



PRICEBOOK

Simplify and automate the processing and communication of pricing and promotion information to national accounts.

National Account Manager™

Unmatched Connectivity to Distributors and National Accounts

The purpose of National Account Manager (NAM) is to simplify and automate the processing and communication of pricing information to national accounts. Distributors get access to a web-based interface where products and promotions can be quickly set-up and modified with local pricing. Suppliers can then communicate those details to the chain retailer. The specific SKU pricing at the outlet level can then be communicated automatically to the retailers' internal systems through EDI for the creation of shelf tags.

eSkye by iControl's NAM is the industry standard service. Distributors and suppliers use it to manage pricing in all 50 states with the largest retailers in the world. All major distributors have staff currently trained and using NAM on a daily basis.

NAM is a web-based price application that facilitates the collection of distributor pricing and promotions. This application meets all requirements for WalMart's Vendor Managed Pricing (VMP) program but can be used with any national retail chain as well as any national on-premise chain. National Account Manager system has three components: a distributor web data entry application, supplier administration, and electronic delivery to a retailer via EDI or other structured format.

A Superior Supplier Portal and Support Desk

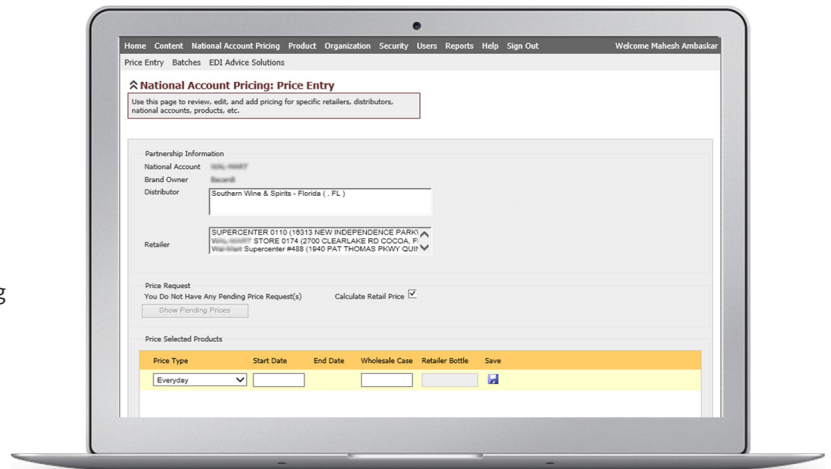
eSkye by iControl is the leader in this category and we specialize in national account pricing. eSkye's software is and always has been specifically designed for wine & spirits suppliers. We know the wine & spirits business inside and out and have tailored our software to meet the demands of VMP so that suppliers can utilize the software tool allowing them to be responsive, dynamic and timely to Wal-Mart and other retailer requests.

eSkye by iControl has a very knowledgeable support staff dedicated to suppliers on our application. Our support staff is always available to our suppliers to assist in any way necessary to meet the demands of retail customers, no matter the request or requirement. We also continually update the software to improve ease of use and functionality (for example an APL wizard to allow users to quickly add UPCs to stores and distributors in less than 4 clicks or our enhanced retail lockdown function).

eSkye by iControl's software is superior in terms of efficiency and effectiveness for managing the VMP process.

National Account Manager Features

- Easy-to-use, web-based interface that ALL the largest distributors in wine & spirits are already trained to use
- Distributors enter pricing via a simple price entry collection page where pricing can be entered in an endless combination. Any type of pricing can be collected – Everyday, special price types, QDs, etc.
- Product, promotion and pricing information can be uploaded, downloaded, edited and viewed on the web
- Real-time price and product information available to supplier, distributor and to chain retailer
- Status alerts notify the supplier when various conditions have not been met (e.g. a distributor fails to update pricing for a new product; pricing changes violate the national account's rules)
- Retailer specific requirements such as lockdown pricing are built directly into NAM allowing the supplier to quickly and expertly manage account specific pricing/promos
- Account specific business rules and requirements can be managed by the supplier directly in the application such as margins, rounding rules, price change minimums and maximums, etc.
- Administration of product and APL changes can be managed via the user interface or via uploads meaning that adds/deletes/changes to store and product assignments are instant and can be priced quickly
- Margin maintenance can be managed via uploads or the portal interface for fineline, state, region, store or product level requirements
- Pricing administration for lockdown, delete, margin and rounding rule changes can be managed via upload processes
- Account specific pricing requirements can be done via uploads when massive pricing changes are required instead of waiting on distributors to re-enter pricing which can be time consuming
- eSkye by iControl currently supports all EDI 5010 formats including EDI 812, 832, 997, 824 and 850
- All price records are batched and sent to retailers in accordance with the retailer's EDI standards. Additionally, the EDI files are converted to a usable format so suppliers can monitor EDI pricing communication effectively and efficiently.
- More than 36 dynamic reports are available to suppliers and distributors to manage the pricing process



Get started today.

Contact us to start saving time and money with eSkye by iControl at sales@icontroldata.net.