**EFFECTMAKERS BMS**

# Reference Guide

**April 2017**

**MASTER DATA**

**PLANNING DATA**

**PROFITS & LOSSES**

**INTEGRATION**

**Effectmakers**

*"The quality and capabilities of today's TPx solutions are at a level that there is really no reason for consumer goods manufacturers to either work from spreadsheets or build their own solutions."*

*"Strongly consider a TPx solution if your organization does not have one already. With the plethora of affordable solutions, spreadsheets cannot compete with the functionality and flexibility of a TPx solution."*

# TABLE OF CONTENTS

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# INTRODUCTION

Effectmakers are always working towards delivering the best product to our customers. With a growing user community, we experience a growing demand for technical information around the BMS system. Therefore, we introduce a reference document concept. A reference document is indented to describe the BMS system from A to Z and provide the reader with a deep understanding of how the system works.

This particular reference document deals with **all the data in the software**. It is primarily written for a, so-called, more technical audience, i.e. technical department of a company, but all curious users will surely benefit from reading the sections of interest.

This reference document is divided into 4 sections. **Master data, Profits and losses, Planning data** and **Integration and Data exchange**.

## General structure

Our system is designed for the CPG industry and therefore has a structure that feels familiar to users in the industry.

Two of the fundamental parts of the software are Customers and Products. The data related to customers, products and their respective relations is what we call master data. Master data includes the basic information about Customers and Products, together with Listings.

The relations between a company and its customers are here expressed using the Profit and Losses (P&L) data. P&L data e.g. includes trade terms, gross prices and costs. Together they serve as the background for the calculations done in the system.

The dynamic data in the system is divided into Scenarios and Streams. Among different scenarios, there is a Forecast scenario that most commonly is called Planning data. Planning data includes streams such as Baseline, Promotions, Launches, Returns and Other costs.

Nearly all data contained in BMS can be integrated with the client's own Enterprise Resource Planning (ERP) system and Microsoft Excel. This way our software can get actual sales information, price change, new products, etc. And in return deliver promotion settlements, listings and much more.

| Integration | Profits and Losses | | | Microsoft SSAS Cube |
|---|---|---|---|---|
| | Trade Terms | Prices | Allowances | |
| | Planning | | | |
| | Baseline | Promotions | Launches | Other costs | |
| | Listings | | | |
| | Customers | | Products | |

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## Dynamic data structure

As previously mentioned, the dynamic data is divided into different Scenarios and Streams. The following diagram visualises the Scenarios and Streams map.

| Scenarios: | Streams: | |
|---|---|---|
| Forecast: | Promotion<br>Launch<br>Baseline | Returns value<br>Returns units<br>Other costs<br>Additional forecast |
| Actual: | Promotion<br>Launch<br>Baseline | Returns value<br>Returns units |
| Promotion Sell out estimate: | Promotion | |
| Promotion Sell out actual: | Sell out | |
| Promotion Settlements: | Promotion | |
| Predicted Baseline: | Baseline | |
| Total Sell out: | Total Sell out | |
| POS Material*: | POS Material* | |

*This scenario is only available if BMS is integrated with CatMan Solution system. CatMan Solution provides a number of our customers with point of sale data. These two systems have an interface that allows BMS to receive POS data and provides planning data to CatMan.*

The map should be interpreted this way:

Forecast scenario has seven streams (Promotion, Launch, Baseline, Returns value, Returns units, Other costs and Additional forecast. These are the planning streams, which means that the user is able to plan on each of them.

Actual scenario has the same streams, excluding Other costs. When actual data arrives to BMS, it will be divided into these five streams.

This way the system has a transparent structure that allows the user to compare different scenarios and their respective streams.

This reference document consists of four main sections: Master data, Planning data, P&L and Integration descriptions. Each section is divided into themes that are described in detail in order for you to get an in-depth understanding of what BMS is capable of.

| Master data | Planning data | P & L |
|---|---|---|
| Customers | Promotion | Structure |
| Products | Launch | Trade terms |
| Listings | Baseline | Prices |
| | Returns value | |
| | Returns units | |
| | Other costs | |

The Integration part of the reference is written in order to give the reader all the necessary information about the integration formats. It will describe the different possibilities and limitations as well as go into detail with every data file available for integration.

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# MASTER DATA

Master data is a term we use to define the basic information about the customers, products and their relations. This data does not change often and serves as the "back bone" for all planning in the system.

## CUSTOMERS

One of the major building blocks of the BMS software is the Customer section. All the data in the section is divided into primary and secondary data. Primary data is the necessary data in order for the Effectmakers BMS to work, and secondary data is all the additional possibilities and functions a company may need.

The following will give a full description of **customer hierarchy**, **primary data fields**, **secondary data fields options,** and **integration interfaces.**

### Structure and hierarchy

Effectmakers BMS allows you to set up a customer hierarchy with two levels of input. The customer hierarchy is divided into two levels with Customer being the top level (eg. a whole seller) and a Banner being an underlying element (in-direct customer)**.**

*It is possible for a Customer to have multiple Banners.*

*Furthermore, there is a feature that allows for dividing Banners into spaces (i.e. smaller/bigger stores of a chain). Spaces do not serve as a level in the customer hierarchy, as they are only present for a more detailed planning in connection with listings. The use of Spaces is described in Listings section.*

### Primary data fields

The data described here is necessary in order for the system to work. It contains of different data fields that are relevant to different functionalities of the software.

| Field name | Description |
|---|---|
| ID: | The internal ID of the customer in the BMS system. Automatically assigned once a new customer is created. The internal ID cannot be changed. |
| Customer name: | The name of the customer that is only used internally by the BMS system. Due to the internal use only, there is no limit to what the field can contain. |
| Customer number: | The unique number of the customer that is in synch with the company ERP system. It is important that this number is set up correct in order for BMS to synchronise with the ERP system of the company. |
| Customer type: | This is where you determine whether the customer is a banner (in-direct customer) for a top-level customer (e.g. a whole seller) or a top-level customer itself. |
| Applied pricelist: | This setting assigns a certain pricelist to a customer, that will be used further on to calculate the streams. The setting has a hierarchy consisting of three priorities for the used pricelists. If no particular pricelists are selected here, the system automatically uses the "Standard pricelist". |

Once these data fields are set up correctly, you have a functional customers section. However, there are many more additional data fields that provide a better overview, segmentation and integration with an ERP system possibilities.

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## Secondary data fields

This data consists of additional fields that allow for a wide range of different possibilities that go from overview and grouping customization to adding data that will serve as a key to integration with an existing ERP system(s).

| Field name | Description |
|---|---|
| Customer group 1/2/3/4: | These are optional fields, whose names can be customised according to the needs of the company. They provide a better overview, as they group the customers in up to four groups. Examples of the groups can be "region name" ,"region code" etc. |
| KAM: | Key Account Manager is an option, where you can assign a particular KAM to a particular customer. The selected KAM will then be set as a default KAM to promotions on the chosen customer. |
| Customer number 2/3/4: | These are optional fields as well. They provide possibilities to assign several customer numbers that correspond to different ERP systems. |
| Supplier number: | The number that company has in connection with the supplier. |
| VAT, Vendor numbers. Purchasing &  Accounting Groups : | These are optional fields that are not required for the program to work. Nevertheless they can be added to suit the needs of the company. |
| Market share %: | Provides a possibility to determine how big %-share of a market the customer obtains. 0-100% |
| Number of stores: | Information about the quantity of the stores of the customer. |
| Account number: | Account number data fields assign an account number to the customer. This function is particularly useful in terms of integration with an existing bookkeeping system. The two different data fields connected to a particular account number consist the number itself and a description. There is also an option to ignore a selected number, while synchronizing with an ERP system. |

There is no standard interface concerning customers. An import of a customer list from i.e. an Excel file is not supported by default, but if needed can be supplied manually by Effectmakers.

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## PRODUCTS

Products represent the other major building block of Effectmakers BMS. They can be added manually or imported from an existing ERP system. Fundamentally, there are two types of products in the system. You can either create a single product or combine several products into a display. While the procedure of creating products and displays is thoroughly described in one of our quick guides, there is a particular structure and a set of rules that every product must follow. In order to give a full overview and keep things logical, this section will be divided into paragraphs such as: **structure** and **hierarchy**, **primary, and secondary data fields**.

### Dimensions and states

Displays and products can be organized by using flat dimensions. Flat indicates that although the dimensions are numbered, there is no predefined hierarchy. I.e. whatever brand can have a whatever sub brand and so on. BMS allows you to structure the products in up to nine dimensions that are configurable and can be disabled if needed. To the right, you can see a table containing an example of a dimensions structure.

| Dimension no. | Dimension name examples |
|---|---|
| 1 | Brand |
| 2 | Sub brand |
| 3 | Group |
| 4 | Region |
| 5 | Size |
| 6 | Etc. |
| 7 | |
| 8 | |
| 9 | |

Furthermore there is a possibility to have different product states to which you attach a number of rules concerning BMS system. The names of the states are configurable and there is no limit to how many you can add.

For every product state you define a set of rules that determine how the products in a particular product state must be treated by the system. The rules are listed and described below. It is important to note that a product can only be assigned one product state.

| Field name | Description |
|---|---|
| State name: | The name of the state. I.e. you can name the states: active, delisted, establishing, target, left over, proposed, dummies, active dummy, inactive dummy, etc. |
| State code: | A code connected to a certain product state. |
| Allocate Baseline: | An enable/disable button that determines whether you wish to allocate product(s) in the particular state to baseline. This is used, when you decide to plan the baseline on a dimension level instead of SKU level. |
| Is Launch: | An enable/disable button that determines whether the product is a launch product. Used when the system loads the actual sales data. |
| Active: | An enable/disable button that determines whether a product in the particular state is active or not. If the products are in a certain state that is marked disabled here, they will not appear available when creating a promotion. If the product is selected to be inactive, it will only be stored in the product list. |

Setting up the product dimensions and states is optional, but highly advisable for an easier later use.

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## Primary data fields

This data is the master data that is necessary in order for the system to work properly. Once these data fields are set up correctly for each product and display, the system is ready to do basic planning.

| Field name | Description |
|---|---|
| ID: | The internal ID of the product that is automatically set by BMS. |
| Display: | An enable/disable button that determines whether the product is a single product or a display. Once you enable the display option, make sure that you add products to it. |
| Item number: | The item number for a particular product. It is important that this field works properly with company's own ERP system in order for Effectmakers BMS to synchronize. |
| Product state: | Definition of the state of a particular product or display. The product state system is described in the previous paragraph. |
| Consumer units pr. package: | The number of consumer units pr. package in connection to a certain product.  If the product is a display, this field has to contain the sum of components in the particular display. |
| Valid period: | The time period window, where the product is valid. If left blank, the system uses defaults. (1790's to year 9999). |
| EAN consumer unit: | The EAN of the consumer unit of a particular product. |

## Secondary data fields

These fields are open for a huge variety of information that can be attached to a product. The data fields here are optional and only serve as organizing and overview tools.

| Field name | Description |
|---|---|
| EAN sales unit, pallet: | Data fields that allow an entering of several EAN in connection to sales unit or/and pallet. |
| DUNS code: | Data Universal Numbering System code of the product. |
| Item number 2&3: | Additional item number fields. |
| Custom Group 1-5: | Customizable and optional fields that can be used if needed. |
| Replacement item number: | The item number that is used by company's own ERP system in connection with the product. In a case where the item numbers in BMS and an existing ERP system are not identical, the auto substitution function will switch the numbers when synchronizing. Item numbers are used on Promotions and Launches. |
| ERP name: | The name of the ERP system used by the company that synchronizes with BMS. |

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| Field name | Description |
|---|---|
| Volume pr. Consumer unit: | The volume of a customer unit. Units of the volume are configurable and can be set to kilograms, litters and etc. |
| Sale units per pallet, layer: | Numbers of sale units per pallet/layer. |
| Consumer units per sales unit: | The number of consumer units containing in a sales unit. |
| Sub units pr. sales unit: | The number of sub units per sales unit. |
| Sale units pr. cargo unit: | The number of sale units containing in a cargo unit. |
| Base unit: | |
| Weight, width and length of a consumer unit: | Weight, width and length of a consumer unit of the product. |
| Gross/ net weight of a consumer unit: | The gross/net weight of a consumer unit. |

Effectmakers BMS allows for both manual and automated integration when it comes to products. Products data can be imported manually from Excel files or automatically from supported ERP systems. It is optional for each client to set up the integration by themselves or to let Effectmakers conduct a standard configured scheduled import. In both cases there are particular rules and formats that need to be followed in order for the process to work. Such information is available in the Integration chapter of the reference.

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# LISTINGS

Listings in BMS are the lists of products that can be sold to the customer. Authorized product lists or assortment lists are other terms used to describe listings in BMS. In other words, listings are used to manage the process of listing a product on the lowest level in the customer hierarchy.
This section will give an overview of the data used in connection to the listings

## General information

There is a general structure by which this part of the system works.  Firstly, it is essential to have customers and products set up in order to work with listings. Secondly, it is important that you have established a sustainable structure in the customer and product hierarchies. Once these steps are complete you are ready to make listings work optimally.

Furthermore, listings are customisable, which means that ranks, workflows and default assigning of the listings can be customised according to the needs of a company.  These customisations are further described in the "Configuration guide".

Additionally, in this section we describe Spaces and the way they can be used.

## Listings data fields

| Field name | Description |
|---|---|
| Products: | In order to work with listings, you need to choose the product(s) that you want to have on the listing.  That means that the data fields concerning products will be copied from the products section. |
| Listing state: | The listing state that should be applied to the product for the selected customer. |
| Listing state code: | The code attached to a particular listing state. This field is optional, but can be helpful in connection with synchronization of huge listings. |
| From date & To date: | The dates setting for the listings. The importance of this field depends on the company's use of the listings. If no dates are entered, the system will apply the default (year 1900-forever). |
| Workflow & Warehouse: | Workflow or/and warehouse state applied to the selected customer, banner or space.  These are informational fields and therefore do not play a role in planning and calculations. |

The procedure of creating a listing is described in detail in one of our many Quick guides.

The system has an interface with Excel, when it comes to the listings. It means that it is possible to Import/Export listings from/to Excel.

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## Spaces

Spaces are basically a possibility to have an even more flexible listing. It allows to divide a banner level customer into twenty different spaces to which you can then attach different listings. It is mostly useful when a banner has different groups of stores. When a customer has spaces, additional four columns per space appear in the listing menu. These columns are space related From & To dates,  Workflow and Warehouse data fields. The data fields are equivalent to the ones on higher levels and therefore work the same way.

However, there are some data fields connected to Spaces functionality that you need to fill out before using Spaces in listings.

| Field name | Description |
|---|---|
| Space name: | The name of the space you enter here only serves as an over-view tool and therefore free of limits. Spaces are limited to the total of twenty. |
| Share/chain %: | The information about how big a share the space (i.e. smaller store) has of the whole chain. 0-100% |
| Number of stores (space): | Information about the quantity of the stores of the space. |

## Spaces

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**PLANNING DATA**

## Planning masks

To better understand some of the following texts, we define **Planning masks**. Planning masks are configured by the company and are made to be able to plan selectively. This feature allows to create totally custom planning levels. These selections are carried out by dividing the products by the product hierarchy and assigning a set of certain rules.

I.e. For a certain customer, the company wants to plan in great detail, when it comes to a certain brand. As detailed as SKU's. But when it comes to a different brand, the company is better off by planning on the sub brands. This is possible by using planning masks.

The procedure of creating and working with planning masks is described in our guides.

## Baseline

Baseline is divided into two separate Streams: Predicted Baseline and Baseline. The reason these Streams exist is that in order to evaluate a particular promotion, one needs a point of comparison. Thus, Baseline and Predicted Baseline express the expected sales, if there were no promotions in mind.

Baseline Stream is based on values provided by the end user. Baseline window only allows input in the column "Forecast Units". However, by using planning masks the user is capable of setting a baseline on a single SKU, brand or a whole customer.

Predicted Baseline (Pred. Baseline) Stream provides the user with a calculated value based on the data from previous six months of sales. It is possible to copy the values from Predicted Baseline stream to the Baseline stream.

## Cannibalization

This stream is strongly calculated from Promotion and Baseline Streams. It is simultaneously created, when entering a % number in Baseline effect in promotions window of the system. This % number is an expression of how strongly a promotion affects the existing sales of a company's other or closely related products. When such a number is entered, the software calculates the cannibalized units and their value, which is a Cannibalization Stream.

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## Launches

This part of the system allows you to plan and forecast new products into the market. It provides you with an opportunity to differentiate between the existing and new products in terms of performance. A launch period is usually six months, after which the product will automatically be listed on the relevant customers. During these six months, all the work in terms of planning and forecasting of new products is done in launch. Each product pr. customer will get six independent forecasting and planning columns, which then can be used to follow the development very closely.

A launch consists of data concerning customers, products and launch specific information.

**Basic information**

The basic information of a particular launch. The relevant fields are: Launch name, description and first delivery date.

**Customers**

A list of customers to whom a particular launch applies. The list only contains a name and BMS number of a customer.

**Products**

Includes a list of the products that are to be launched. The list only contains an item number and a product name.
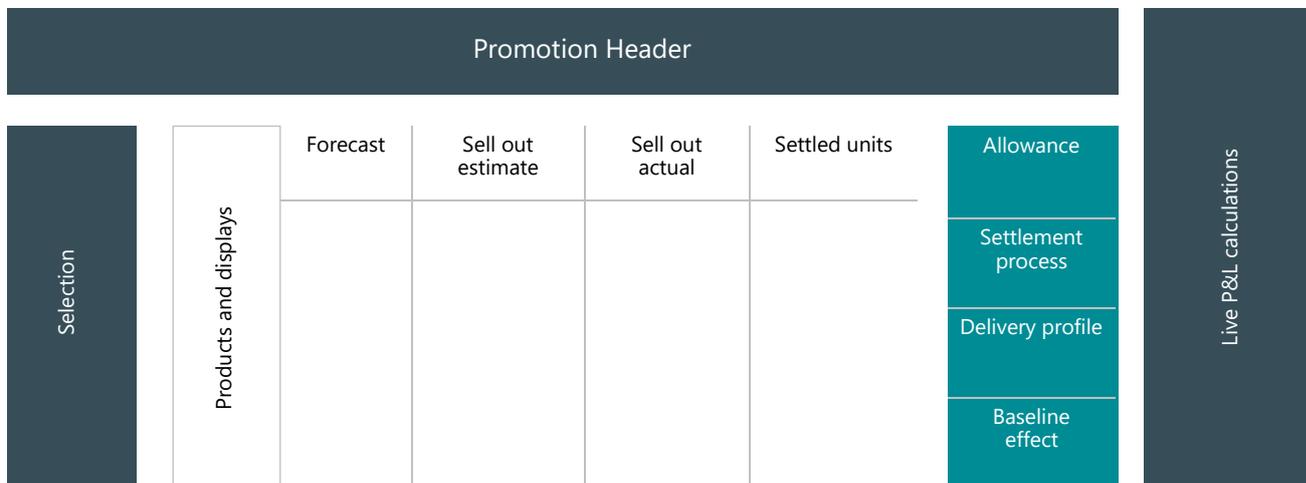
### Launch planning and forecast

This is the functional data of the launch part of the system. Here you will be presented with a number of planning and forecast tools. The data has a row pr. product, however, if you create a launch for several customers at a time, you will get a row pr. product pr. customer.

Each row contains the following columns:

| Data field | Description |
| --- | --- |
| Approved: | A checkbox indicating whether the launch of a particular product is approved. |
| Customer name: | The name of the customer to whom this particular launch of the product is connected to. |
| Item number: | The item number of a particular product. |
| Product name: | The name of a particular product. |
| First shipping date: | First shipping date of a particular product to a particular customer. |
| Launch cost: | The costs of launching a particular product at a particular customer. |
| 1st month predicted: | The predicted amount of units in first delivery. |
| 1st month forecast: | The forecasted amount of units in first delivery. |
| M+1 Start date: | Start date for a first ordinary delivery. By default the system sets this date to be the first of the next month from "First delivery date". |
| M+1-M+5 predicted: | Predicted amounts of units for delivery in M1,M2...M5 periods respectively. |
| M+1-M+5 forecast: | Forecasted amounts of units for delivery in M1,M2...M5 periods respectively. |

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## Promotions

The promotions module includes a lot of important data. While it builds upon the basic Customers and Products master data, it also adds a lot of new data. Such data can be categorized as shown in the following diagram. The layout looks like a default promotion window in the system, but also includes the underlying sections.

| Promotion Header | | | | | | |
|---|---|---|---|---|---|---|
| Selection | Products and displays | Forecast | Sell out estimate | Sell out actual | Settled units | Allowance / Settlement process / Delivery profile / Baseline effect | Live P&L calculations |

The following text will take each category and describe the data included. It is important to note that "Live P&L calculations" is not actually data, but a system calculation based on the values you add to the promotion. The P&L accounts and data are described in the next chapter.

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**Promotion header data:**

| Data field | Description |
|---|---|
| Customer: | A particular customer towards which the promotion is planned. |
| State: | The state of a particular promotion.<br>I.e.: Planned, Approved, Cancelled, etc. States can be customised by the company. |
| Name: | The name of the promotion. |
| Key account manager (KAM): | The KAM responsible for a particular promotion. |
| From & To date: | The time period, where a particular promotion is valid. |
| Type: | The type of the promotion.<br>Types can be customised by the company. |
| Media: | The communication media of the promotion.<br>I.e.: Brochure, E-mail, Facebook etc. Communication medias can be customised by the company. |
| Purpose: | The purpose of the promotion.<br>I.e.: Launch new products, Create repurchase, Pantry loading, Keep distribution etc. Purposes can be customised by the company. |
| Promotional mechanics: | The mechanics of a particular promotion.<br>The mechanics options in the system are:<br><br>• Soft price / Hard price<br>Retail price type. Soft price being a relatively small decrease in the retail price, and hard price being a big decrease in the retail price.<br><br>• Single buy / Multi buy<br>The units of a promotion for a certain retail price. I.e. whether it is a single product for sale or a "2 for 1" kind of deal.<br><br>• Mid month / Month change / Festival<br>The time period of a promotion. I.e. the promotion can be executed at the ending of the month (Month change) or as a prelude to a certain holiday.<br><br>The promotion mechanics serve as post promotion evaluation tools and therefore do not have any affect on the calculations. |
| Settlement: | The settlement type of a particular promotion.<br>The options in the system are:<br><br>• Sell out<br>This indicates that the value of the settlement is calculated by the number of units sold to the consumer.<br><br>• Sell in<br>This indicates that the value of the settlement is calculated by the number of units the customer buys in. |

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## Products and displays information

The following data fields each exist for every product included in a particular promotion. In order to maintain a structure, the data fields will be structured by their respective origin. The products data connected to a promotion will be divided into:

- Products master data

- Prices data

- Promotion specific data

Products master data:

This data  includes the most of the products master data entered in product module. As these data fields are described in the previous chapters, we will only list the names here.

Prices data:

This data has also been described in the previous chapters and therefore is just listed here.

| | | |
|---|---|---|
| Item number | Product name | Product hierarchy data |
| Product type | Product state | EAN consumer unit |
| Size | Product validation dates | Customer item number |
| EAN sales unit | Consumer units pr. sales unit | Listing state |

| | | |
|---|---|---|
| Gross Price (Sales Units) | Gross Price (Consumer Units) | Net price (Sales units) |
| Cost price | Chain price | Chain net price |
| Invoice price (Consumer unit) | Invoiced price (Sales Units) | |

It is important to note that all "Variable promotions allowances" are configurable. This means that you can change the names of the fields in the system. Furthermore, you can always have different units of input connected to each of those fields, as well as create a template for a default input unit for each customer. If you choose to adjust the input units of the following fields specifically for a particular promotion, you can do so in the additional columns by the name "Calculation (the name of a particular variable allowance)".

Units of input available:

- Amount

- % of Gross

- % of Invoice

- % of Chain price

**Promotion forecast scenario data:**

| Data field | Description |
|---|---|
| Forecast: | The amount of units forecasted for sale on a particular promotion. |
| Forecast (Volume unit): | The volume of units forecasted for sale on a particular promotion. Measured in the same volume units as the products. |

**Promotion sell out estimate scenario data:**

| Data field | Description |
|---|---|
| Sell-out estimate: | The promotion volume measured in the same units as the products in the promotion. Entered pr. product. |

**Promotion settlement (units) scenario data:**

| Data field | Description |
|---|---|
| Variable promotion allowance on invoice: | Variable promotion allowance on invoice entered pr. product.  The data field name and the calculation method of this field is configurable. The information about the options available is under this table. |
| Calculation (Variable promotion allowance on invoice): | Calculation method of (Variable promotion allowance on invoice). Read more about the options on the next page. |
| Variable promotion allowance off invoice 1: | Variable promotion allowance off invoice entered pr. product.  The data field name and the calculation method of this field is configurable. The information about the options available is under this table. |
| Calculation (Variable promotion allowance off invoice 1): | Calculation method of (Variable promotion allowance off invoice 1). Read more about the options on the next page. |
| Variable promotion allowance off invoice 2: | Variable promotion allowance off invoice 2 entered pr. product. The data field name and the calculation method of this field is configurable. The information about the options available is under this table. |
| Calculation (Variable promotion allowance off invoice 2): | Calculation method of (Variable promotion allowance off invoice 2). Read more about the options on the next page. |
| Promo: units: | The number of units available for a particular retail price. Entered pr. product. |
| Promo: price (VAT incl.): | Retail price of a particular product. |

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It is important to note that all "Variable promotions allowances" are configurable. That means that you can change the names of the fields in the system. Furthermore, you can always have different units of input connected to each of those fields., as well as create a template for a default input unit for each customer. If you choose to adjust the input units of the following fields specifically for a particular promotion, you can do so in the additional columns by the name "Calculation ( the name of a particular variable allowance)".

Units of input available:

- Amount

- % of Gross

- % of Invoice

- % of Chain price

## Promotion sell out actual scenario data:

This section keeps track of the amount of products sold to the consumers over the promotion period. Indeed, this automatically means that this is an evaluation of a particular promotion.

The general four inputs used in this section are: Settlement, retail price and Sell-out.

The data available for input has a row pr. product included in the promotion with the following columns:

| Data field | Description |
| --- | --- |
| Settlement (Consumer units): | Amount of consumer units of each product that contribute to the settlement calculations. |
| Sell out (Consumer units): | Amount of consumer units sold to the consumers. |
| Promo: price (VAT incl.) (planned): | Planned promotion price of a particular product. |
| Promo: units (confirmed): | The number of units confirmed for a particular promotion price. Entered pr. product. |
| Promo: price (VAT incl.) (confirmed): | Confirmed promotion price of a particular product. |

## The fields available for CatMan integration:

| Data field | Description |
| --- | --- |
| Baseline units: | Amount of expected sales without a promotion. |
| Baseline value: | The financial value of expected sales without a promotion. |

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## Baseline effect

Baseline effect data expresses the influence a particular promotion has on the baseline sales. On a particular promotion, you add a row pr. each baseline effect. Each of the rows then has following columns.

| Data field | Description |
|---|---|
| Customer: | The customer the baseline effect affects.<br><br>If your settings allow planning of Baseline on the banners and the promotion is on a top level customer, then you get a roll down menu, where you can choose an underlying banner.<br>This way you are able to create different effects of a particular promotion, also on different underlying banners. |
| From & To dates: | The time period, where the baseline effect is valid. |
| Cannibalization %: | The expected Cannibalization % of the baseline sales. |
| Halo %: | Halo % is the expected halo effect of the baseline sales. |
| Baseline input: | Current baseline input in the period of time defined in "From & To dates".<br>The system takes the current baseline input by the user in Baseline module and adjusts it based on the time period. |
| Effect: | Calculated effect of a particular baseline effect on the sales. |
| Baseline incl. effect: | Baseline input in the period of time after an adjusting by the effect.<br>The system takes the "Baseline input" result and adjusts it by the calculated effect. |

## Allowances

The variable allowances have been previously covered, so this leaves us the fixed allowances. They are generally divided into those on invoice and off invoice. As with the baseline effects, there are no limits to how many fixed allowances you can add to a promotion. Each new fixed allowance added is a row with following columns.

| Data field | Description |
|---|---|
| Forecast amount: | The amount of a particular fixed allowance. |
| Allocate to: | The level of the product hierarchy to which the fixed allowance applies. If it applies to a whole promotion, this field can be left blank. |
| Key: | The key for the level chosen in the field "Allocate to". |
| Description: | A text field you can attach to a fixed allowance. |

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## Delivery profile

This kind of data indicates the shipment conditions of the products included in a particular promotion. You can choose to create a default delivery profile for each customer or create a specific one for every promotion.

Whenever the date of a promotion is definite, delivery profile data can have a row pr. week. Each row then has following columns:

| Data field | Description |
| --- | --- |
| Week: | The week number of a delivery. |
| Month: | The month number of a certain week used. |
| Delivery override: | An option to override the predefined delivery line and set a specific date. |
| %: | % share of the sell-out estimate that is to be delivered on a particular row. |
| Value: | Displays calculated values of units delivered. |

The system automatically groups the delivery profile rows into those concerning Displays and those concerning single products (SKU's). However, it is also possible to create a specific delivery profile for a particular product, if needed.

## Settlements process

Also known as "Billback", this section is where a company works with the invoice received from a customer. It provides an overview of the provisions concerning a particular promotion. This data is partly entered by the end user, and partly integrated from an ERP or bookkeeping system.

Settlement data has a row pr. settlement with a number of columns.

| Data field | Description |
| --- | --- |
| Settlement ID: | A unique number of the settlement. |
| Create date: | The date of creation of the settlement. |
| Settlement date: | The date of the invoice. |
| Customer invoice number: | The number of the invoice received from the customer. |
| Settlement type: | Type of the settlement. Either Fixed or Variable. |
| Fixed allowance: | Indicates whether the settlement is fixed. |
| Settled amount: | The amount settled.<br><br>If the settlement is variable, this input is a number pr. Product. Either entered pr. single product unit in the "settlement" column or as a total amount in the column with the name "Variable promotion allowance 1". Note that the name of company may be changed by the company.<br><br>If the settlement is fixed, simply enter the amount in the column "Settled amount". |
| Payment note: | A text field available for use. |
| Reference: | Another text field available for use. |
| Sent to Payment: | A field containing the date, when a particular settlement was or to be sent to payment. |

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The last fields are only available, when integrating BMS with a bookkeeping system. This means that these fields are not meant to be used manually. The data here is received from a bookkeeping system after the payment is booked.

| | |
|---|---|
| Document number: | A reference field available for integration. Usually the general journal number of the booking. |
| Booking date: | A field containing the date, when the settlement is booked. |
| Bookkeeper: | A reference field containing the information about the bookkeeper. |

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## Selection

This function helps dealing with the products included in a promotion as well as updating them. By using selection you can include the products by their respective levels of **hierarchy** and **sizes**. Moreover there is a further filtering by the **product state**, **listing state** and **listing time**.

I.e. a long-term planner chose a particular brand  with volume pr. unit of 250 ml for a promotion using selection. If this brand is later updated with new products that are of the right **size**, **active** and **listed** on the customer in the right time period, they will be included in the promotion automatically.

Selection data has a row pr. selection with following columns:

| Data field | Description |
| --- | --- |
| Selection name: | Usually the header of the chosen hierarchy segment. I.e. the name of the chosen brand. |
| Forecast: | The amount of units forecasted for sale on a particular promotion for a particular selection. |
| Variable allowance on invoice: | Variable promotion allowance on invoice entered pr. Selection. Then allocated pr. product. |
| Calculation (Variable allowance on invoice): | Units of input of the respective field in (). Input types are previously described in the product section of this chapter. |
| Variable promotion allowance off invoice 1: | Variable promotion allowance off invoice 1 entered pr. Selection. Then allocated pr. product. |
| Calculation (Variable promotion allowance off invoice 1): | Units of input of the respective field in (). Input types are previously described in the product section of this chapter. |
| Variable promotion allowance off invoice 2: | Variable promotion allowance 2 off invoice entered pr. Selection. Then allocated pr. product. |
| Calculation (Variable promotion allowance off invoice 2): | Units of input of the respective field in (). Input types are previously described in the product section of this chapter. |
| Promo units: | The number of units available for a particular promotion price. Entered pr. selection and allocated to products. |
| Promo (VAT incl.): | Promotion price of a particular selection. |
| Sizes: | Sizes of the product included in a particular selection. |

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Besides the previously described data, users can add two types of notes to each promotion. Such notes text fields that are free to use according to different needs. Initial thought is to have a "Notes" window in order to make notes while creating a promotion and a "Evaluation Notes" window to write down conclusions and information for future use.

Viewing past performances of products in the promotion is possible using the "History window". This way the end user is able to distinguish which products perform best and make appropriate decisions for the future.

## Returns forecast

Returns forecast is divided into "Returns forecast, units" and "Returns forecast value". They both allow planning on the returned products.

"Return forecast, units" allows for planning on the units of a product. If the returned products can be sold again, these units are not lost money.

"Returns forecast, value" allows for planning on the value of the products returned. This implies that these products cannot be sold again and therefore the value is a cost for the company.

The system allows planning both streams for each planning mask.

## Other Costs

Other costs stream contains the values of all promotion allowances and launch costs over a particular period of time. Both on– and off invoice, these costs are not related to the sales volume.  This stream is built up from several data entries that are typed in by the end user in the Promotions and Launch parts of the system.
All concrete P&L accounts that can be included in this stream are listed in the P&L chapter.

## Additional forecast

This stream provides the user with extra flexibility in the Forecast scenario. By using this stream, you can adjust various sections of the forecast without interfering with the original input.

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**PROFIT & LOSSES**

# Profits and losses

P&L setup is the ground stone of the functionality of the system. It defines the fundament for all the calculations done. This part of the system has been a huge priority for the developers and as a result it provides a great level of possibilities and opportunities that are meant to suit the needs of every company.

This chapter will describe the structure and a general overview of each part of P&L. Significant parts will later be described in their own chapters.

## Structure

First of all, the P&L area of the system is divided into On- and Off invoice sections.

"On invoice" is the section that calculates the total income over a particular period of time. Among other inputs, it uses gross sales, on invoice trade terms and promotion allowance data for its calculations.

The "Off invoice" section is rather more advanced. With the right inputs it is intended to calculate "Net Price", "Sales Margin" and "Sales Contribution" one by one. In order to calculate the "Net Price" it uses the "Invoiced Price" and subtracts the Launch Costs, together with the off invoice Trade Terms and Promotion Allowances. "Sales Margin" is calculated by further subtraction of Variable Costs and Royalties. And at the end "Sales Contribution" is worked out by subtracting the eventual fixed costs.

In the following text, we present a far more detailed description of each section and their respective parts. However, some parts are too significant to be described briefly. Such parts are the Trade Terms, Gross prices, Cost prices, Launch and Promotions data that each have their own paragraph in this chapter.

## On invoice

The on invoice part starts with the gross prices of the products. Usually the prices are added while creating the products or by importing the products data from an ERP system that is used by a company. "Prices" are further described in this chapter.

Returns forecast is the forecasted value or units of the products expected to be returned. Usually, a value of the products is added if the products can't be sold again. If it is not the case a number of units should be added.

The next accounts are the trade terms on invoice. There is a possibility of having up to ten "Discounts" that are totally customisable and can have different types of inputs. Examples and particular types of inputs are further elaborated in the paragraph called "Trade terms".

Clearance is the number that can be imported from a company's own ERP system. This information can be stored in the sytem, but it does not serve any role in calculations.

| On Invoice: |
| :---: |
| Gross prices |
| Returns forecast |
| Trade terms |
| Clearance |
| Promotion allowances |
| Calculated Invoice Price |

Promotion Allowances on Invoice consist of variable and fixed promotion allowances. They are usually added by a user when working with the promotions. When added, they get allocated to the products and displays contained in the particular promotion. A detailed description of the data concerning promotions is located in the chapter "Planning data".

Calculated Invoice is the total on invoice sum calculated by the Effectmakers BMS. Usually, this amount will stand on the future invoice to a particular customer. Calculated invoice will later serve as the base for further off invoice calculations, such as "net price", "sales margin" and "sales contribution".

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## An example of an on invoice calculation

Assume:

- You forecast to sell 1000 units of a product.
- Gross price of each unit is 15 pr. unit. The currency of the system is of course configurable.
- You do not plan to have any returns in this case
- The trade terms state that the customer has a "Contracted discount" of 10 % of gross, "Logistic Rebate" of 5 % of balance and "Range" of 2 % of gross.
- Furthermore the customer has 1 pr. product sold in "Variable promotion allowance" and 5000 pr. promotion in "Fixed promotion allowance"

Then the amount of money on invoice will be calculated by the system using the assumed numbers.

The system supports all currencies. So in order to keep the generality the currency is undermined in this example.

| Field name: | Custom name: | Value: | Input type: |
|---|---|---|---|
| *Units forecasted*\* | | 1000 | Units |
| Gross price | | 15 | pr. product |
| Returns | | 0 | Units |
| Discount 1 | Contract discount | 10 | % of Gross |
| Discount 2 | Logistic Rebate | 5 | % of Balance |
| Discount 3 | Range | 2 | % of Gross |
| Clearance | | | |
| Variable promotion allowance | | 1 | pr. product sold |
| Fixed promotion allowance | | 5000 | |
| Invoiced sales: | | 6525 | |

*In this case the formula is:*

*(Units forecasted × gross price) - 10 % of Gross - 5 % of Balance - 2% of Gross - (1×units forecasted) - 5000*

*In numbers:*

*(1000×15)-(1000×15)×0.1-((1000×15)-(1000×15)×0.1)×0.05-(1000×15)×0.02-1×1000-5000 = 6525*

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## Off invoice

This paragraph will describe the "off invoice" P&L accounts.

We start with the off invoice trade terms, that are very similar to the trade terms on invoice. The chapter "Trade Terms" contains further information about input types and specific use.

*Contracted allowance is the difference between the gross amount billed to a banner and the allowance that is provided to that banner by the top level customer. In other words the percent of money that a particular banner pays on its own. (?)*

Promotion allowances off invoice are similar to the ones in the previous paragraph "On invoice". A detailed description of the data concerning promotions is located in the previous chapter "Planning data".

Launch costs are the costs connected to launching a product in a particular time period of the P&L calculation. More on launch costs and launch module in general can be found in the chapter "Planning data".

Returns variation is a number that can be imported from an ERP system. This number corrects the value of forecasted returns in the "on invoice" part.

Net price is calculated by the system using the "Invoiced Sales" and subtracting the values previously described in this paragraph. These numbers can also be summarised by the term Billback, so the net price can be expressed as Invoiced sales minus Billback.

Further calculations subtract the variable costs of the company from the net price.
Variable costs include a number of data fields such as Tax, COGS, packaging costs, display costs and any more. More about costs can be found later in this chapter.

Royalty is an optional field that has a number of input types, such as % of Net price, etc.

Sales Margin is the number calculated by the system by subtracting variable costs and royalty from the net price.

In addition to the previously described, there is a possibility of calculating Sales Contribution. They can be thought of as the total money earned after the fixed costs have been payed.

Such fixed costs can be expressed in BMS by adding further five different fields with their respective input types. I.e. "Factory building rent" with "User input in planning module" as the input type.

Alternative Promotion Allowance represent an eventual extra cost connected to a promotion. This number is added in the promotion module and allocated to products.

Sales Contribution will then be calculated by the system by subtracting the fixed costs and Alternative Promotion Allowance from the Sales Margin.

| Off Invoice: |
| --- |
| Trade terms off invoice |
| Contracted allowance |
| Promotion Allowances Off Invoice |
| Launch costs |
| Returns variation |
| Calculated Net Price |
| Variable costs |
| Royalty |
| Calculated Sales Margin |
| Fixed costs |
| Alternative Promotion Allowances |
| Calculated Sales Contribution |

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# Trade terms

Trade terms are a significant part, as they define the relationship between a company and its customer.
All the data here has a direct effect on P&L calculations and promotion planning. In this paragraph you get the information on what data fields are required in the system to define trade terms.

## General information

Effectmakers BMS provides a huge variety and flexibility in this section to accommodate the needs of each different client. The names and calculating units of a vast majority of the data fields on trade terms are customizable. All the information on customization can be accessed easily in our Configuration guide.

Despite the ability to customize, there are some fundamental structure data fields required. In the following section we will divide data into Structure data and Terms data.

## Structure data

Whenever you create a trade term, there are some structural data fields you are required to fill out. This data organizes and assigns trade terms to the right places.

| Field name | Description |
| --- | --- |
| ID: | The internal ID of the trade term. This number is assigned automatically by the system. |
| From & To dates: | The definition of the time window in which the trade term is valid. If these fields are blank, system uses the defaults. (1790's to year 9999). |
| Default (check window): | An option to use this trade terms as default. |
| Apply to dimension: | Determines the dimension of the products to which the trade term is applied to. (i.e. Brand) |
| Apply to key: | Determines the key in the chosen dimension to which the trade term is applied to.  (i.e. name of the brand) |
| Pricelist: | A particular pricelist in connection to which the trade term is used. Usually, if the trade terms are not general, Apply to dimension, Apply to key and Pricelist are related. |

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## Terms data

The actual trade terms data contain many options and are totally customizable. However, the discounts are divided into two groups: on invoice and off invoice, with each containing ten possible data entries. Once these are set up according to the needs of the company, the relevant trade terms data fields will appear, as defined through system configuration.

| Examples of discounts |
| --- |
| On invoice: Contract discount, logistic rebate, range, etc. Up to ten different discounts. |
| Off invoice: Cash discount, joint marketing, loyalty, etc. Up to ten different discounts. |

| Available units of calculation |
| --- |
| Input options for each discount are respectively:<br>% of Balance, % of Gross, % of Invoice, Amount pr. consumer unit, Amount pr. discount unit, Amount pr. sales unit and User input in planning module. |

Units of calculation can also be configured.

Trade terms have an interface with Microsoft Excel and therefore can be imported/exported using the Excel file format.

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# Prices

Prices define the fundament for a vast majority of calculations in the system and therefore are important to get right. There are different ways of working with prices that each have their advantages and specific uses. This chapter of the reference is determined to give an insight in the structure of the data used in connection to prices and its use.

## Overview

There are fundamentally two types of prices data in Effectmakers BMS: gross prices and cost prices. Whenever you create a product and its following prices, you simultaneously create a pricelist that is used as standard.  While you can only have one cost price list, it is possible to have an unlimited amount of gross price lists. The gross price lists are time limited and therefore support a flexible planning.
The price lists include basic and common used prices, but there are additional data fields concerning particular products available for input on the product level.

## Gross price data

Data fields concerning gross price lists.

| Field name | Description |
|---|---|
| Item number: | Item number of the product on the pricelist. |
| Pricelist name: | The name of the pricelist. |
| From & To Date: | The time frame where the pricelist is valid. |
| Gross price: (Consumer units) | The gross price of a consumer unit. |
| Gross price: (Sales units) | The gross price of a sale unit. |
| Retail Price: | The suggested retail price pr. Consumer unit. |
| Units in offer: (Customisable name) | Number of units offered in connection to a campaign. This data field has three editions according to each promotion type prices (i.e. soft, normal, hard). |
| Campaign offer price: | The campaign price of the product. This data field has three editions according to each promotion type prices (i.e. soft, normal, hard). |

Furthermore you are able to add additional information to each product such as *general retail price* and *minimum net price*. This data will not be included in the pricelists, but it will be attached to a particular product.

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## Cost price data

Data fields concerning the cost price list.

| Field name | Description |
|---|---|
| COGS: (Consumer unit) | Costs of goods sold entered in amount pr. consumer unit. |
| COGS: (Sales unit) | Costs of goods sold entered in amount pr. sale unit. |
| From & To date: | The time period where the cost price list is valid. |

Additional cost price data concerning a particular product can be added on the product level input. Such data are helpful upon building a promotion and putting together a display.

**Single products data:**

| Field name | Description |
|---|---|
| Distribution costs: | Logistics, distributions cost in amount pr. unit. |
| Obsolete: | Obsolete costs in % of net sale. |

**Displays data:**

| Field name | Description |
|---|---|
| Display packaging cost: | The costs of packaging a display in amount pr. display. |
| Display cost: | Additional costs pr. display. |

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# Tax

Taxes are previously described as a part of the Variable Costs of the P&L module. To contribute to the P&L calculations, they need to be added to the system first. Effectmakers BMS requires that taxes are added on the single product level. There are several tax inputs available, but the system will convert the numbers and use the total amount of tax per sales unit as the number for its calculations. Note that it is possible to have more than one tax entry, as long as they are valid in different time periods.

The table below describes the tax data fields in detail.

| Field name | Description |
| --- | --- |
| Total tax pr. sales unit: | A number either entered or calculated by the system from the other tax data entries. |
| Total tax pr. consumer unit: | Similar to "Total tax pr. sales unit". |
| From & To date: | These two data fields define the time period where the tax entry is valid. |
| Tax 1: | An additional field that can be added in order to divide the total tax into three parts, if needed. |
| Tax 2: | An additional field that can be added in order to divide the total tax into three parts, if needed. |
| Tax 3: | An additional field that can be added in order to divide the total tax into three parts, if needed. |
| Currency: | The currency of the tax values added. Note that if your system is setup to one currency, you do not need to use this field. |

There is a standard interface available that allows for importing and exporting pricelists and taxes. Furthermore, it is possible to update costs by synchronizing products and pricelist sections with an existing ERP system. For details please read the "Integration" chapter of the reference.

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# P&L and Planning data streams

Remembering the Introduction and Planning data chapters, we remind you of Scenarios and Streams. After reading this chapter, it is easy to realise that the P&L accounts are responsible for the calculations of the Streams. Indeed, once the P&L data is set up, it is possible to forecast by just entering a number of units.
In this table we will map the relations between P&L accounts and Streams they apply to.

| Account name: | Applies to: | | | | |
|---|---|---|---|---|---|
| | Baseline | Promotions | Launches | Other costs | Actuals |
| **On Invoice:** | | | | | |
| Units: | ✓ | ✓ | ✓ | | ✓ |
| Gross prices: | ✓ | ✓ | ✓ | | ✓ |
| Returns: | | | | | ✓ |
| Trade terms: | ✓ | ✓ | ✓ | ✓ | ✓ |
| Clearance: | | | | | ✓ |
| Promotion allowances: | | ✓ | | ✓ | ✓ |
| Calculated Invoice price | | | | | |
| | | | | | |
| **Off Invoice:** | | | | | |
| Trade terms: | ✓ | ✓ | ✓ | ✓ | ✓ |
| Contracted allowance: | ✓ | ✓ | ✓ | | ✓ |
| Promotion allowances: | | ✓ | | ✓ | ✓ |
| Launch costs: | | | ✓ | ✓ | ✓ |
| Returns variation: | | | | | ✓ |
| Calculated Net price | | | | | |
| COGS: | ✓ | ✓ | ✓ | | ✓ |
| COGS variation: | | | | | ✓ |
| Distribution costs: | ✓ | ✓ | ✓ | | ✓ |
| Obsolete: | ✓ | ✓ | ✓ | | ✓ |
| Display packaging cost: | | ✓ | | | ✓ |
| Display cost: | | ✓ | | | ✓ |
| Tax: | ✓ | ✓ | ✓ | | ✓ |
| Royalty: | ✓ | ✓ | ✓ | ✓ | ✓ |
| Calculated Sales margin | | | | | |
| Fixed costs: | ???? | | | | |
| Alternative promotion allowances: | | | | ✓ | ✓ |
| Calculated Sales contribution | | | | | |

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**INTEGRATION**

# Integration

Effectmakers BMS is able to have an interface with any other ERP system automatically and has a number of manual interfaces with Microsoft Excel as well. This chapter will present the reader with the options available and describe each of them in detail.

### Overview

In this chapter, we will generally distinguish between automatic and manual up– and downloads.

Automatic integration requires an amount of technical work, which can either be provided by the technical department of the company or Effectmakers. To make this process easier, this chapter provides a detailed description of the data formats that need to be complied. When set up correctly, BMS will seamlessly exchange data with a particular ERP system of use.

Manual up– and downloads supported by the system can easily be used by the end user. A number of datasets can be imported and exported by using the relevant functions in the software. The manual integration implies that the files are exported and imported using the Microsoft Excel formats.

In order to create a visual overview, we present an overview of the datasets available for integration, together with their respective methods. "Automatic exchange" column has two options: inbound and outbound. Inbound denotes the data coming into the system, and outbound denotes the export of data from the system.

When describing a particular file format, we present a table with a row of **column names** with columns: Description, Mandatory, Optional. The last two indicate whether the information in a particular field is mandatory or optional. However, it is important to note that a particular file needs to have all the columns. If you do not use a particular column, you can leave it blank.

| Dataset name | Automatic exchange | Manual import | Manual export |
|---|:---:|:---:|:---:|
| Products | **Inbound** | ✅ | ✅ |
| Display configurations | **Inbound** | | |
| Gross prices | **Inbound** | ✅ | ✅ |
| Cost prices | **Inbound** | ✅ | ✅ |
| Taxes | **Inbound** | ✅ | ✅ |
| Actual sales | **Inbound** | ✅ | |
| Trade Terms | **Inbound** | ✅ | ✅ |
| Factory forecast | **Outbound** | | |
| Display forecast | **Outbound** | | |
| Field sales (Promotions & Listings) | **Outbound** | | ( ✅ ) |
| Promotions | | ✅ | ✅ |
| Temporary price reductions | **Outbound** | | |
| Provisions | | | ✅ |
| Payment confirmation | **Inbound** | | |
| Payment instructions | | | ✅ |

## File formats in general

Manual up– and downloads support the following file formats: xls, xlxs, csv.
The files for automatic integration must be of .csv format.

The input files for BMS must follow these rules:

- Use semicolon (;) for field separator

- Never use thousand separators

- Use comma (,) or period (.) as decimal separator

- Put in text qualifier (") on all columns

- For dates use iso format (yyyyMMdd)

- Put in column headers

- Name column as in file description

The manual up– and download procedure is described in our guides and is easy to use within the system. Therefore the following descriptions of the file formats for each data set are mainly aimed at the automatic integration.

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# Product Master data import

The product master data file must contain all products relevant for BMS with one row for each product. This will typically include all current, active products. Avoid old products in order to not make the product database too big: It has to be easy to select customer assortment. Products include both SKU's and displays (contents of displays will be in another file).

Filename: **Products.csv**

Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Item number: | Text field with a unique product number. The field can contain both numbers and letters. | ✓ | |
| Product name: | The name of the product. | ✓ | |
| Consumer units pr. sales unit: | The field contains a number. | ✓ | |
| Product state name: | Text that describes the product life cycle. This could be "Active", "Close out", "Launch" etc. | | ✓ |
| Product state code: | Code of the product state name. If no code exists, fill out the name instead. | | ✓ |
| Complex product: | True/False field that determines if the product is a SKU or a complex product. A complex product can be a display, pallet, mix-pallet or any other assortment. If you need a description of the product type you must use one of the product hierarchy fields. | ✓ | |
| Dimension name 1: | Product hierarchy name. Text field contain information like brand, category, product group or any other information you wish to be able to track in the reports and dashboards of BMS. If you don't need all 9 hierarchies you can leave the field blank. | ✓ | |
| Dimension code 1: | Text field with the code corresponding to the hierarchy name. If none exist please fill in the name instead (this also applies for dimension 2-9) | ✓ | |
| Dimension name 2: | Leave blank if not used. | | ✓ |
| Dimension code 2: | Leave blank if not used. | | ✓ |
| Dimension name 3: | Leave blank if not used. | | ✓ |
| Dimension code 3: | Leave blank if not used. | | ✓ |

*(Cont. next page)*

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| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Dimension name 4: | Leave blank if not used. | | ✓ |
| Dimension code 4: | Leave blank if not used. | | ✓ |
| Dimension name 5: | Leave blank if not used. | | ✓ |
| Dimension code 5: | Leave blank if not used. | | ✓ |
| Dimension name 6: | Leave blank if not used. | | ✓ |
| Dimension code 6: | Leave blank if not used. | | ✓ |
| Dimension name 7: | Leave blank if not used. | | ✓ |
| Dimension code 7: | Leave blank if not used. | | ✓ |
| Dimension name 8: | Leave blank if not used. | | ✓ |
| Dimension code 8: | Leave blank if not used. | | ✓ |
| Dimension name 9: | Leave blank if not used. | | ✓ |
| Dimension code 9: | Leave blank if not used. | | ✓ |
| EAN consumer unit: | EAN number of a consumer unit. | | ✓ |
| EAN sales unit: | EAN number of a sales unit. | | ✓ |
| Static cost price: | If you put in a price here, it will remove any existing price in history and make the supplied price valid all time. | | ✓ |
| Static tax on gross: | If you put in a price here, it will remove any existing price in history and make the supplied price valid all time. | | ✓ |
| Static tax on cost: | If you put in a price here, it will remove any existing price in history and make the supplied price valid all time. | | ✓ |

## Complex products (displays and pallets)

In this interface file you must put the content of your complex products. Complex products include displays, pallets, mix pallets and other product types that contain more than one SKU.
In the file you must put one line for each SKU in each complex product. All component numbers must also be a SKU in product interface.
Filename: **ComplexProducts.csv**
Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Complex product Item number. | Item number for the complex product. The item number must be present in then product interface. | ✓ | |
| SKU item number. | Item number for a SKU in complex product. The number must be present in the product interface as well. | ✓ | |
| Consumer units. | The numbers of consumer units of the SKU in the complex product. | ✓ | |

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## Additional product properties

In addition to the properties in the products interface you can optionally update properties in a separate interface.
Filename: **ProductProperties.csv**
Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Item number: | The item number of the SKU. | | ✓ |
| Field name: | The name of the field that contains the property you want to add/adjust. See the list of valid options below. | | ✓ |
| Value: | The value of the property you are adding/adjusting. Can be any string. | | ✓ |

**Valid field names:** Unit Measure; Packages Pr Pallet; Items Pr Consumer Unit; Discount Units; Allocation Key; Packages Pr Layer; Sales Units Pr CargoUnit; DUNS Code; Consumer Unit Gross Weight; Consumer Unit Net Weight; Consumer Unit Height;  Consumer Unit Width; Consumer Unit Length; Consumer Units Pr Shrink; EanPallet .

## Gross prices import

In this file you can type in the gross prices for each of the products in the products interface file.
Filename: **GrossPrices.csv**
Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Pricelist name: | If the name does not exist in BMS it will get created automatically. | ✓ | |
| Item number: | The item number of the SKU | ✓ | |
| Valid from date: | The date in yyyyMMdd format from which the price is valid. | ✓ | |
| GrossPrice: | The value of the gross price | ✓ | |
| Currency: | ISO currency code (i.e. DKK or USD). | ✓ | |

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## Cost prices import

In this file you can put your cost price for each of the products in the products interface file. Please include complex products in the file. If this is not possible we can do a custom calculation on request.

Filename: **CostPrices.csv**

Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Item number: | The item number of the SKU | ✔ | |
| Valid from date: | The date in yyyyMMdd format from which the price is valid. | ✔ | |
| CostPrice: | The value of the gross price | ✔ | |
| Currency: | ISO currency code (i.e. DKK or USD). | ✔ | |

## Taxes import

In this file you can put your cost price for each of the products in the products interface file. Please include complex products in the file. If this is not possible we can do a custom calculation on request.

Filename: **Taxes.csv**

Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Tax name: | Profiles can be used for linking taxes conditionally to the listings of each customer. | ✔ | |
| Item number: | The item number of the SKU | ✔ | |
| Valid from date: | The date in yyyyMMdd format from which the price is valid. | ✔ | |
| Tax amount: | The tax of one consumer unit. Tax must be a decimal number in the unit of the currency. | ✔ | |
| Currency: | ISO currency code (i.e. DKK or USD). | ✔ | |

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## Actual sales import

These files contain actual sales from the client's ERP system. In general the use of the amount fields must match the configuration of P&L made during the implementation. All amounts are totals for the accounting, item and customer numbers.

When it comes to terminology, please use the BMS accounting name (ex. Discount 1) or the custom defined accounting name for the discount in P&L set up in System options. NB: 100% match is required. Furthermore, it is highly advisable to include the totals such as: Invoice price, Net sales, Sales Margin and Sales contribution in the actuals. This will help finding the problem, if the system calculates these values incorrectly. It is also the company's responsibility to keep track of the data and make sure everything is correct.

If any of the transactions are not linked to a specific customer and/or product they can still be imported into BMS and be a part of the totals in all dashboards and reports.
If some transactions are linked to higher levels in the product hierarchy (i.e. brand), we recommend creating a placeholder product in the product module.
Filename: **Sales_yyyyMMdd.csv** (yyyyMMdd is the format of the date, so please enter the correct date.)
Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Accounting Date: | | ✔ | |
| Year: | Year of the sales transaction. | | ✔ |
| Month: | Month of the sales transaction. | | ✔ |
| Week: | Week of the sales transaction. | | ✔ |
| Customer number: | The number of the customer matching between the ERP system and BMS. | ✔ | |
| Item number: | The number of the product. | ✔ | |
| Display item number: | If the product was sold as part of a display you can fill in the display item number | | ✔ |
| Sales units: | Numbers of consumer units sold. | ✔ | |
| Currency: | ISO currency code. | ✔ | |
| Gross sale: | Gross sales total for the number of units | | ✔ |
| Discount 1: | Leave blank if not used. | | ✔ |
| Discount 2: | Leave blank if not used. | | ✔ |
| Discount 3: | Leave blank if not used. | | ✔ |
| Discount 4: | Leave blank if not used. | | ✔ |
| Discount 5: | Leave blank if not used. | | ✔ |
| Discount 6: | Leave blank if not used. | | ✔ |
| Discount 7: | Leave blank if not used. | | ✔ |
| Discount 8: | Leave blank if not used. | | ✔ |
| Discount 9: | Leave blank if not used. | | ✔ |
| Discount 10: | Leave blank if not used. | | ✔ |
| HotDealOnInvoice: | | | ✔ |
| CampDiscOnInvoice: | | | ✔ |

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| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Discount11: | Leave blank if not used. | | ✔ |
| Discount12: | Leave blank if not used. | | ✔ |
| Discount13: | Leave blank if not used. | | ✔ |
| Discount14: | Leave blank if not used. | | ✔ |
| Discount15: | Leave blank if not used. | | ✔ |
| Discount16: | Leave blank if not used. | | ✔ |
| Discount17: | Leave blank if not used. | | ✔ |
| Discount18: | Leave blank if not used. | | ✔ |
| Discount19: | Leave blank if not used. | | ✔ |
| Discount20: | Leave blank if not used. | | ✔ |
| HotDealAfterInvoice: | Leave blank if not used. | | ✔ |
| VarCampAllowance: | Leave blank if not used. | | ✔ |
| VarCampAllowance2: | Leave blank if not used. | | ✔ |
| FixCampAllowance: | Leave blank if not used. | | ✔ |
| Net sale: | Net sales total for the number of units. | | ✔ |
| COGS1: | Leave blank if not used. | | ✔ |
| COGS2: | Leave blank if not used. | | ✔ |
| DisplayCost: | Leave blank if not used. | | ✔ |
| Tax1: | Leave blank if not used. | | ✔ |
| Tax2: | Leave blank if not used. | | ✔ |
| Tax3: | Leave blank if not used. | | ✔ |
| Tax4: | Leave blank if not used. | | ✔ |
| Tax5: | Leave blank if not used. | | ✔ |
| Clearance: | Leave blank if not used. | | ✔ |
| Returns1: | Leave blank if not used. | | ✔ |
| Returns2: | Leave blank if not used. | | ✔ |
| Royalty: | Leave blank if not used. | | ✔ |
| Distribution: | Leave blank if not used. | | ✔ |
| Sales margin: | Net sales total for the number of units. | | ✔ |
| CashBack: | Leave blank if not used. | | ✔ |

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## Trade terms

This file contains the trade terms data. All the data here is closely connected to the P&L calculations in the system and should therefore be treated with great care.
File name: **tradeterms.cvs**
Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Account: | Name of the P&L line to Target as "Discount1" to "Discount25" or Royalty | ✓ | |
| Condition Type: | Optional field for tracking the ERP condition name. Not used in the logic in BMS. | ✓ | |
| From Date: | The date from where the trade terms are in effect | ✓ | |
| To Date: | The date when discount is ending. Leave empty for "infinite" | ✓ | |
| Value: | Value of the discount. (The values must correspond to the calculation method in the BMS P&L Setup) | ✓ | |
| Customer No.: | The number of the customer in BMS.  If the Customer No is a Toplevel the discount will target both the Top level customer and any banners below. If the Customer No is a Banner customer there will be no effect on the Top level customer. | ✓ | |
| Product hierarchy level: | 0 is Item number, 1-9 is product hierarchy | ✓ | |
| Product hierarchy value: | Item number, brand code, brand name etc. | ✓ | |
| Sequence: | The discounts is applied from lowest to highest. So in case of several discounts matching the highest sequence will in effect | ✓ | |

## Payment confirmation

By importing this file to BMS, you update the promotion settlements data.
File name: **paymentconfirmationXXX.cvs**
Columns:

| Column name | Description | Mandatory | Optional |
|---|---|---|---|
| Settlement ID: | The unique ID of the settlement | ✓ | |
| Payment date: | The date of the payment | ✓ | |
| Initials: | The initials of the person that approved the payment. | | ✓ |
| Document number: | The number of the payment confirmation document | ✓ | |

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## Forecast export

These files contain future displays on promotion. A file will contain a row per promotion, per product, per delivery week from current month and future.
Filename: **DisplayForecast.csv**
Columns:

| Column name | Description |
| --- | --- |
| PromotionID: | Unique id of the promotion in BMS. |
| Chain number: | The number of the chain in BMS. |
| Chain name: | The name of the chain. |
| Customer number: | The number of the customer in BMS. |
| Customer name: | The name of the customer. |
| Item number: | The number of the product. |
| Product name: | The name of the product. |
| Delivery year: | The year of the promotion delivery profile. |
| Delivery month: | The month of the promotion delivery profile |
| Deliver week: | The week of the promotion delivery profile. |
| Promotion start date: | Start date of the promotion in yyyyMMdd format. |
| Promotion end date: | End date of the promotion in yyyyMMdd format. |
| Number of display: | The count of displays. |

## Factory forecast export

The file contains SKU products and displays are split into SKUs.
File name: **FactoryForecast.csv**
Columns:

| Column name | Description |
| --- | --- |
| Customer number: | The number of the customer in BMS. |
| Customer name: | The name of the customer. |
| Item number: | The number of the product. |
| Product name: | The name of the product. |
| Delivery year: | The year of the promotion delivery profile. |
| Delivery month: | The month of the promotion delivery profile |
| Deliver week: | The week of the promotion delivery profile. |
| Total forecast: | Total number of consumer units (promotion + pipe + launch + baseline - cannibalization). |
| Baseline input: | Number of unit's entered in the baseline module |
| Cannibalization: | Number of unit's cannibalized on the baseline input by the promotion profiles. |
| Total baseline: | Baseline input minus cannibalization. |
| Promotion: | Units from the promotion module on delivery time |
| Pipe: | Units from launch module. |
| Launch: | Units from launch module. |

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## Temporary price reductions

For adjusting your invoicing prices for promotion discounts we provide a file for temporary price reductions. This file can be used for sending feedback to the ERP system for invoicing promotions discounts on invoice.
Filename: **Tpr.csv**

Columns:

| Column name | Description |
|---|---|
| PromotionID: | Unique id of the promotion in BMS. |
| Chain number: | The number of the chain in BMS. |
| Chain name: | The name of the chain. |
| Customer number: | The number of the customer in BMS. |
| Customer name: | The name of the customer. |
| Item number: | The number of the product. |
| Product name: | The name of the product. |
| Promotion start date: | Start date of the promotion in yyyyMMdd format. |
| Promotion end date: | End date of the promotion in yyyyMMdd format. |
| Delivery start date: | Start date of the promotion in yyyyMMdd format. |
| Delivery end date: | End date of the promotion in yyyyMMdd format. |
| Gross price: | Amount in system currency. |
| Customer normal invoice price: | Amount in system currency. |
| Promotion discount: | Amount in system currency |
| Customer temporary invoice price: | Amount in system currency |

## Field sales

For your fields sales system we provide a number of different files to help you manage the tasks.

The first file offered is an overview of current and future promotions. The file contains one row per promotion, per product, and only contains records where Promotion end date is equal today or in the future.

Filename: **promotions.csv**

Data in the file:

| Column name | Description |
| --- | --- |
| PromotionID: | Unique id of the promotion in BMS. |
| Promotion name: | The name of the promotion. |
| Promotion type: | The type of the particular promotion. |
| Promotion purpose: | The purpose of a particular promotion. |
| Chain number: | The number of the chain in BMS. |
| Chain name: | The name of the chain. |
| Item number: | The number of the product. |
| Product name: | The name of the product. |
| Brand name: | The brand name of the product. |
| Promotion start date: | Start date of the promotion in yyyyMMdd format. |
| Promotion end date: | End date of the promotion in yyyyMMdd format. |
| Expected delivery start date: | Start date of the promotion in yyyyMMdd format. |
| Expected delivery end date: | End date of the promotion in yyyyMMdd format |
| Suggested retail price in the offer: | Suggested retail price of a particular product or display. |
| Number of units in the offer: | Number of products in a particular promotion. |
| Customer normal invoice price: | Amount in system currency on first promotion day. |
| Promotion discount: | Amount in system currency. |
| Promotion discount 2: | Amount in system currency. |
| Note from KAM: | Sales rep from the promotion module. |
| Forecast (sales units): | Forecasted amount of sales units to be sold. |
| Forecast (consumer units): | Forecasted amount of consumer units to be sold. |
| Display: | Whether a product is a display or not. |
| Sales Type: | 'Single case' , 'Display', 'Display Component' |
| Chain Price: | Amount in system currency from Listing, first from Banner customer and if zero then from Customer. |

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The second file offered for export is an overview of listings. The file contains one row per product per chain.

Filename: **listings.csv**

The data containing is:

| Column name | Description |
| --- | --- |
| Chain number: | The number of the chain in BMS. |
| Chain name: | The name of the chain. |
| Item number: | The number of the product. |
| Product name: | The name of the product. |
| Brand name: | The brand name of the product. |
| Listing state name: | The description of the listing state in customer module |
| Listing state code: | The description of the listing state in customer module |
| Listed from date: | Start date of the listing in yyyyMMdd format. |
| Listed to date: | End date of the listing in yyyyMMdd format |
| Gross price: | Current price on file extraction date. Amount in system currency. |
| Customer invoice price: | Current price on file extraction date. Amount in system currency. |
| Suggested retail price: | 'Retail Price (Recommended)' from customer specific price list and if zero from Gross Price list. Amount in system currency. |
| Customer ItemNo: | The customer number of the product |
| Chain Price: | Amount in system currency from Listing, first from Banner customer and if zero then from Customer. |

The third file offered for export is an overview of customers. The file contains one row pr. Customer.

Filename: **customers.csv**

The data containing is:

| Column name | Description |
| --- | --- |
| Customer Number: | The number of the chain in BMS. |
| Customer Name: | The name of the chain. |
| Parent Customer Number: | In case the customer is a banner this is the relation to the top level. |
| Parent Customer Name: | The name of the top level customer that the current customer is attached to. |

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## Provisions

By exporting this file from BMS, you get a file that can serve as a general journal entry file for your bookkeeping system.

File name: **settlementXXX.cvs**

Columns:

| Column name | Description |
|---|---|
| PromotionID: | The ID number of the promotion the settlement is for. |
| Customernumber: | The number of the customer related to the promotion. |
| Itemnumber: | Item number of the product/products included in the promotion. |
| Accountingdate: | The date of the payment. |
| Accountname: | The name of the Account that is being settled. (Variable promotion allowance off invoice 1, Variable promotion allowance off invoice 2, Fixed promotion allowance off invoice). |
| Amount: | The amount of the settlement. |

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# Implementation methods

There are two approaches of how to implement BMS in your company. We offer Enterprise and Assisted Implementation methods, where the one for you depends on the company size, complexity, timing and strength of your team.

## Assisted Implementation

The Assisted method requires you to lead the implementation project. During the process you need to ensure that you have set up BMS to match your business and support the planning approaches you use. The user training will be your responsibility, while we provide you with a strong documentation library.

**Limited project guidance through webmeetings**

**No implementation costs**

**Standard interfaces**

**Phone and e-mail support**

**Optional superuser training (additional cost)**

**To start the implementation**, follow the steps below:

1   Sign up for a free trial
2   Configure the system using the documentation library as your primary support source
3   Instruct your end users to start using BMS

## Enterprise Implementation

The Enterprise implementation project is fitted specifically for your company and usually includes the following services: Project management, workshops, process descriptions, system configuration, interfaces/data mapping support, data validation etc.

**Project management & best practice included**

**Based on offer**

**Customized and standard interfaces**

**Phone and e-mail support, status meetings**

**Workshops included and optional user training**

**To initiate the Enterprise implementation**, please sign up and we will get to you shortly.
Every project is special, but we usually follow the following steps:

## Sign

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