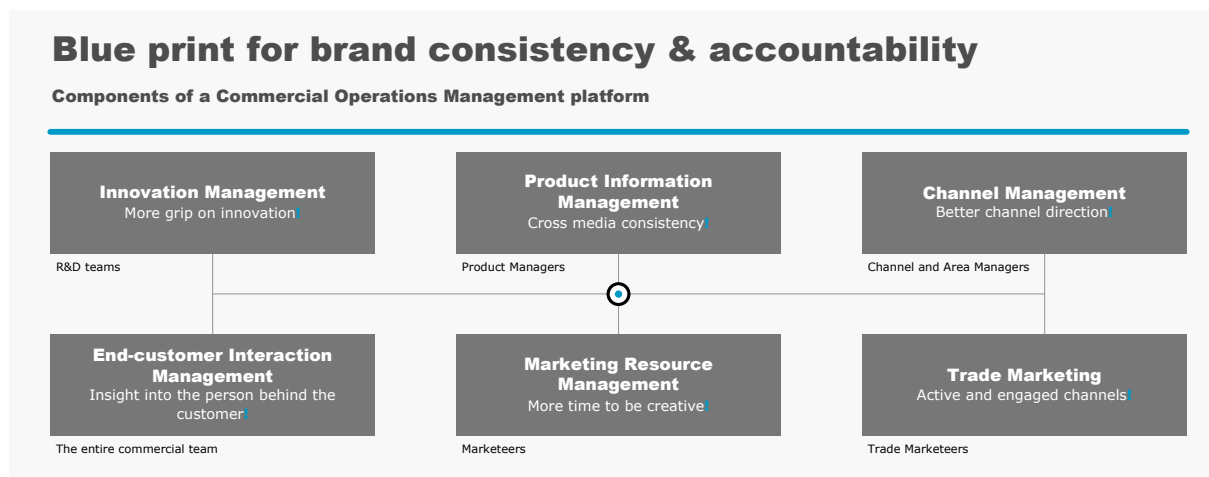


The power of a **Commercial Operations Management** platform

Rapidly increasing and changing segments, touch points and communication vehicles are causing organizations to launch a wide variety of brand, product, channel and customer initiatives. However, ad hoc responses to these changes often yield heightened complexity and disjointed resource allocation. As a result, companies have increasing difficulty identifying and pursuing opportunities in a coherent way, assigning accountability and tracking performance.

To avoid these ills, companies need an enterprise solution for consistent, coordinated processes, tools, pivotal roles and performance management. The integration of these elements is particularly challenging and important. Companies are frequently disappointed when they apply standard tools without clarifying accountability for key decisions, redesign processes without linking them to measurable outcomes, or improve skills without improving processes.

The SyncForce solution to these problems is what we call a Commercial Operations Management platform - a platform for consistent sales and marketing in all functional areas (such as brand-, innovation-, segment-, channel-, pricing- or key-account management) that are most closely linked to a company's strategic priorities.



Although the above elements might seem like standard attributes of any well-functioning marketing and sales organization, they are in fact far from common, as well as challenging to put in place.

Innovation Management

Create transparency, track your innovation projects centrally and shorten your time to market.

You can feel the competition every day. So, how can you shorten innovation cycle times and launch more new products in less time? It's not just the life cycles of your products that are under pressure, but also your time to market and payback times.

Central monitoring of your innovation projects gives you insight and a clear overall view. This project tracking system presents the status of all your activities. You can execute your project and coordinate your innovations based on a single, central vision. And you can coordinate people and resources optimally, creating synergies between R&D, production, marketing & sales and individual employees. All of which translates into more grip on innovation.

Product Information Management

Cross Media Publication from a single point of information via an integrated process. In multiple languages and for multiple brands.

Integrated communication is a big asset. But do you also have integrated production? To make sure that your message reaches the right target audience in the right form and at the right time? Both offline and online?

Commercial Operations Management will streamline access to your information. R&D, sales- and marketing related product information: all your data is combined in a single, central environment. From which you can simply create product catalogues, brochures, leaflets, price lists and manuals. In multiple languages and for multiple brands. Distributors, retailers, end customers and the press will have timely access to the information they need. In whatever form you wish.

Do your product launches cover multiple target groups with different publication moments? Your solution is focused on flexibility, so you can serve each target group in the most optimal way. You can publish through a wide range of media and channels, both online and in print.

Product Information Management not only supports your cross media publications and product launches; it also creates synergy. Enabling you to build the market position of your brand, efficiently and consistently.

Marketing Resource Management

Make your marketing assets accessible and available with a central library. This will give marketers more time to be creative.

Your marketing assets are the visual capital of your organization. All your brand assets, digital assets, marketing collateral, merchandise and campaigns represent a significant investment. But can you benefit from that investment immediately? And are your marketing assets easily accessible to all who need them?

A central marketing library will enable you to put your house in order. Giving you instant access to brand guidelines, product images, logos, artwork, animations, presentations, news items, merchandise and publications. This repository will not only allow you to manage your marketing assets, it will also support a controlled publishing process 24/7.

An integrated web-based design solution enables you to bring a new level of creative control to fully automated publication creation, such as adverts, posters, business cards, invitations, response cards, et cetera.

Channel Management & Trade Marketing

Create involvement within your sales channel and give your channel partners round the clock support in marketing, sales and service.

You used to be on the same wavelength as your customers. And just one sales channel was all you needed. But that's a thing of the past. Because today's consumers have a multi-channel focus, and switch effortlessly from one to the other.

Consumers' brand loyalty is declining all the time, while the power of the retailers is increasing. As far as you're concerned, retailers are there to convert threats into opportunities.

By initiating joint actions and supporting retailers in the areas of marketing, sales and service, you can strengthen their loyalty. That means they will be glad to work for your brand on the sales floor and to act as an ambassador for your products.

"Don't ask what it costs, ask what it delivers" is a very true one-liner. But at a time of Key Performance Indicators, accountability and Return On Investment, you can't simply rely on promises. Because how do your costs and revenues for marketing and sales look? And how can you improve those results at brand, product, employee and channel partner level?

To find out what's happening, you have to measure it. You can do that at any desired level within your organization: corporate, strategic and operational. But to assess your marketing and sales performance, you first need to document all relevant channel activities. In accordance with a fixed structure, and including their effects. A central environment for information access will help you to do that.


Why one single integrated enterprise platform?

Islands of information and isolated archives can be a big barrier to success.

Because of decentralization, your brand, marketing, sales and product information is spread across different archives at different locations. Information wanders over multiple Excel files and personal archives threaten the continuity of your organization.

By centralizing information access, you create a structured environment. A single, central platform in which your brand, marketing, sales and product information is stored. Transparent, up-to-date and reliable. All the information you need is instantly accessible, and can easily be shared with other departments and your commercial partners. Which means a big increase in productivity and effectiveness. They can access your information using a single, central portal. At the right time, in the right place and in the right format. 24 hours a day.

By centralizing commercial information management and access, you bridge separate islands and open up isolated archives. Information is accessible to R&D, production, marketing and sales. That enables you to manage your brands based on a single, consistent vision. With added value in the form of synergy and shorter cycle times.

The result: a  centralized and accessible commercial memory.

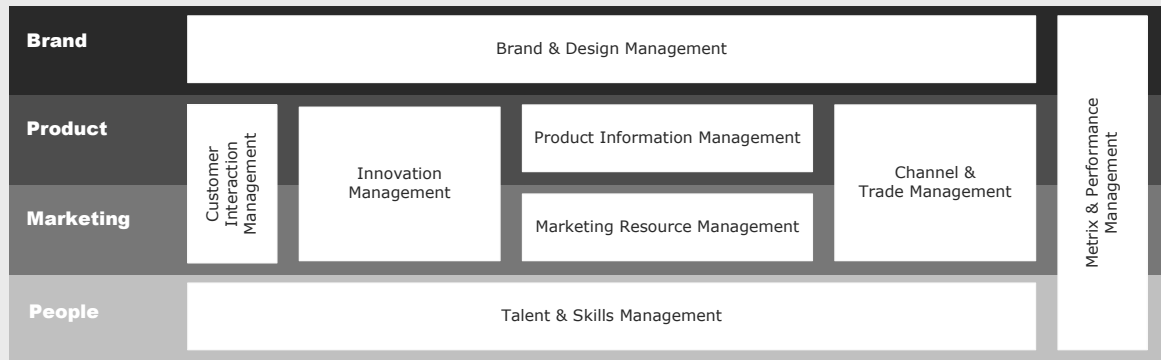
The SyncForce Commercial Data Exchange

Most organizations rely on ERP platform like SAP, Microsoft Dynamics AX/NAV or Oracle to run their operations. The Commercial Operations Management platform can be integrated with your ERP system. In this way product master data and transaction data can be shared between these enterprise platforms. Within the SyncForce platform the ERP information is commercialized and made accessible to your employees, your partners and to other systems.





Commercial Operations Management areas



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Innovating Commercial Operations

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