Data Profits' Retail Promotion Software Delivers Promotional Forecasting and Management for Retail, Wholesale and Grocery Industries

iKIS Promotion Management Module Provides Cutting Edge Retail Promotion Forecasting

ATLANTA, July 22, 2014 /PRNewswire/ -- Data Profits Inc. announced the release of their iKIS™ Trade Promotion Solution that extends End-to-End Promotion Planning for the Retail, Wholesale, and Grocery Industries.

Data Profits (http://www.data-profits.com), a leading mid-market Supply Chain Management (SCM) solution provider delivering key demand driven forecasting and inventory replenishment functionality that leads to higher supply chain performance and profitability, is excited to offer new functionality to its customers and their suppliers that provides an end to end solution for trade promotion planning and execution.

"Today's competitive marketplace is putting tremendous pressure on retailers to increase revenue and improve margins", stated Stuart Dunkin, CEO of Data Profits. "Leading retailers are looking to maximize promotional lift by offering unique deals across all channels and track them end-to-end, from creation to settlement."

"Successful promotion execution today requires online tracking of negotiations with vendors, consensus forecasts on promotional lift and inventory, along with shared feedback to suppliers during the event to ensure maximizing promotional lift. Post promotion, all parties want the settlement process automated to ensure full margin realization at the lowest possible cost."

The Key Features of the System:

Electronic Deal Negotiation: The cloud based system dynamically supports the deal negotiation process to its fulfillment as a legal electronic agreement.

Integrated Pre-Promotion Planning: Deal information is interfaced to POS, DC systems, Store systems, Marketing, Merchandising and Vendor planning systems.

Real time Promotion Feedback: Monitor promotion lift with Scorecards and End-to-End service alerts to improve sales and customer satisfaction.

Settlement Execution: Vendor billing for each trade promotion claim is initiated and tracked by status for all partners.

Stuart Dunkin, CEO of Data Profits, "We see the next few years as ones where retailers and distributers are looking to align and link their supply chains End-to-End from a demand driven perspective. Using our collaboration platform that includes customizable workflow and analytics, we can deliver better results, supporting new collaborative behaviors and smarter outcomes for our customers and their partners. Only Data Profits' iKIS™ solution allows businesses to "Tighten the Links in Your Chain™."

About Data Profits (www.data-profits.com)

Data Profits, delivers a set of critical abilities to mid-market retailers, wholesalers, manufactures, and their suppliers, including Demand Forecasting, Inventory Replenishment, Collaboration with Supply Chain Visibility, and Proactive Management alerts. Developed with the guidance of both customers and leading technology experts, Data Profits' software is implemented and running in less than 30 days at a cost less than 50% of legacy providers. Using iKIS™, teams can work within one business network to see immediate results on supply chain activities. Data Profits' real-world experiences demonstrate solid thought leadership that returns significant ROI for customers in 90 days driving actions to "Tighten the Links in Your Chain™."