

# Optimise your trade promotions with the right software and business partner

Your business has a lot to gain from trade promotion management software. You can leverage it to plan, execute and analyse all of your trade promotions. Having a clearer picture enables better decision-making, increased sales and stronger relationships with retailers. But which solution is best? Discover how TELUS Trade Promotion Management and TELUS Trade Promotion Optimisation stack up against its competitors.

What you can do with TELUS TPM & TPO	Features and benefits	How other software compares
<b>Excel in retail</b>	<ul style="list-style-type: none"> <li>Scalable, globally configurable solution</li> <li>Trade spend planning, execution and settlement for promotion and trade terms</li> <li>Flexible planning for both direct and indirect route to market</li> <li>Volume management, including cannibalisation and dip effects</li> </ul>	<ul style="list-style-type: none"> <li>Not purpose-built specifically for the needs of retail CPG companies</li> </ul>
<b>Plan smarter and faster with AI efficiency</b>	<ul style="list-style-type: none"> <li>Conversational insight and analysis of data via gen-AI chatbot</li> <li>Streamlined workflows and reduced IT demands</li> <li>Reduced user workload through automation of key tasks and activities</li> </ul>	<ul style="list-style-type: none"> <li>Less user friendly interface</li> <li>Limited customer support quality</li> <li>Not scalable for business growth</li> </ul>
<b>Maximise trade spend effectiveness</b>	<ul style="list-style-type: none"> <li>Pre and post-event analysis</li> <li>Visibility into lift, actual volume, spend and ROI</li> <li>Data-driven decision-making capabilities</li> <li>Insights into manufacturer and retailer profitability</li> <li>Promotion planning from sales to execution and analysis</li> </ul>	<ul style="list-style-type: none"> <li>Basic post-event analysis capabilities</li> <li>Limited advanced analytics</li> <li>Basic workflow management</li> </ul>
<b>Generate more accurate forecasts</b>	<ul style="list-style-type: none"> <li>Accurate baseline creation</li> <li>Promotional uplift assessment and analysis</li> <li>Top-down and bottom-up tracking</li> <li>Target setting based on modeling constraints and market conditions</li> <li>Volume phasing for precise sales data analysis</li> <li>Demand forecasting</li> </ul>	<ul style="list-style-type: none"> <li>Lack of target setting capabilities</li> <li>Limited handling of volume inputs and volume forecasting</li> <li>Absence of advanced planning capabilities</li> </ul>
<b>Gain end-to-end visibility</b>	<ul style="list-style-type: none"> <li>Streamlined workflow management for spend control and efficiency</li> <li>Intuitive dashboards for data visualisation</li> <li>Flexible reporting options</li> </ul>	<ul style="list-style-type: none"> <li>Limited environment configuration customisation for workflows</li> </ul>
<b>Control trade spend and liabilities</b>	<ul style="list-style-type: none"> <li>Claim validation for spend control</li> <li>Single, auditable system of record</li> <li>Open liability and financial impact assessment</li> <li>Trade budget control and overspending prevention with P&amp;L, HQ funds management and long-term spend analysis</li> </ul>	<ul style="list-style-type: none"> <li>Lack of P&amp;L-based approval workflows</li> <li>Limited automation features for claims management</li> <li>Inability to store data down to customer/SKU/day level</li> <li>Limited fund management capabilities</li> </ul>
<b>Optimise trade promotions</b>	<ul style="list-style-type: none"> <li>Constraint-based modeling and improved forecasts</li> <li>Scenario planning</li> <li>Data harmonisation</li> <li>Promotion planning for retailers without syndicated or POS data</li> </ul>	<ul style="list-style-type: none"> <li>Limited data harmonisation capabilities</li> <li>Basic reporting capabilities</li> <li>Lack of robust scenario planning features</li> </ul>

# Maximise your trade impact with TELUS Trade Promotion Management

Think of our software as your secret weapon to optimise your promotional strategies across retail. It's a SaaS solution designed for the consumer goods industry, leveraging over 20+ years of industry experience. We harness AI and advanced analytics to continuously evolve our solutions and anticipate future needs.

## TELUS Agriculture & Consumer Goods delivers award-winning solutions

TELUS is a global technology company with a long-standing commitment to putting customers and communities first, continuously evolving to empower businesses in the digital world. TELUS Agriculture & Consumer Goods delivers integrated digital solutions and data insights to help you optimise operations and strengthen connections across the supply chain. Our vision is to create the best producer-to-consumer outcomes, allowing you to focus on people, culture and process for true business transformation – not just technology.

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**Best-in-Class  
category distinctions**  
from the Promotion  
Optimization Institute<sup>1</sup>

## Maximise promotional effectiveness and boost your profitability

Accelerate trade spend performance across every channel.


[Book a demo](#)


### Build a business case


Gain actionable insights, expert strategies and data-driven guidance to craft a compelling business case for a trade promotion management solution.

[Download the guide](#) →

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<sup>1</sup> POI 2025 Consumer Goods Enterprise Planning & Retail Execution Vendor Panorama