payments, see <a href="#">“About the Consumer Goods Payment Business Service” on page 218.</a></li> </ul>

Table 26. Behavior For Status Stages in Deduction Resolutions

Resolution Method	Pending Amount	Submitted Amount	Paid Amount
Credit Memo	<ul style="list-style-type: none"> <li>■ For the deduction, the Credit Memo field is updated with the amount of the record.</li> <li>■ For the deduction, the Remaining and Total Resolved fields are updated with the amount of the record.</li> <li>■ For the credit memo that is associated with the deduction where the status is Pending, Requested, or Rejected, the Payments Pending field is updated with the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ The end user manually changes the status of the record to Submitted.</li> <li>■ For the credit memo that is associated with the record, the Payments Pending field is decreased and the Payments Submitted field is increased by the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ The back office updates the status of the record to Paid. (You can also manually change the status of the record to Paid.)</li> <li>■ For the credit memo that is associated with the record, the Payments Submitted field is decreased and the Payments Paid field is increased by the amount of the record.</li> </ul>
Chargeback	<ul style="list-style-type: none"> <li>■ For the deduction, the Chargeback field is updated with the amount of the record.</li> <li>■ For the deduction, the Remaining and Total Resolved fields are updated with the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ The end user manually changes the status of the record to Submitted.</li> </ul>	<ul style="list-style-type: none"> <li>■ The back office updates the status of the record to Paid. (You can also manually change the status of the record to Paid.)</li> </ul>
Write-off	<ul style="list-style-type: none"> <li>■ For the deduction, the Write Off field is updated with the amount of the record.</li> <li>■ For the deduction, the Remaining and Total Resolved fields are updated with the amount of the record.</li> </ul>	<ul style="list-style-type: none"> <li>■ The end user manually changes the status of the record to Submitted.</li> </ul>	<ul style="list-style-type: none"> <li>■ The back office updates the status of the record to Paid. (You can also manually change the status of the record to Paid.)</li> </ul>

**NOTE:** When you void or cancel a record, the actions that were previously taken (as described in the preceding table) are reversed.

## About Claims

A *claim* occurs when a customer submits a bill to the manufacturer for spending related to an account promotion. The claim process is the reverse of the deduction process, where a customer does not pay the full amount of an invoice. With a claim, the customer requests payment, and usually offers documentation as to why the claim is valid.

Like deduction fund payments, claim payments are associated with fund allocations and deals.

## Process of Managing Claims

End users manage the claims process. The account manager receives, inputs, and pays claims. This topic lists the tasks that end users typically perform to manage claims. Your company might follow a different process according to its business requirements.

The following list shows tasks that end users typically perform to access and use claims:

- 1 [“Creating and Editing Claims” on page 244](#)
- 2 [“Adding Attachments to Claims” on page 244](#)
- 3 [“Resolving Claims” on page 245](#)

## Creating and Editing Claims

The procedure for managing claims begins by creating a detailed claim record.

This task is a step in [“Process of Managing Claims” on page 244](#).

### *To add or edit a claim record*

- 1 Navigate to the Settlements screen, then the Claim List view.
- 2 Create a new record, or query to find and select the record that you want to edit.
- 3 Enter values for or edit the fields as required.

## Adding Attachments to Claims

Account managers can view and add attachments to claims to show supporting evidence for the customer’s request.

This task is a step in [“Process of Managing Claims” on page 244](#).

### *To add or edit attachments to a claim record*

- 1 Navigate to the Settlements screen, then the Claim List view.
- 2 Drill down on the Claim ID field hyperlink for a claim.

- 3 Click the Attachments view tab.
- 4 To add a new file attachment, click New File, navigate to the file, select it, and click Open. The attachment appears in the Attachments list.
- 5 To add a new URL attachment, click New URL, enter the URL in the URL file, and click Add. The attachment appears in the Attachments list.

## Resolving Claims

Account managers can resolve claim payments.

This task is a step in [“Process of Managing Claims” on page 244](#).

### *To resolve a claim*

- 1 Navigate to the Settlements screen, then the Claim List view.
- 2 Drill down on the Claim ID field hyperlink for a claim, and click the Resolution view tab.
- 3 In the Status field, choose Requested. After the payment has been approved, change the status to Submitted. For information about approving or rejecting payments, see [“Approving or Rejecting Payments” on page 239](#).

## About Configuring Deductions and Claims

This topic contains information that might be useful when configuring features for deductions and claims.

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 27](#).

Table 27. Buttons and Methods for Deductions and Claims Configurations

Button	Name of Method	Description	Supported On
Approve	OnApprove	Approves selected payments in the Payment Approval List view.	Bus Comp Layer
Reject	OnReject	Rejects selected payments in the Payment Approval List view.	Bus Comp Layer



# 11 Objectives

This chapter covers managing objectives using the Siebel Consumer Goods application. Topics include:

- [About Objectives on page 247](#)
- [Scenario for Creating and Fulfilling Sales Objectives on page 248](#)
- [Process of Working with Objectives on page 248](#)
- [Creating Objectives on page 249](#)
- [Creating Recommended Activities for Objectives on page 250](#)
- [Targeting Accounts to Objectives on page 252](#)
- [Creating Child Objectives on page 253](#)
- [Changing the Dates for Objectives on page 253](#)
- [Applying Objectives on page 253](#)
- [Scheduling Store Visits on page 254](#)
- [Reviewing Objectives \(End User\) on page 254](#)
- [Changing the Status of Activities \(End User\) on page 255](#)
- [Checking the Status of Objectives \(End User\) on page 255](#)
- [About Configuring Objectives on page 256](#)

## About Objectives

An objective is a sales goal that is established to introduce a new product, promote the sale of an existing product, or improve a product's presence in the retail environment. You apply an objective to one or more retail store accounts. An objective includes one or more recommended activities that salespersons perform when they visit the stores belonging to the target accounts for the objective.

Organizations often create objectives to support a corporate promotion or merchandising strategy. When used with recommended activities, objectives help to coordinate your sales force. Salespersons benefit by knowing about objectives for their retail stores and activities their managers consider important to perform during their store visits.

Ideally, you implement objectives at the beginning of a planning cycle.

You can create objectives for the entire corporation, for example, to support a corporate promotion. In this case, the corporate objective is the parent objective, and regional, district, or account managers can create child objectives of this parent to support the goals of the corporate objective.

Alternatively, a retail sales manager can create an objective and activities for the retail sales representatives in a region to support specific sales goals for that region.

## Scenario for Creating and Fulfilling Sales Objectives

Retail sales managers and sales representatives perform the process in this example scenario for creating and fulfilling sales objectives. Your company might follow a different process according to its business requirements.

A large food manufacturer develops a new beverage, and plans to test consumer appeal for the beverage by introducing it in southern France. One retail sales manager's territory is the southern region of France. The sales manager is responsible for making sure that the sales representatives reporting to her take the actions necessary to successfully launch of this new beverage.

The retail sales manager begins by creating an objective named Southern France New Beverage Launch. Next, she adds three recommended activities that she wants each member of her sales force to complete to meet this objective:

- Meet with a manager to make sure that the new beverage is properly priced.
- Take a retail order to make sure that enough of the new beverage is in stock.
- Perform a retail audit to verify the new beverage is correctly positioned on store shelves.

To communicate the importance of these activities to her sales force, she assigns the priority 1-ASAP to all three recommended activities. She also adds a product fact sheet to the objective as a literature item. Her sales representatives can use this fact sheet to find valuable information about the new beverage prior to visiting accounts. Finally, she adds every account in southern France to the objective so that the objective is available to the account team members for these accounts. The three activities are available to the representatives for association with the outlet visits they plan for the upcoming business cycle.

When the sales representatives for southern France check their calendars, they see that the retail sales manager scheduled a series of store visits for them. When they prepare for each of these visits, they can review the objective, the recommended activities that she created, and the product fact sheet that she added. Later, when the new beverage launch is in progress and the sales representatives perform store visits, the manager or sales representatives can review the objective and note if representatives completed the related recommended activities.

## Process of Working with Objectives

This topic lists the tasks that administrators and end users typically perform to manage objectives. Your company might follow a different process according to its business requirements.

### Administrator Setup Procedures

The following list shows tasks that administrators typically perform to manage objectives:

- 1 ["Creating Objectives" on page 249](#)
- 2 ["Creating Recommended Activities for Objectives" on page 250](#)
- 3 ["Targeting Accounts to Objectives" on page 252](#)



- 4 (Optional) Adding Literature to an Objective, as described in *Siebel Fundamentals*
- 5 (Optional) [“Associating Objectives with Account Promotions” on page 151](#)
- 6 (Optional) [“Creating Child Objectives” on page 253](#)
- 7 (Optional) [“Changing the Dates for Objectives” on page 253](#)
- 8 [“Applying Objectives” on page 253](#)
- 9 [“Scheduling Store Visits” on page 254](#)

## End-User Procedures

The following list shows tasks that end users typically perform to access and use objectives:

- 1 [“Reviewing Objectives \(End User\)” on page 254](#)
- 2 [“Process of Performing Retail Activities \(End User\)” on page 263](#)
- 3 (Optional) [“Changing the Status of Activities \(End User\)” on page 255](#)
- 4 [“Checking the Status of Objectives \(End User\)” on page 255](#)

In general, retail sales representatives do not create objectives, but instead use objectives to direct the activities that they perform during customer visits. They use the Objectives screen to review objectives, recommended activities, target accounts, and literature that applies to their retail stores and accounts. For more information about how retail sales representatives use the retail execution feature to complete recommended activities, see [“Process of Performing Retail Activities \(End User\)” on page 263](#).

## Administrator and End-User Maintenance Procedures

During the campaign, retail sales managers and sales representatives check the status of the objectives and associated activities. For more information, see [“Checking the Status of Objectives \(End User\)” on page 255](#).

# Creating Objectives

You must complete this task before performing the remaining tasks in this chapter.

If you want to create recurring objectives, you can perform the following tasks:

- Change the period of an existing objective (if no visits are scheduled).
- Copy an existing objective and apply a new period to it.
- Use a workflow to schedule monthly visits. For more information, see *Siebel Business Process Framework: Workflow Guide*.

This task is a step in [“Process of Working with Objectives” on page 248](#).

### *To create an objective*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.

- 2 In the Objectives list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Objective	The name of the objective.
Parent Objective	<p>The name of an objective's parent objective, if applicable. The parent objective defines some of the criteria for its child objectives. For example, child objectives are restricted to the products, if any, that are associated with the parent objective.</p> <p>You can create parent objectives without completing the Parent Objective field. You must complete the Parent Objective field when creating child objectives.</p> <p>You can view parent-child relationships between objectives in the Objectives Explorer view.</p>
Type	The type of objective, for example, a corporate promotion or a marketing type of objective.
Description	The purpose of the objective.
Period	The period of time during which the objective must be completed.
Product	The product or products that you want to associate with this objective.
Organization	The organization restricts the target accounts you can associate with the objective.
Start Date	The beginning date of an objective. This date must be in the objective's time period.
End Date	The ending date of an objective. This date must be in the objective's time period.

## Creating Recommended Activities for Objectives

You can add one or more recommended activities to an objective. Recommended activities:

- Are associated with every target account that is added to the objective.
- Are not assigned to individuals because they are used when planning visits to all of the targeted accounts.
- Can optionally be associated with individual products if certain activities apply to specific products.

This task is a step in ["Process of Working with Objectives"](#) on page 248.

**To add a recommended activity to an objective**

- 1 Navigate to the Objectives screen, then the Retail Objective List view.
- 2 In the Objectives list, drill down on the Objective field hyperlink for the record to which you want to add an activity.
- 3 Click the Activities view tab, create a new record in the Activities list, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Activity Type	The type of activity to perform, for example, a retail assessment or presentation.
Earliest Start	The suggested date the recommended activity begins; the default is the objective period start date. If you choose to edit this field, the date must be in the period assigned to the parent objective.
Latest Finish	The suggested date the recommended activity ends; the default is the objective period end date. If you choose to edit this field, the date must come after the earliest start date for the recommended activity and must be in the period assigned to the parent objective.
Products	Each activity can have one or more products associated with it. The choice of products is restricted to products that are associated with the objective.
Assessment Template	The name of the assessment template that is assigned to the recommended activity. If the recommended activity requires an assessment completion, you can associate the relevant assessment template with the recommended activity. For information about assessment templates, see <i>Siebel Applications Administration Guide</i> .
Required	Select this field to indicate that the representative must complete or reschedule the activity before the representative completes a visit.
Routine	Select this field to indicate that the activity applies to every retail visit. For example, even after a representative completes the activity on a visit, the activity appears on every subsequent visit that is planned between the activity's earliest start and latest completion dates.  Clear this field to indicate that the activity is nonroutine. When the activity is completed or when the date of the visit is greater than the activity's Latest Completion date, the activity is no longer available for visits.
Role	If you are using Territory Management, use this field to assign the activity to only positions that have this role. For more information about Territory Management, see <i>Siebel Territory Management Guide</i> .

Field	Comments
Category	If you are using Territory Management, use this field to assign the activity to only positions that are associated with this category.
Assign To All	If you select this field, the activity is created for each member of the account team. If you do not select this field, the activity is created for only the primary member of the account team.  Do not select this field if you use the Role and Category fields.

## Targeting Accounts to Objectives

You need to associate one or more accounts to an objective. Accounts associated with objectives are referred to as target accounts. When you apply the objective, the objective's activities are used as templates to create activities for each of the target accounts.

The accounts that are available as targets are those accounts that belong to the organization for which the user is an account team member.

This task is a step in ["Process of Working with Objectives"](#) on page 248.

### *To add a target account to an objective*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.
- 2 In the Objectives list, drill down on the Objective field hyperlink for the record to which you want to add a target account.
- 3 Click the Target Accounts view tab.
- 4 In the Target Accounts list, query for and select the account that you want to add.
- 5 Click Commit.

The account is added to the Accounts list and becomes a target account for the objective.

After you add a target account to an objective, you can delete the account if it no longer is associated with the objective. For information about target lists, see information about global target list management in *Siebel Applications Administration Guide*.

### *To delete a target account from an objective*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.
- 2 In the Objectives list, drill down on the Objective field hyperlink for the record from which you want to delete a target account.
- 3 Click the Target Accounts view tab.
- 4 In the Accounts list, select the account that you want to delete.
- 5 Click Uncommit.

The account is deleted from the Accounts list and is no longer a target account for the objective.

## Creating Child Objectives

You can associate smaller objectives with a larger objective. The parent objective restricts the associated products of the child objective.

This task is a step in [“Process of Working with Objectives” on page 248.](#)

### *To make one objective the child of another*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.
- 2 In the Objectives list, select the objective record.
- 3 In the Parent Objective field, select a parent objective.

## Changing the Dates for Objectives

During the planning stages for an objective, you can change the objective start date and end date. You can apply date changes that you make to an objective to its recommended activities by manually changing the dates for each activity. You can also apply date changes that you make to an objective to its recommended activities.

This task is a step in [“Process of Working with Objectives” on page 248.](#)

### *To change the dates for an objective*

- 1 Navigate to the Administration - Data screen, then the Objectives view.
- 2 Select the Objective record for which you want to change the start date or end date.
- 3 Select a new start date or end date for the objective by using one of the following methods:
  - In the More Info form, select a new start date or end date for the objective.
  - In the Period field, select a new time period for the objective.

The start date and end date are automatically set to the first and last dates in the period.

The start and end dates must be in the date period of the parent objective.

- 4 In the More Info form, click Apply Period.

The earliest start and latest completion dates of all recommended activities for the objective are reset to the earliest start and latest completion dates of the objective.

## Applying Objectives

After you add all the necessary information to an objective, you must apply the objective. Before you apply an objective, you can modify and update it before end users see its contents.

This task is a step in [“Process of Working with Objectives” on page 248.](#)

### *To apply an objective*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.
- 2 In the Objectives list, drill down on the Objective field hyperlink for the record.
- 3 Click the Target Accounts view tab.

**CAUTION:** Before you click Apply, make sure that all objective information is correct. You can apply an objective only once. This restriction prevents creating multiple iterations of activities that might miscommunicate requirements to end users.

- 4 In the Objective form, click Apply.

## Scheduling Store Visits

After completing the preceding tasks, you can schedule store visits for each account that is added to the objective. The method you use to schedule store visits depends on the feature your organization uses:

- If your organization uses the Routes feature, see [“Using Routes to Schedule Visits \(End User\)” on page 277](#).
- If your organization uses the Retail Execution feature, see [“Planning Retail Visits \(End User\)” on page 261](#).

This task is a step in [“Process of Working with Objectives” on page 248](#).

## Reviewing Objectives (End User)

When end users navigate to the Objectives screen, the default filter on the Objectives list is My Objectives. The remaining view tabs and fields available to the end users in the Objectives screen are identical to those available to the administrator.

For more information about navigating the standard Siebel interface, including using the Explorer tree, see *Siebel Fundamentals*.

This task is a step in [“Process of Working with Objectives” on page 248](#).

### *To review an objective*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.  
The default filter on the Objectives view and the additional filters available depend on the end user’s responsibilities.
- 2 From the visibility filter, select one of the following values:
  - **My Objectives.** Objectives for which the user is assigned to the team.
  - **My Team’s Objectives.** All Objectives in a manager’s team, including the manager’s.
  - **All Objectives.** All Objectives for the user’s organization.

- **All Objectives Across Organizations.** All Objectives across all organizations in the implementation.
- 3 In the Objectives list, drill down on the Objective field hyperlink for a record.
- 4 Click the view tabs to review activities, target accounts, and other information about the objective.

## Changing the Status of Activities (End User)

After performing the recommended activities, you can change the status of the activities. Changing the status of activities allows you to communicate to others that the activity is in progress, completed, or rescheduled.

This task is a step in ["Process of Working with Objectives"](#) on page 248.

### *To change the status of an activity associated with an objective*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink in the account record, and click the Outlet Visits view tab.
- 3 In the Outlet Visits list, drill down on the Description field hyperlink for a visit.
- 4 In the Activities list, change the Status field of the activity.

**NOTE:** You can view the status of Activities by navigating to the Administration - Data screen, Objectives view, Account Status view, and then the Recommended Activities list. This view is read-only; you cannot change an activity's status in this view.

## Checking the Status of Objectives (End User)

You can use the Account Status view or a graphical chart to check objectives and the status of your recommended activities or the recommended activities of your employees.

This task is a step in ["Process of Working with Objectives"](#) on page 248.

### *To check the status of an objective and its activities*

- 1 Navigate to the Objectives screen, then the Retail Objective List view.
- 2 Select the objective record for which you want to review the status.
- 3 Drill down on the Objective field hyperlink for the record, and click the Account Status view tab.
- 4 Select the account record for which you want to review the status.

The recommended activities associated with the account appear in the Recommended Activities list. You can review the status of each recommended activity.

Use the following procedure to check the status of an objective on a chart.

**To check the status of an objective on a chart**

- 1 Navigate to the Objectives screen, then the Charts view.
- 2 Select the objective record for which you want to review the status.
- 3 From the Charts visibility filter, select a chart.

## About Configuring Objectives

This topic contains information that might be useful when configuring the objective features.

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 28](#).

Table 28. Buttons And Methods For Objectives Configurations

Button	Method	Description	Supported On
Apply	ScheduleVisits	For all the recommended activities in the objective, copies the activities and associates them with each account in the objective. The assignment of the activities depends on the way the recommended activities are set up. (See <a href="#">Table 29 on page 256</a> .)	Applet Layer
Commit	CommitAcctnt	Writes account names from temporary targeting tables to permanent tables where objectives are stored.	Applet Layer

If you use Territory Management, you must flag each recommended activity as Assign to All or define a role or category to which the activity is assigned. [Table 29](#) shows the ways to assign activities if you use Territory Management.

Table 29. Ways to Assign Activities If You Use Territory Management

Assign To All	Role or Category	Routine	Result
Y	N	Y	Creates one activity record for each team member, and marks each record as a routine activity.
Y	N	N	Creates one activity record and assigns all team members to the same activity.



Table 29. Ways to Assign Activities If You Use Territory Management

Assign To All	Role or Category	Routine	Result
N	Y	Y	Creates one activity record and assigns a specific team member based on the member's role-category match and marks the activity as a routine activity.
N	Y	N	Creates one activity record and assigns primary and specific team members based on the member's role-category match.



# 12 Retail Execution

This chapter covers the retail execution procedures that retail sales representatives and their managers perform. Topics include:

- [About Retail Execution on page 259](#)
- [Scenario for Retail Execution on page 260](#)
- [Roadmap for Performing Retail Execution on page 260](#)
- [Preparing for Retail Visits \(End User\) on page 261](#)
- [Planning Retail Visits \(End User\) on page 261](#)
- [Starting Retail Visits \(End User\) on page 263](#)
- [Process of Performing Retail Activities \(End User\) on page 263](#)
- [Creating Retail Activities \(End User\) on page 267](#)
- [Reviewing Account Information \(End User\) on page 268](#)
- [Ending Retail Visits \(End User\) on page 269](#)
- [About Configuring Retail Execution on page 270](#)

## About Retail Execution

The Retail Execution module helps retail sales representatives plan, schedule, execute, and review sales visits to retail outlets. It provides views that allow retail sales representatives to perform a variety of retail visit activities, including:

- Planning visits and associating activities with those visits
- Performing retail assessments
- Performing retail audits
- Reviewing store conditions, historical audit data, required product distribution, and account promotions (planned and underway)

After retail managers use the Objectives module to schedule recommended activities, or plan activities directly in the Activities module, retail sales representatives can use the Retail Execution module to undertake those activities in specifically assigned visits. For more information about objectives, see [Chapter 11, "Objectives."](#)

If retail managers use the Routes module to schedule visits, retail sales representatives and their managers can use the Retail Execution module to plan and carry out those scheduled retail visits. For more information about routes, see [Chapter 13, "Routes."](#)

## Scenario for Retail Execution

Retail sales representatives perform the process in this example scenario for retail execution. Your company might follow a different process according to its business requirements.

A retail sales representative for a large food manufacturer visits a series of retail outlets in southern France each week. He meets with the retail outlet manager and performs various retail activities, such as taking retail orders, conducting retail audits, and promoting sales objectives that his manager establishes.

Each morning, he checks his calendar and starts planning his visits for the day. He begins by reviewing activities from prior visits, noting any outstanding issues that require special attention, and checking for any objectives that are assigned to his accounts.

Today, he notices that a new objective named Southern France Beverage Launch was created for one of the accounts he is scheduled to visit. The following list of activities is also included:

- Meet with the retail manager to make sure the new beverage is priced correctly.
- Conduct a retail audit of the beverage to make sure that it is correctly positioned on store shelves.
- Place point-of-sale coupons in the retail outlet.
- Undertake a retail assessment to gain competitive intelligence.

The first two activities have a priority of 1-ASAP, and he knows he can complete them in the time he has to spend at this account. Because he has only one hour to spend at this account, he defers the remaining two activities until a later visit.

Before entering the retail outlet, he records the start time of the visit. While in the store, he performs the activities and takes notes he can use when planning future visits. He also reviews audits that were previously completed, the products carried, and the account promotions currently running. After completing the retail visit, he records the ending time of the visit and changes the status of the activities that he performed to Done.

## Roadmap for Performing Retail Execution

This topic lists the tasks and processes that retail sales representatives typically perform for retail execution. Your company might follow a different roadmap according to its business requirements.

The following list shows the tasks and processes that end users perform for retail execution:

- 1 ["Preparing for Retail Visits \(End User\)" on page 261](#)
- 2 ["Planning Retail Visits \(End User\)" on page 261](#)  
**NOTE:** This procedure is optional if you use the Routes module to schedule store visits.
- 3 ["Starting Retail Visits \(End User\)" on page 263](#)
- 4 ["Process of Performing Retail Activities \(End User\)" on page 263](#)
- 5 (Optional) ["Creating Retail Activities \(End User\)" on page 267](#)

- 6 "Reviewing Account Information (End User)" on page 268
- 7 "Ending Retail Visits (End User)" on page 269

## Preparing for Retail Visits (End User)

Preparing for a retail visit involves reviewing prior visit activities for an account and reviewing an account's objectives.

This task is a step in "Roadmap for Performing Retail Execution" on page 260.

### *To review the activities from a prior visit*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account record, and click the Outlet Visits view tab.
- 3 In the Outlet Visits list, drill down on the Planned Start field hyperlink of the prior visit that you want to review.

The Visit Execution screen appears. Information about the visit appears in the Visit form. In the Activities list, the activities that you performed during that visit appear.

- 4 In the Activities list, drill down on the Activity Type field hyperlink for the activity that you want to review.

Information you recorded during this activity appears. The view that appears depends on the activity type.

- 5 Click the browser Back button to return to the Visit Execution screen.
- 6 Repeat [Step 4](#) and [Step 5](#) for each activity that you want to review.

Use the following procedure to review an account's objectives.

### *To review an account's objectives*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for an account record, and click the Objectives view tab.  
The Objectives list displays all of the objectives that are targeted to the account.
- 3 Check the Start Date and End Date fields for each objective to identify active objectives.
- 4 Drill down on the Objective Name field hyperlink of active objectives to identify targeted accounts and activities to which you are assigned.

## Planning Retail Visits (End User)

After preparing for a retail visit by reviewing prior visit activities and account objectives, you are ready to plan the visit.

You can plan retail visits in two ways. Each way uses of a different module:

- If your organization uses the Routes module, see [“Using Routes to Schedule Visits \(End User\)”](#) on page 277.
- If your organization uses the Retail Execution module, perform the procedure described in this topic.

Planning retail visits involves the following tasks:

- Selecting an account to visit.
- Selecting activities for the visit.

**NOTE:** If you want to create new recommended activities, use the Objectives module. For more information about creating activities, see [“Creating Recommended Activities for Objectives”](#) on page 250.

- Scheduling the visit.
- Checking for activities that users created since a visit was planned.

The following procedure incorporates these tasks and describes the steps to plan a retail visit.

This task is a step in [“Roadmap for Performing Retail Execution”](#) on page 260.

### ***To plan a retail visit***

- 1 Navigate to the Visit Planning screen.
- 2 In the Available Accounts list, select the account for which you want to schedule a visit.
- 3 In the Available Activities list, select the activities that you want to apply to the visit, and click Schedule.

If the activity that you want to add is associated with the account, but not on the list, you must select the Assign To All field for the activity in the account to make the activity available on the list. (Navigate to the Accounts screen, then the Accounts List view, drill down on the Name field hyperlink for the account, and select the Assign To All field in the Activities view.)

- 4 In the Schedule Visit dialog box, complete the necessary fields, and click OK.

The new visit appears in the Scheduled Visits list, and all the activities that are applied to that visit appear in the Scheduled Activities list.

- 5 (Optional) If time elapsed since the original scheduling of the visit and if users created additional activities, retrieve the new activities by performing the following steps:
  - a In the Scheduled Visits list, click Update.
  - b In the Available Activities list, select and apply the new activities to your previously scheduled visit.

**NOTE:** Alternatively, you can click Update in the Visit Execution screen to apply all outstanding activities to a single visit.

## Starting Retail Visits (End User)

After completing the preceding tasks, retail sales representatives are now ready to start the retail visit.

This task is a step in [“Roadmap for Performing Retail Execution” on page 260](#).

### *To begin a retail visit*

- 1 Navigate to the Visit Planning screen.
- 2 In the Scheduled Visits list, and drill down on the Planned Start field hyperlink for a visit record. The Visit Execution screen appears and the Activities list displays the retail activities for the visit.
 

**NOTE:** You can also navigate directly to the Visit Execution screen, which displays the earliest planned visit with a status not equal to Done.
- 3 (Optional) Click Update in the visit form to automatically apply all activities to the visit, including those users created since the visit was planned.
- 4 In the visit form, click Start Visit.

## Process of Performing Retail Activities (End User)

During a visit, the retail sales representative performs the activities that are selected for the visit. These activities can include the following tasks:

- [“Performing Merchandising Audits” on page 263](#)
- [“Performing Retail Assessments” on page 264](#)
- [“Exchanging Products Between Sales Representatives” on page 265](#)
- [“Performing Retail Audits” on page 266](#)
- [“Reviewing Store Conditions” on page 267](#)

**NOTE:** The procedures in this topic assume that you need to create new activities. In many cases, you do not need to create a new activity because it is already created as a recommended activity for the applicable objective you are working on.

This process is a step in [“Roadmap for Performing Retail Execution” on page 260](#).

## Performing Merchandising Audits

To clearly communicate how an account displays the company’s products, retail sales representatives perform merchandising audits. Merchandising audits allow representatives to record the status of a specific merchandising location at a point of time. They compare and record company criteria against the merchandising location.

For more information about merchandising locations, see [“Associating Account Products with Merchandising Locations \(End User\)” on page 73](#).

**NOTE:** You must add merchandising locations to the appropriate account before performing the following procedure. For more information about adding merchandising locations, see [“Adding Merchandising Locations to Accounts \(End User\)” on page 45](#).

This task is a step in [“Process of Performing Retail Activities \(End User\)” on page 263](#).

**To perform a merchandising audit**

- 1 Navigate to the Visit Execution screen, and locate your visit in the visit form.
- 2 In the Activities list, create a new record with an activity type of Merchandising Audit.
 

**NOTE:** For information about adding an activity to an account visit, see [“Creating Retail Activities \(End User\)” on page 267](#).
- 3 In the Activity Type field, drill down on the Merchandising Audit hyperlink.
- 4 In the Merchandising Audit list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Name	The name of the Inventory location that you want to audit.
Entry Compliance	Record the entry compliance against the company criteria.
Exit Compliance	If you make any changes to the merchandising location that qualify for a status change, record your changes.
Last Relay	(Optional) If you perform a full relay of the display, enter the current date. Recording the last relay date allows representatives to see the level of maintenance required to keep the display compliant over a period of time.
Shelf Space	Record the percentage of the merchandising location allocated to the company's products.

- 5 When you finish conducting the audit, select Done from the Status field drop-down list in the Account Activity form.

## Performing Retail Assessments

Retail assessments measure an account against a set of predefined attributes. Typically, you create the predefined attributes as assessment templates. The assessment template can help to determine the possibility of introducing a new product or measure the retail presence of a competitor.

For information about creating assessment templates, see the topic about setting up assessment templates in *Siebel Applications Administration Guide*.

This task is a step in [“Process of Performing Retail Activities \(End User\)” on page 263](#).



### *To perform a retail assessment*

- 1 Navigate to the Visit Execution screen, and locate your visit in the visit form.
- 2 If a retail assessment activity is not in the Activities list, create a new record with an activity type of Retail Assessment.

**NOTE:** For information about adding an activity to an account visit, see [“Creating Retail Activities \(End User\)” on page 267](#).

- 3 In the Activity Type field, drill down on the Retail Assessment hyperlink.  
The Assessments view in the Accounts screen appears. The current account appears in the Account form.
- 4 In the Assessments list, select the assessment that you want to perform during this visit.
- 5 In the Assessment Attributes list, enter values in the fields for each assessment attribute.

## Exchanging Products Between Sales Representatives

If insufficient quantities are available on the van, complete a stock transfer to load additional stock on the van. To exchange products between two sales representatives, each representative must complete the following procedure.

This task is a step in [“Process of Performing Retail Activities \(End User\)” on page 263](#).

### *To exchange products with another sales representative*

- 1 Navigate to the Visit Execution screen, and locate your visit in the visit form.
- 2 If a stock transfer activity is not in the Activities list, create a new record with an activity type of Stock Transfer.

**NOTE:** For information about adding an activity to an account visit, see [“Creating Retail Activities \(End User\)” on page 267](#).

- 3 In the Activity Type field, drill down on the Stock Transfer hyperlink.  
The Part Tracker view in the Activities screen appears.
- 4 Create a new record in the Part Tracker view.
- 5 Set the values for the Source and Destination fields as follows:
  - If you take inventory from your van, select Trunk in the Source field and Customer in the Destination field.
  - If you add inventory to your van, select Customer in the Source field and Trunk in the Destination field.
- 6 Click Commit to update the inventory.

## Performing Retail Audits

Sales representatives perform retail audits to check if products are correctly priced, positioned, and stocked at retail outlets. You can conduct retail audits on your own organization's products and a competitor's products.

You must complete the following tasks before performing a retail audit on a competitor's products:

- Create the competitor's products and add them to the category-product hierarchy. For information about performing this task, see ["Creating Category-Product Hierarchies" on page 82](#).
- Set up product distribution lists. A competitor's products must appear on an authorized product distribution list before you can include them in a retail audit. For information about performing this task, see ["Creating Distribution Lists" on page 61](#).

This task is a step in ["Process of Performing Retail Activities \(End User\)" on page 263](#).

### *To perform a retail audit*

- 1 Navigate to the Visit Execution screen and locate your visit in the visit form.
- 2 If a retail audit activity is not in the Activities list, create a new record with an activity type of Retail Audit.  
**NOTE:** For information about adding an activity to an account visit, see ["Creating Retail Activities \(End User\)" on page 267](#).
- 3 In the Activity Type field, drill down on the Retail Audit hyperlink.  
The Retail Audit view appears.
- 4 In the Retail Audit link bar, click the Retail Audit link, and then click List Products.  
A list of all the products authorized for distribution to the account and designated for a retail audit appears in the Retail Audit list. The list includes products from your organization and a competitor's products.  
**NOTE:** Each specific combination of an account and a product contains an Auditable field and Delist Date field, as shown in the Account Products view. The List Products button shows only products that are auditable (where the Auditable field is checked) and not delisted (where the Delist Date field is blank or later than today).
- 5 Select a product record for which you want to perform a retail audit.
- 6 Scroll down to the Product form, and record observations about the conditions of the selected product in the appropriate fields.
- 7 When you finish conducting the audit, scroll back to the Account Activity form, and select Done from the Status field drop-down list.

## Reviewing Store Conditions

Retail sales representatives periodically review the store conditions of an account. The review measures store conditions over time and is useful for managers who analyze an account.

**NOTE:** If you delete or deactivate an ADL (Product) or Merchandising Location, associated product and inventory location information remains in the Store Condition record.

This task is a step in [“Process of Performing Retail Activities \(End User\)”](#) on page 263.

### *To review store conditions*

- 1 Navigate to the Accounts screen, then the Accounts List view.
- 2 Drill down on the Name field hyperlink for the account, and click the Store Conditions view tab.
- 3 In the Store Conditions Product list, select the product record for which you want to check store conditions.

A list of previous store condition reviews appears in the Store Conditions list after the Store Conditions Product list.

- 4 To view a graphical representation of changes in the Price Point or Facing Number between various store condition reviews, select Store Condition Chart from the Store Conditions drop-down list.

## Creating Retail Activities (End User)

If you want to perform additional available retail activities or new activities that you did not previously plan, you can add them during the visit.

This task is a step in [“Roadmap for Performing Retail Execution”](#) on page 260.

### *To add an available retail activity*

- 1 Navigate to the Visit Execution screen, and locate your visit in the visit form.
- 2 From the visit form, locate the account record to which you want to add an available activity.
- 3 Click Update to add available activities to this visit.
- 4 In the Available Activities list, select the activity record that you want to add.

If the activity that you want to add is associated with the account, but not on the list, you must select the Assign To All field for the activity in the account to make the activity available on the list. (Navigate to the Accounts screen, then the Accounts List view, drill down on the Name field hyperlink for the account, and select the Assign To All field in the Activities view.)

Use the following procedure to create a new retail activity.

### *To create a new retail activity*

- 1 Navigate to the Visit Execution screen, and locate your visit in the visit form.

- 2 In the Activities list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
New	This field is automatically selected when you create an activity. Later, you can clear this field to indicate that the activity is no longer new.
Started	This field is automatically populated with the time that you create the activity. Change this setting if necessary.
Status	The status of the activity, for example, In Progress.
Required	Select this check box to designate that you must complete or reschedule the activity before ending a visit.
Products	This field displays products associated with the activity.
Alarm	Select this check box to enable an alarm for this activity.
Last Name	The last name of the contact person for the activity.
Suppress Calendar	If this field is selected, the activity does not appear in the Calendar views.
Assessment Template	The name of the assessment template assigned to the activity. If the activity requires an assessment, you can associate the relevant assessment template with the activity. For more information about assessment templates, see <i>Siebel Applications Administration Guide</i> .
Assigned To	To delegate the activity to another employee, select the appropriate employee.

## Reviewing Account Information (End User)

During the visit, the retail sales representative might want to review and discuss the account's performance (indicated by retail and merchandising audits), products listed for the account, and the promotions assigned to the account.

This task is a step in ["Roadmap for Performing Retail Execution"](#) on page 260.

### *To review account audit information*

- 1 Navigate to the Visit Execution screen.
- 2 Locate your visit in the visit form, and click the Account Audits view tab.
- 3 Toggle between the Retail Audit list and the Merchandising Audit list by using the Account Audits drop-down list:
  - The Retail Audit list provides a list of retail audit products for the current account from the last 65 days.

- The Merchandising Audit list provides the merchandising audit locations for the current account from the last 95 days.

Use the following procedure to review account products.

### *To review account products*

- 1 Navigate to the Visit Execution screen.
- 2 Locate your visit in the visit form, and click the Account Products view tab.

Use the following procedure to review account promotions.

### *To review account promotions*

- 1 Navigate to the Visit Execution screen.
- 2 Locate your visit in the visit form, and click the Account Promotions view tab.
- 3 (Optional) To add an attachment to an account promotion, complete the following steps:
  - a Select an account promotion, and page down to the Attachments list.
  - b To add a new file attachment, click New File, navigate to the file, select it, and click Open. The attachment appears in the Attachments list.
  - c To add a new URL attachment, click New URL, enter the URL in the URL file, and click Add. The attachment appears in the Attachments list.

Use the following procedure to review parent account promotions.

### *To review parent account promotions*

- 1 Navigate to the Visit Execution screen.
- 2 Locate your visit in the visit form, and click the Parent Account Promotions view tab.

## Ending Retail Visits (End User)

After performing the selected retail activities and reviewing account information, the retail sales representative is ready to end the retail visit.

**NOTE:** If required activities remain for the visit, you must complete or reschedule those activities before you can end the visit.

This task is a step in [“Roadmap for Performing Retail Execution”](#) on page 260.

### *To end a retail visit*

- 1 Navigate to the Visit Execution screen and locate your visit in the visit form.
- 2 Click End Visit.

## About Configuring Retail Execution

This topic contains information that might be useful when configuring the retail execution features.

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 30](#).

Table 30. Buttons And Methods For Retail Execution Configurations

Button	Method	Description	Supported On
List Products (Retail Audit)	InstantiateAccountProducts	Adds all authorized products to parent account activity.	Bus Comp Layer
List Products (Retail Audit List)	InstantiateAcctMerchLocProducts	Finds all products that belong to merchandising location and that have the retail audit flag set. Adds these products to account activity for parent account.	Applet Layer
Update	OnSetUpVisits	Applies recommended activities to selected visit.	Bus Comp Layer

# 13 Routes

Retail sales managers can create routes and schedule visits for the sales representatives that they manage. This chapter describes how to organize retail accounts into routes, use routes to schedule visits, and maintain routes that frequently change. Topics include:

- [About Routes on page 271](#)
- [Scenarios for Creating and Using Routes on page 271](#)
- [Process of Creating and Using Routes on page 273](#)
- [Creating Routes \(End User\) on page 273](#)
- [Adding Accounts to Routes \(End User\) on page 274](#)
- [Assigning Target Lists to Routes \(End User\) on page 276](#)
- [Using Routes to Schedule Visits \(End User\) on page 277](#)
- [About Configuring Routes on page 278](#)

## About Routes

A route specifies the order in which retail sales representatives visit the accounts and the starting time for each visit. Use routes to schedule visits to groups of accounts that retail sales representatives visit regularly and on the same day or series of days. You can also schedule nonroutine visits to accounts by assigning target lists created in Account Targeting. By arranging a group of accounts into an efficient route, you can make sure that retail sales representatives minimize the amount of time spent traveling between accounts.

After you create a route, you can use the route repeatedly to schedule store visits to the accounts in the route. You can also create routes to schedule store visits for a specific period of time in support of a corporate promotion, a campaign, or an objective.

## Scenarios for Creating and Using Routes

Retail sales managers and retail sales representatives perform the processes in these example scenarios for creating routes. Your company might follow different processes according to its business requirements. Topics include:

- [“Scenario for Creating Routes” on page 272](#), which illustrates how retail sales representatives can use the Routes views to organize retail accounts into routes and use routes to schedule visits.
- [“Scenario for Creating Routes for Sales Representatives” on page 272](#), which illustrates how retail sales managers can create routes and schedule visits for the retail sales representatives who they manage.

- [“Scenario for Creating Routes That Change Frequently” on page 273](#), which illustrates how retail sales managers and retail sales representatives can create and manage routes that change frequently.

## Scenario for Creating Routes

A retail sales representative for a large beverage manufacturer has a sales territory covering a large section of central Virginia. She visits each of the large grocery stores in her territory once a month. Most of her accounts are in Richmond, a large city. However, she visits grocery stores in several small cities. Because she always visits the same accounts in the same order, she organizes her accounts into efficient routes that she can use each month to schedule her visits.

The retail sales representative begins by creating a series of routes for the accounts in the Richmond area. Each route covers a group of accounts from one geographical area, such as northeast Richmond, that she can visit in one day. Next, she creates a four-day route that includes all of her accounts in the outlying parts of her sales territory. Day one of the route takes her to accounts in Danville and Pulaski. The following three days take her to accounts in Roanoke, Lynchburg, and Charlottesville.

After she finishes creating her routes, she uses them to schedule visits to all the accounts in her territory for the upcoming month. She specifies the date on which the route begins. Additional details, such as the starting time and duration of each visit, are determined by information she enters when she sets up the route. Each month she can again use the routes that she creates to schedule account visits.

## Scenario for Creating Routes for Sales Representatives

A retail sales manager for a large beverage manufacturer manages 12 retail sales representatives working in the Baltimore-Washington area of the eastern United States. One of his representatives, a new employee, is not familiar with her territory, which includes several grocery stores and drugstores in the District of Columbia. The retail sales manager is familiar with this area, so he handles the task of organizing the new representative's accounts into a series of routes. Each route covers one section of the District. The representative needs to visit the accounts in each route every two weeks. Therefore, he decides to create 10 routes—one for each workday in a two-week period. Each route includes six or seven stores in one neighborhood, such as Georgetown, and the representative can complete each route in one day.

When he finishes creating the routes, he uses them to schedule a month's worth of store visits for the new sales representative. The retail manager schedules the first route to begin on the first and third Mondays of the month, the second route to begin on the first and third Tuesdays of the month, and so forth, so that each route is scheduled twice during the month. The starting time and duration of each store visit are determined by information he enters when he sets up the routes.

When the retail sales representative becomes familiar with the area, the retail manager gives the representative the task of maintaining her routes. The retail sales representative can now add new accounts to a route, change the order in which she visits routes, or adjust the starting times and durations of the visits.



## Scenario for Creating Routes That Change Frequently

A brand manager at the beverage manufacturer establishes a corporate promotion that will run for the next two weeks. The retail sales manager for the beverage manufacturer reviews the corporate promotion criteria to understand the target group of accounts, and concentrates on managing the retail execution with retail sales representatives. He sends an email message to his sales team detailing the criteria they must use when generating their account lists and telling them to schedule a new call cycle for the corporate promotion.

One of the retail sales representatives who reports to the retail manager is planning for the next week. She receives the email message and decides to plan her route immediately. In her local database, she generates a target list. After she generates an optimal list of target accounts, she creates a new route and applies the target list to it. Finally, she schedules visits over the next two weeks for all of the accounts in the target list.

## Process of Creating and Using Routes

End users, such as retail sales representatives, typically create routes. A retail sales manager can create routes and assign them to a retail sales representative. This topic lists the tasks that end users typically perform to plan routes. Your company might follow a different process according to its business requirements.

The following list shows the tasks that end users typically perform to create routes and use them to schedule store visits:

- 1 ["Creating Routes \(End User\)" on page 273](#)
- 2 ["Adding Accounts to Routes \(End User\)" on page 274](#)
- 3 (Optional) ["Assigning Target Lists to Routes \(End User\)" on page 276](#)
- 4 ["Using Routes to Schedule Visits \(End User\)" on page 277](#)

**NOTE:** When creating and scheduling a route with a limited duration, such as a route in support of a corporate promotion, you can perform all of the preceding steps in the Target Accounts view.

## Creating Routes (End User)

Create routes to manage the scheduling of retail visits to accounts in a geographical area. Use the following guidelines for creating routes:

- You must specify the person (generally, a retail sales manager or a retail sales representative who reports to a retail sales manager) for whom you are creating the route.
- A retail sales representative can have many assigned routes, but each route can have only one assigned retail sales representative.
- A route can have any number of accounts.
- A route name cannot exist for more than one route assigned to a retail sales representative. However, the same route name can exist for routes that are assigned to different retail sales representatives.

- If a retail sales representative will use the route repeatedly to schedule visits, do not specify a start date when creating the route.

This task is a step in [“Process of Creating and Using Routes”](#) on page 273.

### To create a route

- 1 Navigate to the Routes screen, then the Routes List view.
- 2 In the Routes list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Route Id	The automatically generated unique number assigned to the route.
Route Name	A name for the route (for example, Northeast Richmond). A route name must be unique to the retail sales representative to which it is assigned.
Description	A description of the route.
Sales Person	The salesperson to whom the route is assigned. You can assign a route to only one person.  In the My Routes view, the Sales Person field is automatically populated with the current user name. If you want to assign a route to someone other than yourself, enter that person's name in the Salesperson field.
Start Day	The day of the week in which the route begins. This field is only reference information and does not prevent you from using the route to schedule visits starting on another day of the week.
Active	Select this field to indicate that the route is active and available for use in scheduling visits.
Last Updated	The time and date a user last changed the route.

## Adding Accounts to Routes (End User)

After you establish a route, you can add accounts to it. You can assign any number of accounts to one route. Add accounts to routes in two views:

- **Route Accounts.** Displays accounts in a list.
- **Route Explorer.** Displays routes and accounts in a hierarchical format.

**NOTE:** When you add accounts to a route using the Route Explorer view, you associate the account record with the route based on a parent-child relationship. When you add accounts to a route using the Route Accounts view, you add an individual account record without needing to understand the account's relationship with other account records.

This topic provides separate procedures for using each of these views.

**NOTE:** You can pick any existing account in the database when associating an account with a route. When associating an account with a route, select only those accounts for which the owner of the route is on the sales team.

This task is a step in [“Process of Creating and Using Routes” on page 273](#).

### *To add accounts to a route using the Route Accounts view*

- 1 Navigate to the Routes screen, then the Routes List view.
- 2 Drill down on the Route Name field hyperlink for a route.
- 3 In the Accounts list, create a new record, and complete the necessary fields. Repeat this step for each account you want to add to the route.

The following table describes some fields.

Field	Comments
Call Duration	The scheduled duration of the account visit.  <b>NOTE:</b> In Siebel Tools, this field has a Predefault Value of 5. Do not edit this predefault value. Changing this value leads to an error when you commit target accounts.
Call Time	The current time. Edit this field to reflect the time when you visit the account.
Offset Day	This field allows you to create routes that span more than one day, and indicates the number of days after the beginning of the route that you visit an account. For example, if you visit an account on the first day of a route, this field is 0. If you visit the account on the second day of a route, this field is 1.
Last Call	This field identifies the date and time of the most recent visit to this account.

Use the following procedure to add accounts to a route using the Route Explorer view.

### *To add accounts to a route using the Route Explorer view*

- 1 Navigate to the Routes screen, then the Routes List view.
- 2 Drill down on the Route Name field hyperlink for a route, and click the Explorer view tab.
- 3 In the Routes explorer tree, click the plus sign (+) next to the folder of the route to which you want to add an account.
- 4 Click the plus sign (+) next to the Accounts folder that is under the route.  
A list of all the accounts assigned to the route appears.
- 5 In the Accounts list, create a new record, and complete the necessary fields.

[Step 3 on page 275](#) describes some fields.

Repeat this step for each account that you want to add to the route.

## Assigning Target Lists to Routes (End User)

On your local database, you can use account lists that are created with the Account Targeting feature. After creating and saving a target list, you can optimize the target list by merging (intersecting or combining) it with other target lists. When you finish merging target lists, you can assign the results to a route. You can also add or delete accounts after assigning the list of accounts to a route.

**NOTE:** The Account Targeting module is designed for end users, such as retail sales representatives who have local data access and are not continuously connected to a network. For more information about Account Targeting, see [Chapter 14, "Account Targeting."](#)

This task is a step in ["Process of Creating and Using Routes"](#) on page 273.

### *To merge a target list*

- 1 Navigate to the Routes screen, then the Routes List view.
- 2 Drill down on the Route Name field hyperlink for a route, and click the Target Accounts view tab.
- 3 Select a record in the Target Accounts list to activate the list.
- 4 In the toolbar, click the Apply Target List button (located on the toolbar) and apply an account target list.
- 5 (Optional) Select multiple target lists and click Union (to combine the lists) or Intersection (to intersect the lists).

If you combine or intersect lists, you can save the new list as a target list.

- 6 Repeat [Step 4](#) and [Step 5](#) until you optimize your target list.

You are now ready to assign the target list to a route. For information about target lists, see information about global target list management in *Siebel Applications Administration Guide*.

### *To assign a target list to a route*

- 1 Navigate to the Routes screen, then the Routes List view.
- 2 Drill down on the Route Name field hyperlink for a route, and click the Target Accounts view tab.
- 3 In the Target Accounts list, select the accounts that you want to add to a route.
- 4 Click Commit.

The selected accounts are added to a route and appear in the Accounts list.

- 5 Enter values in the fields for each account that you add.

The following table describes some fields.

Field	Comments
Call Time	<p>Edit this field to reflect the time when you visit the account.</p> <p>For the first account you assign to a route, this field defaults to the value in the Working Hours Start At field in the Calendar view of the User Profile Preferences screen. Subsequent accounts you assign to the route accommodate existing accounts. For example, if a route has one account with a call time of 8:00 AM and a call duration of 30 minutes, the second account you assign to the route defaults to a call time of 8:30 AM.</p>
Call Duration	<p>Edit this field to reflect the scheduled duration of the account visit.</p> <p>For all accounts you assign to a route, this field defaults to the value in the Appointment Duration field in the Calendar view of the User Profile Preferences screen.</p>
Offset Day	<p>This field allows you to create routes that span more than one day, and indicates the number of days after the beginning of the route that you visit an account. For example, if you visit an account on the first day of a route, this field is 0. If you visit the account on the second day of a route, this field is 1.</p>
Last Call	<p>This field identifies the date and time of the most recent visit to this account.</p>

## Using Routes to Schedule Visits (End User)

After you create a route, you can use it to schedule visits to all the accounts you add to the route.

**CAUTION:** You can schedule multiple appointments for the same time period when using the Routes views to schedule visits. Such scheduling conflicts do not trigger an automatic notification. Check the Daily Calendar view for possible conflicts after routes are available on schedules. If scheduling conflicts exist, adjust the starting times of appointments or delete them as necessary to resolve the conflicts.

This task is a step in [“Process of Creating and Using Routes”](#) on page 273.

### *To schedule visits from the My Routes view*

- 1 Navigate to the Routes screen, then the Routes List view.
- 2 Drill down on the Route Name field hyperlink for a route, and click the More Info view tab.
- 3 In the More Info form, click Schedule.

- 4 In the Schedule Visit dialog box, enter a date in the Start Date field, and click OK.

In-store visit appointments for each account in the route are added to the calendar of the retail sales representative to whom the route is assigned. All activities that are relevant to the visit are automatically applied. Therefore, you do not need to associate activities to visits after you create them.

## About Configuring Routes

This topic contains information that might be useful when configuring the Routes features.

The procedures documented in this chapter include buttons that invoke specialized methods, as described in [Table 31](#).

Table 31. Buttons And Methods For Routes Configurations

Button	Method	Description	Supported On
Commit	CommitAcct	Writes account names from temporary targeting tables to permanent tables where routes are stored.	Applet Layer
Schedule - Routes More Info view	ShowPopup	Opens a dialog box for sales representative and start date.	Bus Comp Layer
	OK	Creates an activity for the sales person to visit all accounts specified as route accounts.	
Schedule - Target Accounts view	ShowPopup	Opens a dialog box for sales representative and start date.	Bus Comp Layer
	OK	Creates an activity for the sales person to visit all accounts specified as route accounts.	

# 14 Account Targeting

Account Targeting allows end users to perform advanced queries on accounts and save the results as target lists. This chapter describes how administrators and retail sales representatives use the queries in Account Targeting to create target lists and merge these lists with other target lists. Topics include:

- [About Account Targeting on page 279](#)
- [Scenarios for Account Targeting on page 280](#)
- [Process of Account Targeting on page 282](#)
- [Making Predefined Queries Public on page 282](#)
- [Deleting Saved Predefined Queries on page 283](#)
- [Creating Target Lists \(End User\) on page 283](#)
- [Saving Target Lists \(End User\) on page 286](#)

## About Account Targeting

You can use Account Targeting only on a mobile user's local database. It allows end users to perform advanced queries on accounts and save the results. The results of these queries are called *target lists*. Target lists consist of accounts that meet the query conditions. End users can apply target lists when scheduling routes or viewing objectives. Typically, target lists are for a specific purpose and period of time in support of a corporate promotion, a campaign, or an objective.

Retail sales representatives use the views in the Target Accounts screen to perform advanced queries on the accounts that they need when creating target lists. For example:

- Accounts in New Jersey with sales greater than \$60,000 over the last half year
- Accounts that are located in a specific range of postal codes and that were last audited over five weeks ago
- Accounts in California that are out of stock for a product
- Accounts that are visited weekly, that have a distribution code of B, and that last placed an order more than three weeks ago

You can apply target lists individually or in combination with other target lists when you schedule routes or design objectives and corporate promotions. For example, you can generate a target list of all California accounts that are out of stock of 20-ounce bottles of Apricot Splash. You can generate another target list of all California accounts that were not visited in the past 30 days. You can intersect the two lists and save the target list of all California accounts that were not visited in the past 30 days and that are out of stock of 20-ounce bottles of Apricot Splash. You can apply this target list to routes that retail sales representatives visit. For information about assigning target lists to routes, see [“Assigning Target Lists to Routes \(End User\)” on page 276](#).

**NOTE:** You must execute Account Targeting queries in the same view in which users create the queries, so include the name of the appropriate view in the query name.

You can apply the target list to a route, an objective, or a corporate promotion. For information about applying target lists to:

- Routes, see [Chapter 13, “Routes.”](#)
- Objectives, see [Chapter 11, “Objectives.”](#)
- Corporate promotions, see [Chapter 8, “Trade Promotions.”](#)

**NOTE:** The Account Targeting module is designed for end users, such as retail sales representatives, who have local data access and are not continuously connected to a network.

## Scenarios for Account Targeting

System administrators, account managers, retail managers, and sales representatives perform the processes in these example scenarios for creating lists of target accounts. Your company might follow different processes according to its business requirements. Topics include:

- [“Scenario for Creating Target Lists for Sales Representatives” on page 280](#), which illustrates how account managers can create target lists that retail sales representatives use.
- [“Scenario for Creating Target Lists” on page 281](#), which illustrates how retail sales representatives can create and use their own target lists.

### Scenario for Creating Target Lists for Sales Representatives

A brand manager establishes a corporate promotion to run at all grocery stores. The account manager for the corporate headquarters of a large chain of grocery stores supports this corporate promotion. As part of the support for this corporate promotion, the account manager wants sales representatives to target specific accounts.



The account manager begins by determining the key attributes that are necessary for a successful corporate promotion. She determines that the sales force must focus on an optimal set of accounts defined by the intersection of accounts with a store condition of Out of Stock and accounts with an industry type of Grocery and an Order Quantity greater than 100. She creates two predefined queries. She creates the first predefined query to generate a list of accounts with a store condition of Out of Stock and saves this list. She creates a second predefined query to generate a list of accounts with an industry type of Grocery and an Order Quantity greater than 100 and saves this list. She intersects the two lists, and a target list of 41 accounts is returned.

The account manager sends an email message to the system administrator to request that he make public her two predefined queries. The system administrator unlocks the two predefined queries. Unlocking allows all Consumer Goods users to view and execute the queries. The system administrator sends an email message to the account manager to let her know the predefined queries are public and now available to anyone using the Consumer Goods application.

The account manager sends an email message to her retail managers and retail sales representatives directing them to intersect a list of accounts with a store condition of Out of Stock and a list of accounts with an industry type of Grocery and an Order Quantity greater than 100.

A retail sales representative is at home Sunday evening planning for the next work week. He receives the email message and decides to plan his route immediately. In his local database, he executes the two public predefined queries and saves the target list of returned accounts.

The retail sales representative now has three options. He can assign the target list to a route he created, save the target list for a later date, or select a different view to delete the target list. After assigning the target list to a route, he can add and delete accounts from the list. He can also select only the accounts he wants to add to the route. The retail sales representative decides to assign the target list to a route and adds accounts from the list.

Finally, before he logs off his computer for the evening, he deletes all target lists that are more than two weeks old.

## Scenario for Creating Target Lists

A retail sales representative is planning his visits for the week. Each day, he visits between 40 and 50 different accounts, often spending only a few minutes at each account. Because he is responsible for such a large number of accounts, he needs to track his visits and the activities he performs during those visits.

He determines that the optimal set of accounts to visit is the union of accounts that did not place an order last week and that were not audited in the last two weeks. He creates two queries. He creates the first query to generate a list of accounts that did not place an order last week and saves this list. He creates a second query to generate a list of accounts that were not audited in the last two weeks and saves this list. He combines the two lists, and a target list of 48 accounts is returned. Because the retail sales representative wants to visit the accounts on the list this week, he assigns the target list to his route for the week.

## Process of Account Targeting

This topic lists the tasks that administrators and end users typically perform to manage account targeting. Your company might follow a different process according to its business requirements.

### Administrator Procedures

The following list shows tasks that administrators typically perform to manage account targeting:

- 1 [“Making Predefined Queries Public” on page 282](#)
- 2 [“Deleting Saved Predefined Queries” on page 283](#)

### End-User Procedures

The following list shows tasks that end users typically perform to access and use account targeting:

- 1 [“Creating Target Lists \(End User\)” on page 283](#)
- 2 [“Saving Target Lists \(End User\)” on page 286](#)
- 3 [“Assigning Target Lists to Routes \(End User\)” on page 276.](#)

After creating and saving a target list, retail sales representatives can merge (intersect or combine) it with other target lists. Then, retail sales representatives can assign the results to a route in the view that they use to plan their routes or objectives. After assigning the list of accounts to a route, they can add or delete accounts to optimize their target list.

## Making Predefined Queries Public

You must make predefined queries public before end users can view and execute the queries.

**NOTE:** Other users must first exit and reenter the application before they can see the new public query.

This task is a step in [“Process of Account Targeting” on page 282.](#)

### *To make a predefined query public*

- 1 Navigate to the Administration - Application screen, then the Predefined Queries view.
- 2 In the Predefined Queries list, click Query.
- 3 In the Object field drop-down list, select Account Targeting.
- 4 In the Predefined Queries list, click Go.

A list of all predefined queries containing Account Target is returned.

- 5 In the Predefined Queries list, select the record containing the predefined query that you want to make public.

**NOTE:** Make sure that the name of the query includes the view in which the user created the query so that other users can execute the query in the same view. The view name in which the user created the query appears in the Query field, and you can edit the name of the query in the Name field.

- 6 In the Predefined Queries list, change the letter in the Private field to N.

The predefined query is now public, and all users with access to the Account Targeting views can execute the query.

## Deleting Saved Predefined Queries

You can delete saved queries that you no longer need after a corporate promotion or sales event ends. This deletion allows users to view and execute only current predefined queries.

This task is a step in [“Process of Account Targeting” on page 282](#).

### *To delete a saved query*

- 1 Navigate to the Administration - Application screen, then the Predefined Queries view.
- 2 In the Predefined Queries list, click Query.
- 3 In the Object drop-down list, select Account Targeting.
- 4 In the Predefined Queries list, click Go.

A list of all predefined queries containing Account Targeting is returned.

- 5 In the Predefined Queries list, click Delete.

The selected predefined query is deleted, and users can no longer view or execute it.

## Creating Target Lists (End User)

The views in the Target Accounts screen allow end users to select profile information about which to query, such as visit frequency, last visit date, and order date. The results that they save consist of a set of accounts.

If end users query only an account profile attribute, they can use the Account Information view. This view returns all accounts that meet the query conditions, whether or not the accounts contain demographic or assessment information. Using a different view to query account profile information returns accounts that meet the query conditions *and* the condition for the view. For example, querying from the Orders view returns only those accounts that contain orders and meet the query conditions. For information about performing queries, see *Siebel Fundamentals*.

**NOTE:** Account Targeting uses your local database. The end user's target lists are not synchronized with the Siebel Server. Therefore, if end users receive a new database extract, they must re-create their target lists. However, if an end user is a remote user, the normal process of synchronizing a local database with the Siebel Server does not affect the end user's target lists.

End users who want to perform queries on fields across multiple forms in a single targeting view need to use the refine query feature. For example, an end user who wants to perform a query for all California accounts with a distribution code of A must enter the query criteria (all California accounts) in the Account Attribute Selection form and then refine the query in the Demographics and Assessment form to include only those accounts with a distribution code of A.

This task is a step in ["Process of Account Targeting" on page 282](#).

### *To refine a query*

- 1 Navigate to the Target Accounts screen, then the Account Targeting List view.
- 2 From the visibility filter, select one of the following values:
  - **Account Information.** Select this value to perform a query for demographics and assessments.
  - **Orders.** Select this value to perform a query for orders.
  - **Store conditions.** Select this value to perform a query for store conditions.
- 3 In the Account Attribute Selection form, click Menu, and select New Query.
- 4 Enter the criteria in the fields for which you want to perform a query.
- 5 In the next form, click Menu, and select Refine Query.
- 6 Enter the criteria in the fields for which you want to perform a query, click Menu, and select Run Query.

In the Target Accounts list, accounts that satisfy both sets of query criteria appear.

To save the target list, see ["Saving Target Lists \(End User\)" on page 286](#).

Use the following procedure to create a target list based on demographics and assessments.

**NOTE:** The more fields in which an end user enters query criteria, the longer the time to execute the query. Also, if an end user enters a query condition that is too general (such as all accounts with a Weekly ACV greater than 1), saving the query later can take a long time because of the number of records meeting the query criteria.

### *To create a target list based on demographics and assessments*

- 1 Navigate to the Target Accounts screen, then the Account Targeting List view.

- 2 From the visibility filter, select Account Information.
- 3 In the Demographics and Assessment form, click Menu, and select New Query or select a predefined query from the Queries drop-down list.
- 4 Specify the query criteria or refine a predefined query, if necessary.
- 5 In the Demographics and Assessment list, click Menu, and select Run Query.

The results of the query are returned.

To save the target list, see [“Saving Target Lists \(End User\)” on page 286](#).

Use the following procedure to create a target list based on orders.

#### ***To create a target list based on orders***

- 1 Navigate to the Target Accounts screen, then the Account Targeting List view.
- 2 From the visibility filter, select Orders.
- 3 In the Order form, click Menu, and select New Query, or select a predefined query from the Favorites drop-down list.
- 4 Specify the query criteria or refine a predefined query, if necessary.
- 5 In the Order form, click Menu, and select Run Query.

The results of the query are returned.

To save the target list, see [“Saving Target Lists \(End User\)” on page 286](#).

Use the following procedure to create a target list based on store conditions.

**NOTE:** When an end user queries a product and a store condition, only the last audit date of the product is queried for the specified condition. When an end user queries only a store condition, all products with the store condition are returned.

#### ***To create a target list based on store conditions***

- 1 Navigate to the Target Accounts screen, then the Account Targeting List view.
- 2 From the visibility filter, select Store Conditions.
- 3 In the Store Conditions form, click Menu, and select New Query or select a predefined query from the Queries drop-down list.
- 4 Specify the query criteria or refine a predefined query, if necessary.
- 5 In the Store Conditions form click Menu, and select Run Query.

The results of the query are returned.

To save the target list, see [“Saving Target Lists \(End User\)” on page 286](#).

## Saving Target Lists (End User)

When an end user finishes creating and refining a target list, the user can save and apply the list to a route. For information about applying a target list to a route, see [“Assigning Target Lists to Routes \(End User\)” on page 276](#). You can also apply a target list to an objective or a corporate promotion. For information about applying a target list to an objective, see [Chapter 11, “Objectives,”](#) and for information about applying a target list to a corporate promotion, see [Chapter 8, “Trade Promotions.”](#)

Before performing the following procedure, you must create a target list.

**NOTE:** The saved target list includes only those records that match the query criteria *when the query was created*. It is recommended that you re-create your target lists periodically because other users might modify data or add new accounts after you create the target lists.

This task is a step in [“Process of Account Targeting” on page 282](#).

### *To save a target list*

- 1 Click the Save Target List button (located on the toolbar).

**NOTE:** Do not use the keyboard shortcut CTRL+S, the Edit, Query, and then Save command (from the menu bar), or the Save Query As dialog box to save the query unless you want to make a complex query public or unless the query is run frequently. For more information about making a query public, see [“Making Predefined Queries Public” on page 282](#).

- 2 In the Save to List dialog box, enter a unique name for the target list in the blank List Name field.

**NOTE:** If you enter a name that is in use, an error message advises you to save the list with a unique name.

- 3 Click Save.

The target list is saved.

# 15 Inventory and Order Management

This chapter describes the inventory and order management process in Oracle's Siebel Consumer Goods. Topics include:

- [About Inventory and Order Management on page 287](#)
- [Scenario for Managing Inventory and Orders on page 288](#)
- [Process of Managing Inventory and Orders on page 289](#)
- [Associating Assets with Inventory Locations \(End User\) on page 289](#)
- [Recording Van Information \(End User\) on page 290](#)
- [Verifying Van Inventory \(End User\) on page 290](#)
- [Reviewing Billings \(End User\) on page 291](#)
- [Taking Retail Orders \(End User\) on page 292](#)
- [Recording Deposits \(End User\) on page 293](#)

## About Inventory and Order Management

Sales representatives, presales representatives, and delivery representatives often capture orders, invoice, and collect payments. In addition to these primary sales responsibilities, they might also collect payment for outstanding billings, exchange products with other delivery representatives, and deposit payments at the local bank. All these activities are part of the inventory and order management process.

A business process is a set of activities organized to achieve a business objective. A business process model depicts the flow of work that users or software applications typically follow to complete a sequence of tasks. The Conduct Retail Visit subprocess business flow shows a greater level of detail for the high-level tasks represented in a business process diagram.

Figure 2 shows an example of a Conduct Retail Visit subprocess business flow.

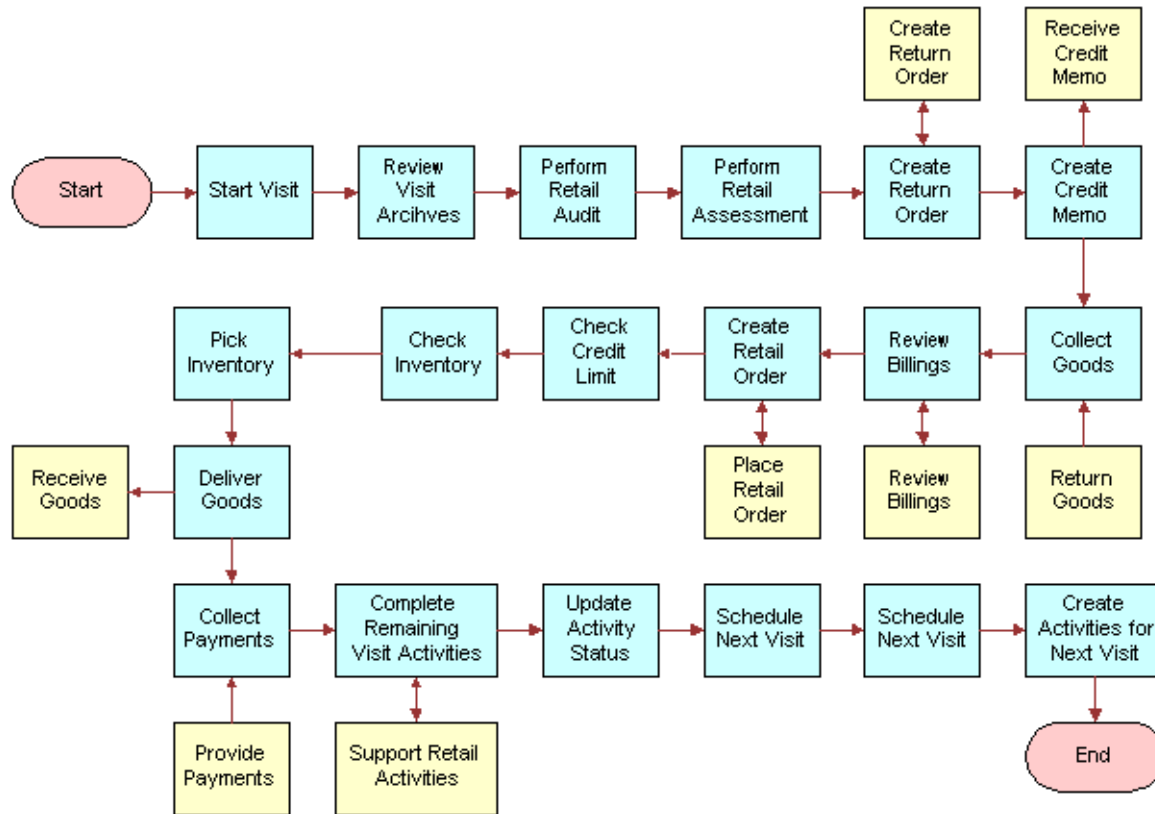


Figure 2. Conduct Retail Visit Subprocess Business Flow

For more information about inventory and order management, see the following documents on the *Siebel Bookshelf*:

- *Siebel Pricing Administration Guide*
- *Siebel Product Administration Guide*
- *Siebel Order Management Guide*

## Scenario for Managing Inventory and Orders

Delivery sales representatives perform the process in this example scenario for managing inventory and orders. Your company might follow a different process according to its business requirements.



Ace Corporation East just bought a new van to use in the delivery of inventory to different outlets. A delivery sales representative at Ace Corporation East drives of the van. He decides to associate the new delivery van with Ace Corporation East's physical location. Before he goes on his first delivery in the van, he registers some information about the van, for example, the van's millage. Also, he makes sure that the van's inventory on the laptop matches the physical inventory in the van. He is now ready to make the deliveries.

The delivery sale representative drives to the first retail outlet and makes the initial delivery. Also, at this point, he checks for outstanding invoices, collects payments, and records payments. He also talks with the stores manager at the outlet about any orders that the stores manager wants to place, and records these orders. He is now ready to make his next delivery.

Over the course of the day, the delivery sales representative might collect payments and decide to deposit these payments at a designated bank. He must record these deposits.

## Process of Managing Inventory and Orders

This topic lists the tasks that sales representatives typically perform to manage inventory and orders. Your company might follow a different process according to its business requirements.

The following list shows the tasks that end users perform to manage inventory and orders:

- 1 ["Associating Assets with Inventory Locations \(End User\)" on page 289](#)
- 2 ["Recording Van Information \(End User\)" on page 290](#)
- 3 ["Verifying Van Inventory \(End User\)" on page 290](#)
- 4 ["Reviewing Billings \(End User\)" on page 291](#)
- 5 ["Taking Retail Orders \(End User\)" on page 292](#)
- 6 ["Recording Deposits \(End User\)" on page 293](#)

## Associating Assets with Inventory Locations (End User)

A van sales representative can associate assets with inventory locations.

This task is a step in ["Process of Managing Inventory and Orders" on page 289](#).

### *To associate assets with an inventory location*

- 1 Navigate to the Inventory Location Management screen.
- 2 In the Inventory Locations list, select the inventory location to which you want to associate assets, and click the select button in the Asset field.
- 3 In the Pick Asset dialog box, select the appropriate records, and click OK.

## Recording Van Information (End User)

Before leaving the depot, a van sales representative verifies the van identification information and records the van's mileage.

This task is a step in ["Process of Managing Inventory and Orders"](#) on page 289.

### *To record van information*

- 1 Navigate to the Inventory Location Management screen.
- 2 Drill down on the Name field hyperlink for an inventory location, and click the Readings view tab.
- 3 Verify that the Van Plate number and Serial number are correct.
- 4 Scroll down to the Asset list, create a new record, and complete the necessary fields.

The following table describes some fields.

Field	Comments
Reading	Enter the van's current mileage.
U/M	The unit of measure specified when the asset is set up.
Time Taken	The time that you note the mileage. This time might be before or at the time that you create this record.
Reading #	A unique ID number for each reading.
Created	The time that you create this record.
Complete	Select this check box to commit the record when you complete it.

## Verifying Van Inventory (End User)

Before visiting outlets, a van sales representative needs to verify that the inventory on the laptop matches the physical inventory in the van. The representative verifies the inventory by performing a cycle count.

This task is a step in ["Process of Managing Inventory and Orders"](#) on page 289.

### *To perform a cycle count*

- 1 Navigate to the Cycle Counting screen, then the Cycle Count List view.
- 2 Create a new Cycle Count record, and drill down on the Status field hyperlink.
- 3 In the Cycle Count form, record the start time, and change the status to In Progress.

- 4 In the Products list, click List Products.

The list of products for the cycle count appears.

**NOTE:** Clicking List Products displays all products in the current van inventory belonging to a sales representative. Various products are also associated with a correct product status, for example, Good or Defective.

- 5 Verify the count of the stock in your van, and enter the amounts of each item in the Count column.

**NOTE:** You can also use the Count UOM1 and Count UOM2 fields to capture the count of the physical inventory. These fields represent two units of measure that are related by case pack, which is a value the administrator sets up. Updates to the Count UOM1 and Count UOM2 fields also update Count when it is committed based on the case pack.

- 6 When you finish entering the amounts for your inventory, click Count Complete.

The Cycle Count records are converted to read-only.

- 7 Click the Variance view tab to compare your count with the original inventory.

- 8 To update inventory with the current count, select those products with variances greater than or less than zero, and click Adjust.

- 9 When your cycle count is complete, record the end time, and change the status to Done.

## Reviewing Billings (End User)

A common activity at retail outlets is reviewing billings. The sales representative reviews all outstanding invoices, collects payments, and records payments. The following procedure assumes a Review Billings activity is assigned to the visit.

This task is a step in [“Process of Managing Inventory and Orders” on page 289](#).

### *To review outstanding invoices, collect a payment, and record a payment*

- 1 Navigate to the Visit Execution screen.
- 2 From the Activities list, drill down on the Review Billings hyperlink in the Activity Type field.

The All Invoices view in the Accounts screen appears, showing all outstanding invoices for the current account.

- 3 Drill down on the Invoice # field hyperlink for an invoice record.

The Invoice Line Items view in the Invoices screen appears.

- 4 Click the Payments view tab, and in the Payments list, create a new payment record.

- 5 Click the select button in the Payment # field.

The Pick Payment dialog box appears showing all residual payments or credits that you can apply to the current invoice.

To pay an invoice, you can collect a new payment from the customer, or use existing credit.

- 6 To collect a new payment from the customer, perform the following steps:
  - a In the Pick Payment dialog box, create a new record.
  - b Enter the payment amount in the Amount field.

**NOTE:** The payment amount cannot exceed the amount in the Total Due field on the invoice.
  - c Select a value from the Method drop-down list.
  - d Click Save, and then click OK.The payment record details appear in the Payments list.
- 7 To use an existing credit to pay the invoice, perform the following steps:
  - a In the Pick Payment dialog box, select a record for the current account.

**NOTE:** This record is an open credit memo or a residual payment credited to the customer.
  - b Enter the amount to apply to the invoice in the Amount field.
  - c Click OK.

## Taking Retail Orders (End User)

At retail outlets, another frequent activity for sales representatives is taking retail orders. For more information, see the chapter about creating a quote or sales order in *Siebel Order Management Guide*.

In the procedure in this topic, the application completes the following actions when you click Invoice in the Sales Order form:

- Checks each line item to see if sufficient on-hand stock exists to fulfill the order.
- If enough inventory exists, checks if the order total exceeds the Available Credit.
- Changes the status of the order to Billed.
- Removes all zero-quantity line items.
- Creates the invoice.
- Opens the Invoice Line Items view.

In the procedure in this topic, the application completes the following actions when you click Deliver from the Invoice Line Items view:

- Updates the inventory base on the order.
- Changes the status of the invoice to Delivered or Booked.
- Checks the invoice balance against the account's available credit.

This task is a step in ["Process of Managing Inventory and Orders"](#) on page 289.

### *To take a retail order*

- 1 Navigate to the Sales Orders screen, then the List view.

- 2 Create a new sales order record.
- 3 Drill down on the Order # field hyperlink.  
The Catalog view appears.
- 4 Click the Line Items view tab, and enter the order details.  
The Start Price and List Tax fields are automatically populated based on the product listed. The Bonus Quantity, Extended Tax, and Price fields are calculated based on the quantity.  
You can enter Order Qty for two units of measure in the fields Qty Ordered (UOM1) and Qty Ordered (UOM2). For more information about Qty UOM1 and Qty UOM2, see [“Verifying Van Inventory \(End User\)” on page 290](#).
- 5 When the order is complete, click Book in the Sales Order form.  
The order status changes to Booked.
- 6 To generate an invoice, click Invoice in the Sales Order form.
- 7 From the Invoice Line Items view, click Deliver.  
For information about collecting payment for the invoice, see [“Reviewing Billings \(End User\)” on page 291](#).

## Recording Deposits (End User)

As a van sales representative, you might need to deposit payments that you collect during the day. You can record the deposit information.

This task is a step in [“Process of Managing Inventory and Orders” on page 289](#).

### *To record a deposit*

- 1 Navigate to the Payments screen, then the Deposit Payments view.
- 2 Create a new deposit record.
- 3 In the Deposits list, drill down on the Deposit Date field hyperlink.
- 4 From the Payments list, select all the payments that are included in the deposit.
- 5 In the Deposit form, click Deposit.



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