

# eSkye Software's National Account Manager Module™

**The Challenge:** manage pricing, promotions, VMI and information requests for all your national accounts

National accounts are demanding closer relationships with their trading partners. Increasingly, manufacturers in the beverage alcohol space are being asked to do the heavy lifting of gathering pricing and promotional information from their distributors that sell to the outlet level, cleaning the data and then sending this data to the chain headquarters electronically in the chain defined format.

These requests range from sending pricing data for inclusion in Vendor Managed Inventory (VMI) programs to participating in global data synchronization (GDS) in order to manage and share detailed product information. National Account sales teams need to be able to communicate new authorization, promotions and special instructions to their distributors in real time and get information back on what was actually executed. This trend is expected to accelerate for all large national players, including the leading on-premise retail outlets.

**The Solution:** connectivity to distributors and national accounts

Product #	Description	Wholesale	Current Allowance	New Price	New Allowance	% +/-
28726	Sterling Cabernet - 1L	\$131.00	\$9.74	121.00	-10.00	-7.63
28727	Sterling Chardonay - 1L	\$121.00	\$9.74	116.00	-5.00	-4.13
28709	Sterling Merlot -1L	\$118.50	\$7.68	116.30	-2.20	-1.86
28741	Sterling Merlot - .75L	\$111.50	\$5.68	108.30	-3.20	-2.51
58728	Sterling Riesling - 1L	\$131.00	\$11.74	128.00	-3.00	-2.29
28326	Sterling Riesling- .75L	\$138.40	\$13.37			

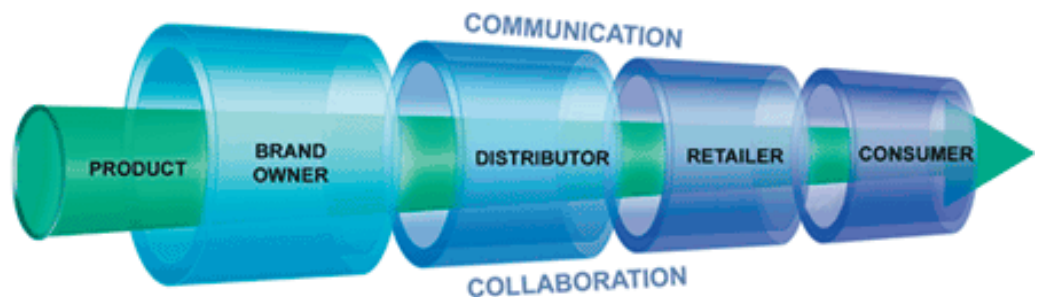
The National Account Manager can be used to automate standard communication, such as SKU or outlet-specific pricing, between suppliers, third-party distributors and retail accounts.

eSkye enables suppliers to simplify and automate the processing and communication of pricing and promotion information to national accounts for VMI and national account price synchronization. Using eSkye's tools, suppliers can quickly setup and modify any new product, promotion, and distributor support information. They can then communicate those details through their supply channel for execution against the product or promotion down to the retail level. All of a supplier's distributors and national accounts should and can be managed within one application.

## The Technology: eSkye's National Account Manager Module

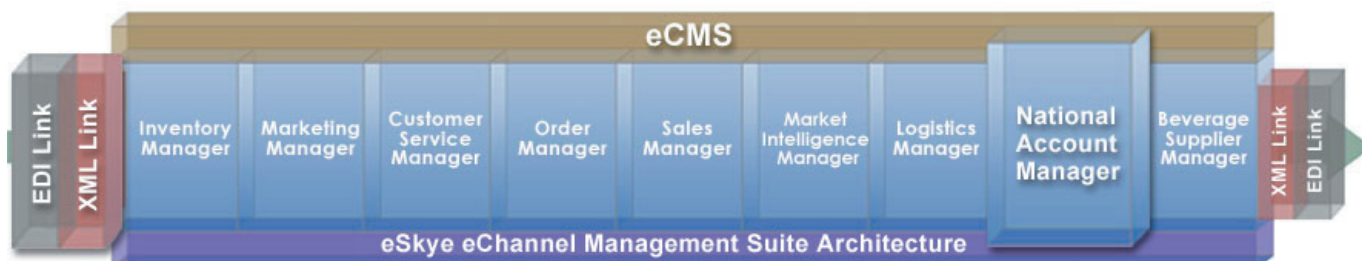
As part of eSkye's eChannel Management Suite™ (eCMS™), the National Account Manager Module provides suppliers with a simple Web-based interface to manage all their pricing and promotion details. EDI and XML integration and transport capabilities allow this information to be immediately sent to the supplier's national account sales organization or to their distributors responsible for executing promotions. Additionally, this information can be accessed by individual retail outlets. In the case of off-premise retailers, the specific sku pricing at the outlet level can be communicated automatically to the retailer's internal systems for the creation of shelf tags.

*The channel is enhanced with the power of eSkye's eChannel Management Suite. Information flows freely up and down the channel as partners collaborate and communicate like never before.*



**eSkye**software

# eSkye Software's National Account Manager Module™



The National Account Manager Module gives suppliers better control over pricing and promotions with their national accounts.

## National Account Manager Features

- Supports the EDI 832 Price/Sales Catalog and 824 Application Advice specs for VMI applications
- Easy-to-use, Web-based interface
- Product, promotion and pricing information can be uploaded, downloaded, edited and viewed on the Web
- EDI and non-EDI file-format support
- Real-time information distribution up and down the channel
- Real-time update of information by seller and/or distributor via the Web or through automation
- On demand and automated reporting capabilities to help pricing administrators
- Status alerts notify the supplier when various conditions have not been met (e.g. a distributor fails to update pricing for the month for a national account chain or the changes to pricing exceed the chains maximum increase allowed)
- Full integration with eCMS™ takes advantage of the customer, product, and order information already in the system

Forecasting / Analysis

Show Tools National Account Promotion Analysis

Cancel | Graphical View

Search Filters

Product: Chivas Regal

Date Range: 09/01/06 to 06/01/07

Search

Outlets	Participation
TGIF Indianapolis #1	Yes
TGIF Indianapolis #3	Yes
TGIF Indianapolis #6	No
TGIF Chicago Downtown #2	Yes
TGIF Chicago Downtown #3	No
TGIF Chicago Downtown #5	Yes

National Account Manager gives a brand marketer capabilities that are not otherwise available in the market place. This can have a direct impact on and advantage to the positioning with national account buyers.

## About eSkye Solutions

Founded in 1999 by leaders in the consumer-packaged-goods (CPG) and distribution industries, eSkye Solutions has leveraged its expertise by creating a powerful suite of Web-enabled applications that offer brand owners new ways to communicate and collaborate with their channel partners. The results are: reduced costs, increased effectiveness, and precise management of their brand throughout the entire distribution channel.

For more information on how eSkye Solutions can work for you, visit our Web site at: [www.eskyesolutions.com](http://www.eskyesolutions.com) or contact us at:

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